

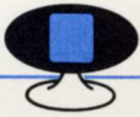
seeing by telephone...

the PICTUREPHONE story



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the bold
beginning
of tomorrow's
telephoning...



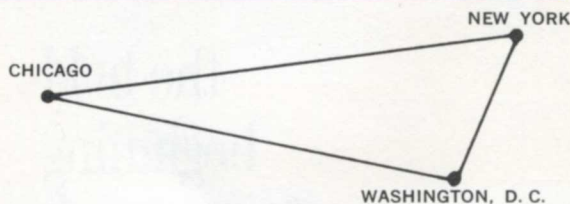
Ever since the first telephones were put into service almost a century ago, people have wondered if the day would come when they could *see* — and *be seen* — by telephone.

The development of a practical telephone-like instrument that would transmit a visual image over great distances has long been a dream among Bell Telephone people. There has been work going on for years, in the hope of accomplishing this goal as a step toward better, warmer, and more nearly complete communications.

To telephone people, there never was any doubt that it would be done — the only real question was *when*.

Now, a practical beginning has been made. This booklet tells the story.

Bell System PICTUREPHONE service now connects three major cities



Picturephone calls of three-minutes' duration may now be made for \$16 between New York and Washington, \$21 between Chicago and Washington, or \$27 between Chicago and New York.

HOW TO ARRANGE FOR PICTUREPHONE CALLS

Picturephone calls can be placed at a central location in each of these three cities. (See below.)

To make a Picturephone call you reserve a convenient time with the local Bell Telephone Company in the city from which you will call. (See below.) The attendant there will arrange beforehand with the party you wish to call to come to the distant Picturephone location at an agreed-upon time.

IN NEW YORK, call the Picturephone attendant at Grand Central Station, Area Code 212 581-5400.

IN CHICAGO, call the Picturephone attendant at The Prudential Building, Area Code 312 372-9100.

IN WASHINGTON, D.C., call the Picturephone attendant at the new National Geographic Society Building, 16th and L Sts., N.W., Area Code 202 392-8458.



The ability to see facial expressions and gestures adds new effectiveness and a new dimension to telephone communications.

PICTUREPHONE calling is as easy as ordinary telephoning. See next page.



