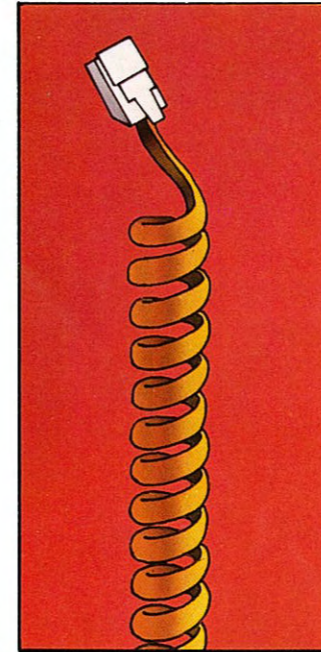
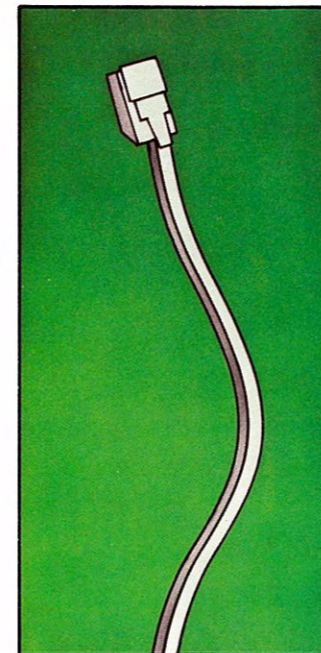


Modularity means easy installation.
It's as simple as plugging in an electrical appliance, except you plug the telephone wall-to-set cord into a modular plug jack.



The 25-foot handset cord.
If you like to move around when you talk, your AT&T modular handset cord really comes in handy. You simply replace your shorter handset cord with our 25-foot one. And, roam at will. It's specially coiled to stretch only as needed, then bounce back to original shape when you're through.



The 25-foot wall-to-set cord.
This extremely long cord extends the reach of your entire phone unit. It lets you change the location of your phone without having to install a new outlet.

Installing Your AT&T Phone Is As Easy As

1... 2...



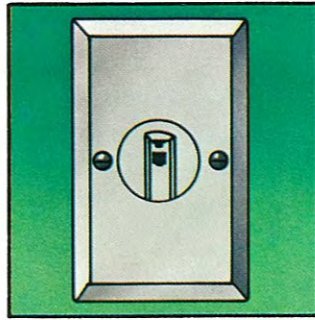
AT&T makes it easy.

FCC regulations allow you to own and install as many phones as you want. And AT&T has made it very easy to both buy and install.

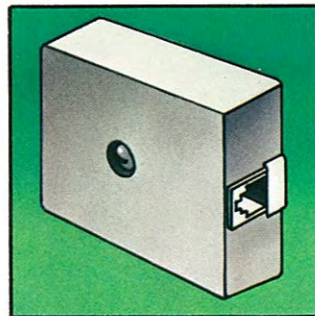
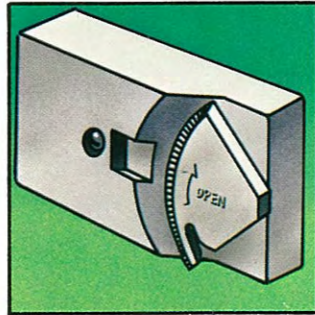
1—AT&T offers you the widest choice of phones in the most convenient retail locations.

2—The modular plug and jack system makes installation so easy.

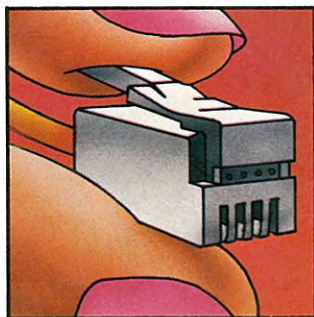
In fact, today it's more economical and easier for you to install your own AT&T phone than it is to hire someone to do it for you. It's that easy.



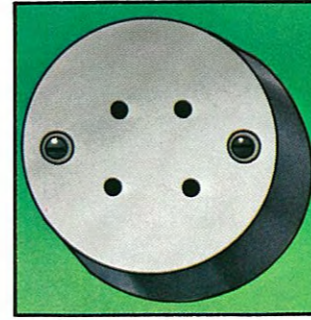
Your home probably has one of these outlets, so you're already modular.



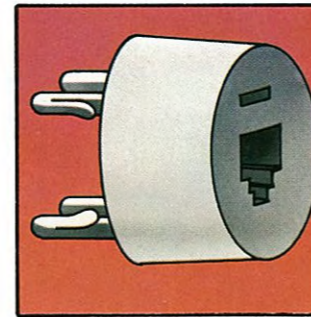
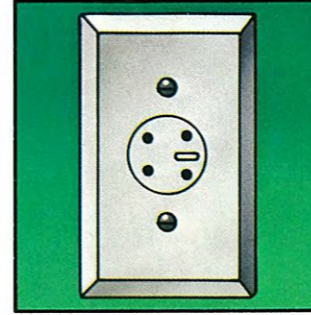
1—Take phone home and plug it in.



One little pinch will do it. Easy installation starts with this modular pinch-plug. All home phones sold today have it as standard equipment. It fits modular jacks.

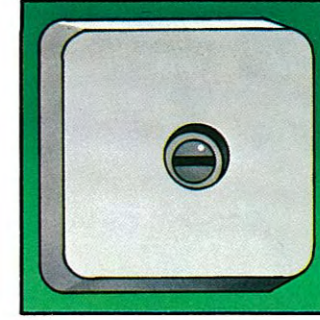


If your home is not modular, your outlet might look like one of these:

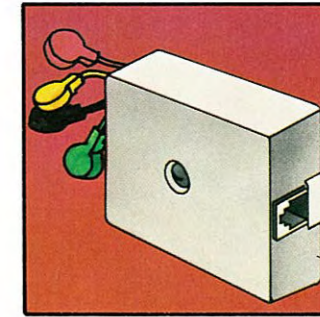


1—It's still very easy to make your home modular by taking home a simple converter like this:

2—Plug in converter and your new AT&T phone. And, you're set.



Or, if your home has this:



1—Take this home and snap on according to color key.

2—Plug in phone.