



What Can You Expect From An Upstart?

In 1880, George Eastman was a 27-year-old bank clerk with an idea that would change the world.

He actually believed he could do the impossible: Make photography available to everyone.

At A.C., we're doing the seemingly impossible as well. And we're doing it right here, in Upstate, where doing the impossible is a tradition as old as Eastern Seaboard.

Quite simply, we're building the telecommunications company of the future.

A company committed to meeting the unique needs of the Upstate marketplace with innovative, market-driven products and services unmatched by any telecommunications company—local or national.

But even more important, we're building a company founded on an unwavering dedication to customer satisfaction that

has no comparison in today's telecommunications industry.

Rather, you have to look to upstarts like George Eastman to find a comparable vision. And a comparable dedication.

So what can you expect from an upstart telecommunications company based right here in Upstate?

Great things.



Upstate's Upstart Telecommunications Company

Albany (716) 887-2510 Rochester (716) 435-6790 Syracuse (315) 477-6100 Binghamton (607) 723-9341 Jonesboro (716) 483-0664

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Buffalo (716) 847-2510 Rochester (716) 423-9790 Syracuse (315) 471-6100 Binghamton (607) 723-9341 Jamestown (716) 483-0664

Plumb® explains its built-in knack for driving nails straight.

A nail is driven properly when the center of your hammer's striking face meets the center of the nailhead.

But for that to happen on every blow, the hammerhead must be balanced to release its force in a near-perfect 90-degree arc.

In a sense the hammer must "want" to fall plumb.

And now you know what the pros have known since 1856:

The Plumb hammer didn't get its name by accident.

Lick for lick, a properly-balanced Plumb will give you more accuracy and striking power than hammers that are apt to fall off-square or "turn" in your hand.

It's also why a Plumb will probably feel more responsive than another hammer of equal



weight. And why it won't use you as a shock absorber.

The model below, for example, is our premium 16 oz. claw.

The head is secured to its fiberglass handle at the proper angle by means of a chemical wedging process we call PermaBond.


The striking face is beveled to prevent chipping, and gently rounded, or crowned, so you can nail flush without denting your work.

And because faces and claws are subject to different stresses, the areas are tempered to different levels of hardness and toughness.

Compare it to any of the slick imports or heavily-advertised names. It'll make you wonder what they're charging you for.

CooperTools

The difference between work and workmanship.

 ©1983 The Cooper Group





THIS DESK CAN REACH MACH 2.

Some of the jobs are more exacting than others.

As a Navy pilot in charge of one such desk, you'll be a... It's an sophisticated combination of weapons and advanced electronic equipment. But you can handle it. Because Navy flight training includes the instruction, aerial maneuvers, and computer knowledge you need.

In return, Naval Aviation demands something of you as well. For. Lead Ship.

Navy Officers are highly responsible for making our fleet's

air leadership possible. They work from a desk, but pilot and fly, tracking in on the mission plan. It's in the Navy, and in the future. No desk job is so demanding, gives you this kind of experience. No other job gives you this kind of responsibility. This fast. And better, when the ship is out there, it's Navy's edge.

Before you will be given it, at each point, basic, to, simple, for the idea. Reach for the future. Find out what it takes to be part of the Navy. At the time, then. You could have a desk that can reach Mach 2.

**NAVY OFFICERS/NAVY
FOUNDER/NAVY/NAVY
FOR MORE INFO, CALL 1-800-368-5700**

☐ Please send me more information
on becoming a member of the Naval
Aviation. Thank you.

Name _____

Address _____

City _____ State _____ Zip _____

Age _____

Education _____

Occupation _____

Phone (Area) _____

How did you get this information? _____

This is a general form for information only. It does not constitute an offer of employment. The Navy is an equal opportunity employer. The Navy is an equal opportunity employer. The Navy is an equal opportunity employer. The Navy is an equal opportunity employer.

NAVY OFFICERS GET RESPONSIBILITY FAST.

U.S. Navy Flying Desk print ad

HEADLINE: This desk can reach Mach 2.

COPY: Some desk jobs are more exciting than others.

As a Navy pilot or flight officer, your desk can be a jet. It's a sophisticated combination of supersonic jet and advanced electronic equipment. But you can handle it. Because Navy flight training includes the navigation, aerodynamics, and computer know-how you need.

In return, Naval Aviation demands something of you as an officer. Leadership.

Navy Officers are given the decision-making authority and leadership responsibility they need to make their practical and management experience pay off, in the Navy and in the future. No graduate school can give you this kind of experience. No other job gives you this kind of responsibility, this fast. And nothing beats the sheer excitement of Navy flying.

Before you settle down to an earthbound desk job, reach for the sky. Reach for the coupon. Find out what it takes to be part of the Naval Aviation Team. You could have a desk that can reach Mach 2.

COUPON.

NAVY OFFICERS GET RESPONSIBILITY FAST.



**WE SOLD ONLY
3,000,000 OF THESE
HEADPHONES.**



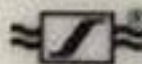
**SO WE
MADE THEM
BETTER.**

Ah, our legendary HD 414's. They outsold every other headphone. They're still selling strong. And very profitably.

