

In 1880. George Lazzman was a 27-year-old bank clerk with an alea that would change the world. He actually believed he could do the impossible: Make photography available

to everyone.

At ACC, we re dung the seemingly impossible as well. And we're doing it right here, in tigstate, where duning the impossible is a tradition as old as fastman Sodak.

Quite simply, we're building the tele-communications company of the future.

A tempony committed to maxing the tempony contribute marketplace with innovative, market-driven products and services unmarketed by any selecom-munications company—lead or anional. But even more important, we're build-ing a company founded on an unswerving dedication to contemps satisfaction that

has no comparison in today 's telecommuni-cations industry.

Rather, wen have to look to upstarts
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So what can you expect from an upstart
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company based right
here, at Destate?

here in Opstate? Great things.

Upstate's Upstart Telecommunications Company.

Auffaio (716) 847-2510 Rochester (716) 483-9790 Spenner (716) 471-4100 Bioghaman (602) 723-9341 Jamestern (716) 483-084

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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 unswerving dedication to customer satisfaction that has no comparison in today's telecommunications industry.

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So what can you expect from an upstart telecommunications company based right here in Upstate?
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Upstate's Upstart Telecommunications Company.

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 properlybalanced Plumbwill give you more accuracy and striking power than hammers that are apt to fall offsquare 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.

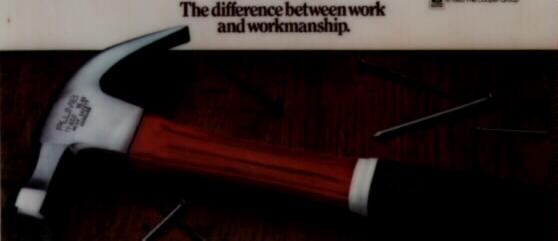
The striking face is beveledged to prevent chipping, and gently rounded, or crowned, so you can nail flush without denting your work.

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.









NAVY OFFICERS GET RESPONSIBILITY FAST.



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

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.

*ZENNHEISER

Sennheiser Electronic Corporation (N.Y.) 48 West 38th Street • New York, NY 10018 • (212) 944-9440



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.

Sound emanates from the KEF Uni-O 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-O 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.

places the tweeter inside the woofer's voice cotl.

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.





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 Name Address City	o send your address bool State	Zip	If you are not currently using any of the above AT&T services, which would you like to bear more about? A Reach Out® America B AT&T Calling Card C AT&T Long Distance Gift Certificates		
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.			Would you be interested in receiving information on new AT&T Products and Services in the future? A Yes _ B No		
A	CNight (11 PM-8 AM M-F & Sun.)		Please indicate your level of satisfaction with AT&T Long Distance Service: A		

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