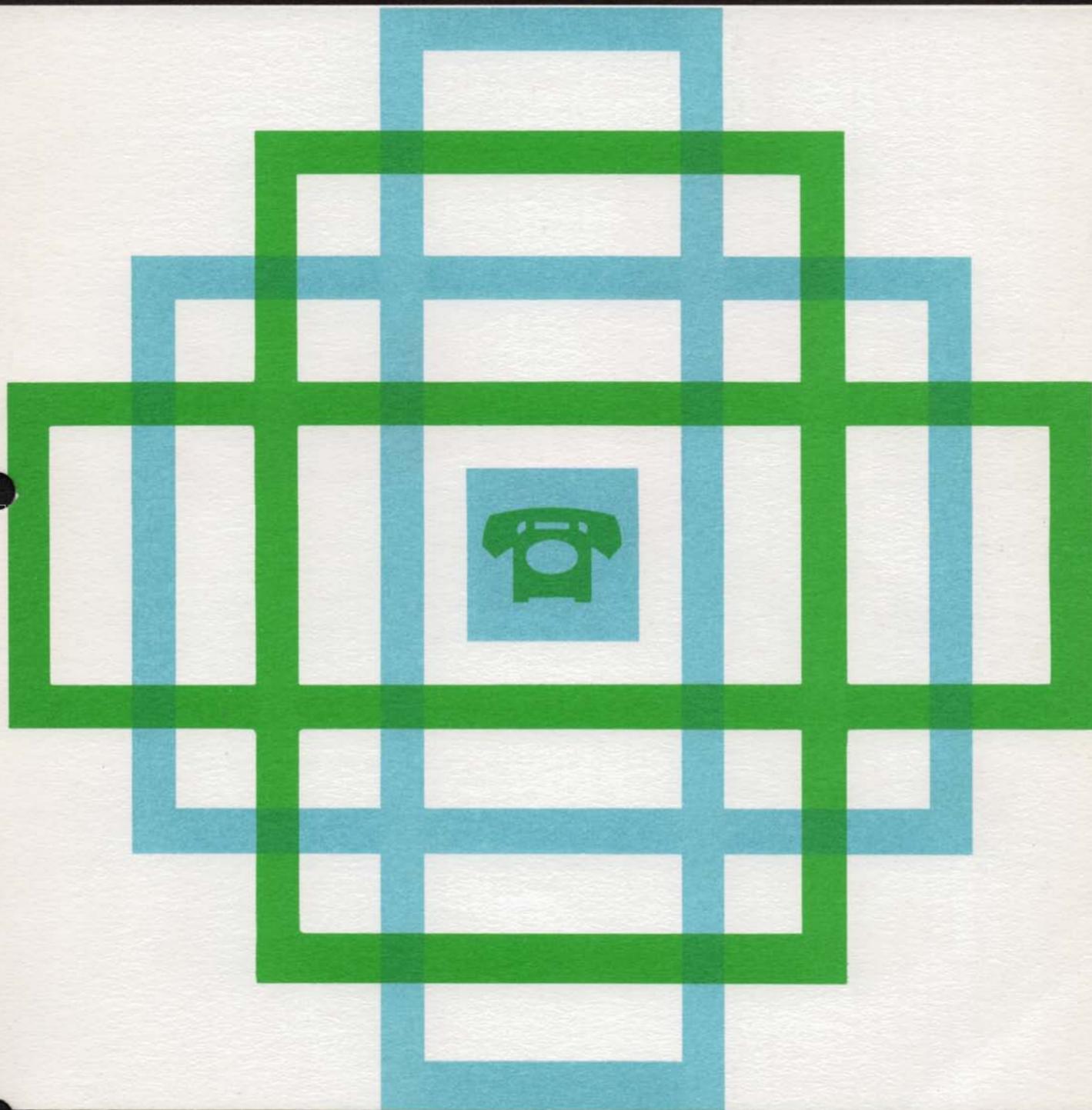


The Bell System
announces...