So with success like that, why change?

Because we're always looking to do better for our dealers and their customers: As good as the transient response and dynamic range of the HD 414 were, we made them better for digital recordings. As comfortable as the HD 414's Open-Aire® design was, we improved that, too—with larger cushions and lighter headband pressure.

The result? Our new and improved HD 414 SL: With all the things we made better, you know they're going to sell better, too. Contact your Sennheiser rep or call us direct for more information.

 **SENNHEISER®**

Sennheiser Electronic Corporation (N.Y.)

48 West 38th Street • New York, NY 10018 • (212) 944-9440

WE FIRED THE COMPETITION



SELL A UNIQUE ADVANCE IN FIRE PROTECTION: THE SENTRY SUPREME FIRE-SAFE SECURITY CHESTS



Model 5100
Capacity:
326 cu. in.

Model 5150
Capacity:
500 cu. in.

In actual fire tests, our Sentry Supreme Fire-Safe Security Chests withstand fires that incinerate the competition. In a typical fire, papers kept in an ordinary gypsum-insulated box—like the one above—bake, scorch,... even burn, instead of keeping cool.


Five times the fire protection of ordinary gypsum-lined metal boxes.

On the other hand, our Fire-Safe Security Chest is designed to prevent valuable papers from going up in smoke. It's rated by Underwriters Laboratories to withstand $\frac{1}{2}$ hour at up to 1550° F.

We help you sell Sentry Supreme safes—with quick deliveries, co-op advertising, colorful self-sell cartons and display labels. All this will give you a big selling advantage.

It may even make your competitors selling those metal boxes hot under the collar.

For more information, call Alyson Catalfamo at (716) 381-4900.

 **sentry supreme® safes**
**YOU HAVE SOMETHING TO GAIN
BECAUSE EVERYONE HAS SOMETHING TO LOSE**

One way to eliminate the effects of room acoustics.



Due to room acoustics, no two rooms sound the same. KEF can't redesign your listening room, but with their proprietary Uni-Q loudspeakers you'll hear less of the room and more of the music.



Only the KEF Uni-Q driver places the tweeter inside the woofer's voice coil.

Sound emanates from the KEF Uni-Q driver much as if it were a single point source. But with one fundamental difference—this is a point source with a fine sense of direction. In the Uni-Q driver, the woofer cone acts as a wave guide to control the dispersion of the tweeter, so that it matches that of the woofer. Sound reflected within the room is not only reduced, but

the music you hear is less colored.

Using Neodymium-Iron-Boron, the most powerful of all magnetic materials, KEF was able to make a tweeter so small it can be placed inside a woofer's voice coil. Now the sound arrives at your ears at exactly the same time, giving you seamless sound no matter where you are sitting.

KEF Uni-Q is nothing short of an engineering breakthrough: the first truly coincident-source driver.

In addition to minimizing room colorations, KEF Uni-Q drivers, with their controlled directivity, produce rock-stable stereo images wherever you sit.

At last, accurate, undistorted sound has emerged from our laboratory.