WIDE
AREA
TELEPHONE SERVICE



CALL AS OFTEN AS YOU LIKE,
TALK AS LONG AS YOU WANT...
FOR A FIXED MONTHLY RATE

Now, more than ever before,

your telephone is the fastest, most efficient way to handle business communications. The Bell Telephone System has developed an entirely new type of long distance service for business and industry. It can greatly reduce the unit cost of your calls. This service is called Wide Area Telephone Service.



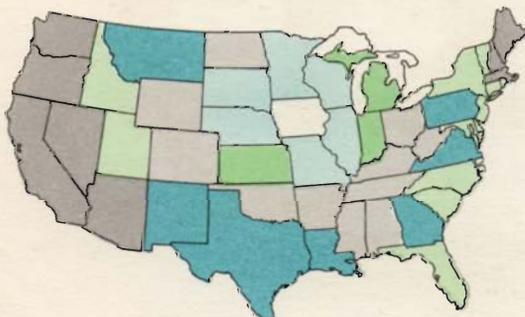
What is Wide Area Telephone Service?

It is service from your telephone to all telephones within a specified area you select. This service is provided at a fixed full-time or measured-time monthly rate. You do not pay by the individual call. The service is for outgoing station-to-station calls.



How does it work?

You have a special access line from your office to a telephone company switching center. This ties you in automatically to the Bell System's long distance network. You then dial any number you wish within the Wide Area you have contracted for.



How large or small can the Wide Area be?

You decide on the area that best fits your needs. It may be several states or the entire country. Normally, the states next to your own state are included in Band 1. This area, plus additional states, represents Band 2—and so on. How these bands are defined in the case of Des Moines, Iowa, is shown on the simplified map.

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WIDE AREA TELEPHONE SERVICE

How is the monthly charge determined?

The charge is based on three things: (1) whether you want full-time service or measured-time service (2) the size of the area or areas you want to cover and (3) the number of lines you need to have available simultaneously.

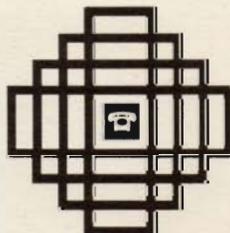
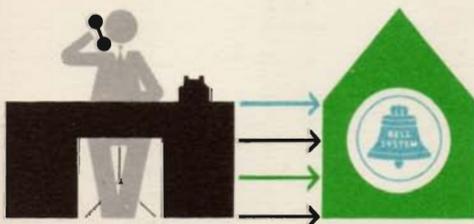
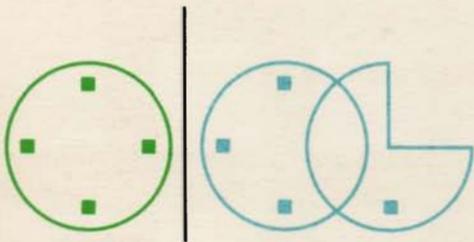
What is meant by "full-time" and "measured-time" service?

Full-time service provides for unlimited use, 24 hours a day, every day of the month. Measured-time service for a given number of hours a month, with additional use charged by the hour. These measured hours may be used any time during the monthly period—all at once, or accumulated by fractions of minutes throughout the month.

What are the advantages of several access lines?