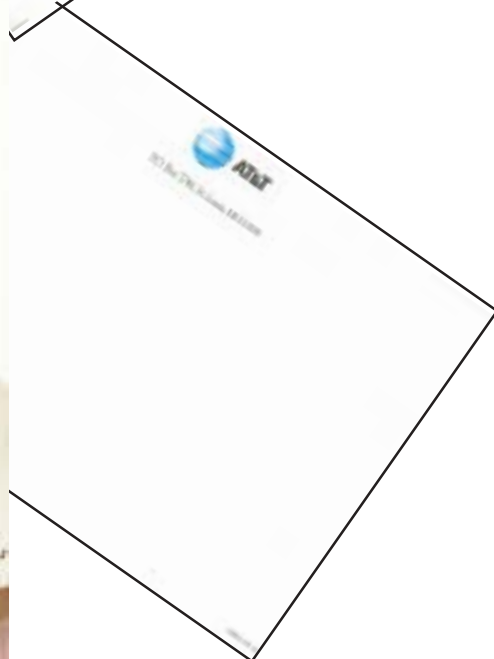
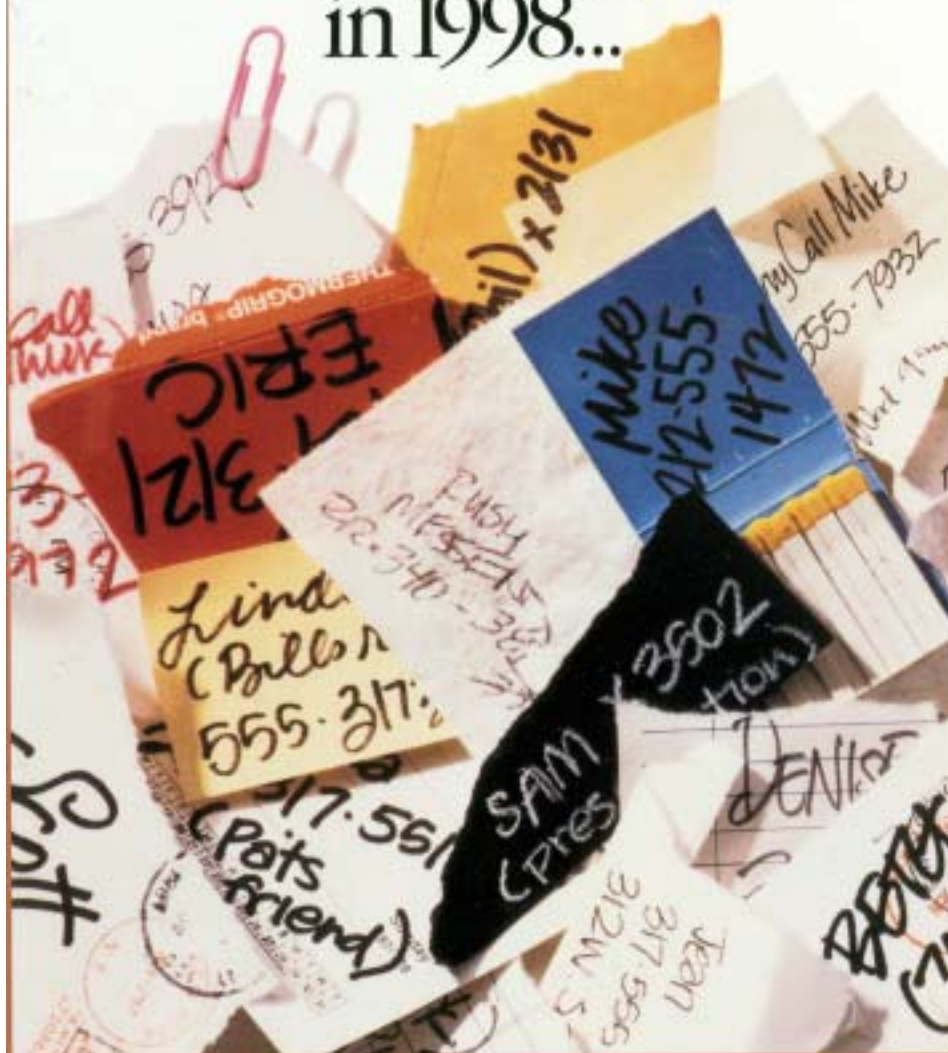
And arrived safely in your listening room.

The other.



The Speaker Engineers.

We'd like to thank
you for all the calls you
made through us
in 1998...



By giving you
a way to help keep
organized in 1999.



Get this free AT&T
Address Book to keep all
your important phone
numbers and addresses
organized for you. It's our
way of thanking you for
being one of our best
customers in 1998.



To get your free address book, simply fill out this card and mail it in the enclosed postage-paid envelope.

Please tell us where to send your address book:

Name _____

Address _____

City _____ State _____ Zip _____

So that we can serve you better during the coming year, please take a moment to answer a few questions. That way, we can design new services and calling plans to meet your needs.

1. When do you make most of your long distance calls?

- A. _____ Daytime (8 AM–5 PM, Mon.–Fri.)
B. _____ Evening (5 PM–11 PM M–F, Sun.)
C. _____ Night (11 PM–8 AM M–F & Sun.)
D. _____ Weekend (All Day Sat. & Sun. till 5 PM)

2. Do you ever make overseas calls from your home?

- A. _____ Yes B. _____ No

3. Are you currently using any of the following AT&T services?

- A. _____ Reach Out® America B. _____ AT&T Calling Card
C. _____ AT&T Long Distance Gift Certificates

4. If you are not currently using any of the above AT&T services, which would you like to hear more about?

- A. _____ Reach Out® America B. _____ AT&T Calling Card
C. _____ AT&T Long Distance Gift Certificates

5. Would you be interested in receiving information on new AT&T Products and Services in the future?

- A. _____ Yes B. _____ No

6. Please indicate your level of satisfaction with AT&T Long Distance Service:

- A. _____ Excellent B. _____ Good
C. _____ Fair D. _____ Unsatisfactory

7. In order to serve you better, please let us know if you'd like one of our representatives to contact you in the near future.

- A. _____ Yes, please B. _____ No, thank you

8. Would you prefer to be contacted:

- A. _____ By mail B. _____ By phone

Thank you for your help.



Robert J. Ranalli
Vice President
Consumer Markets and Services

John Q. Sample
123 Any Street
Anytown, USA 12345

Dear John Q. Sample:

At this festive time of year, we'd like to express our sincere appreciation to our customers for their loyalty and support.

That's why we want to take this opportunity to thank you for indeed being a valued customer.

We truly appreciate your business. And in the months and years to come, we intend to keep working hard so that your confidence and loyalty will always be justified.

As this year comes to a close, our fondest wish for you is that 1999 is a year filled with happiness, good health, and prosperity.

Sincerely,

Robert J. Ranalli
Vice President
Consumer Markets and Services