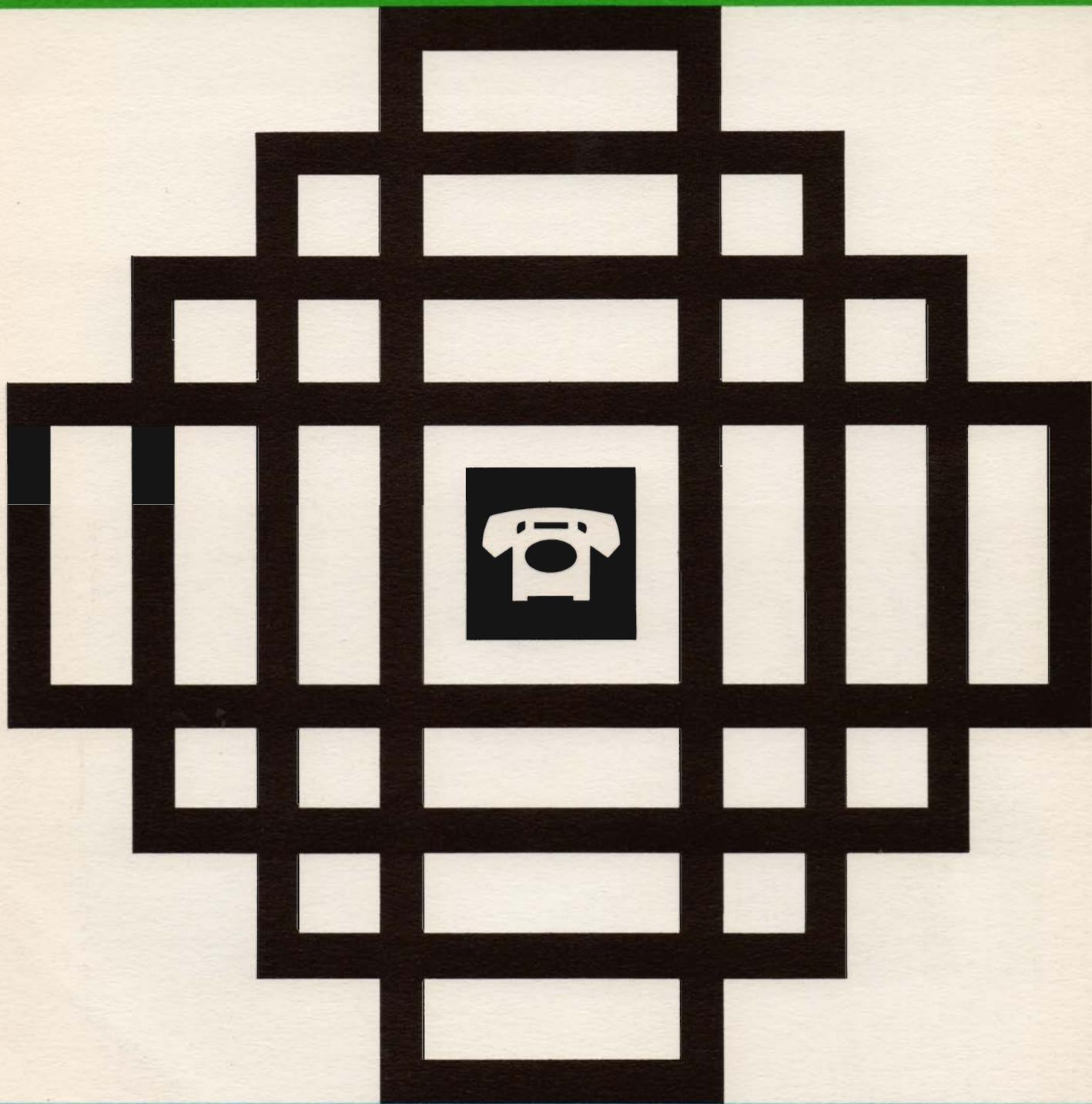
You and your associates can make as many calls simultaneously from your office as you have access lines to the switching center. So your volume of calling is a factor in the number of lines you will need. Also with several lines, you can have different combinations of service periods and areas. For instance, one line might be for full-time service to Band 1 only. A second line could be for measured-time or full-time service to Band 2-- and so on, depending on your particular needs.

In this folder, we can only outline the basic idea behind our new Wide Area Telephone Service. We will be glad to give you the full story—and show you, in terms of your own business, how Wide Area Telephone Service can speed and improve your communications yet at the same time keep costs down. There is no obligation on your part.



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New ideas in communications are being developed constantly by the Bell Telephone System to stay ahead of the expanding needs of American business. They are examples of our constant search for better ways to serve you.



BELL TELEPHONE SYSTEM
World leader in modern communications