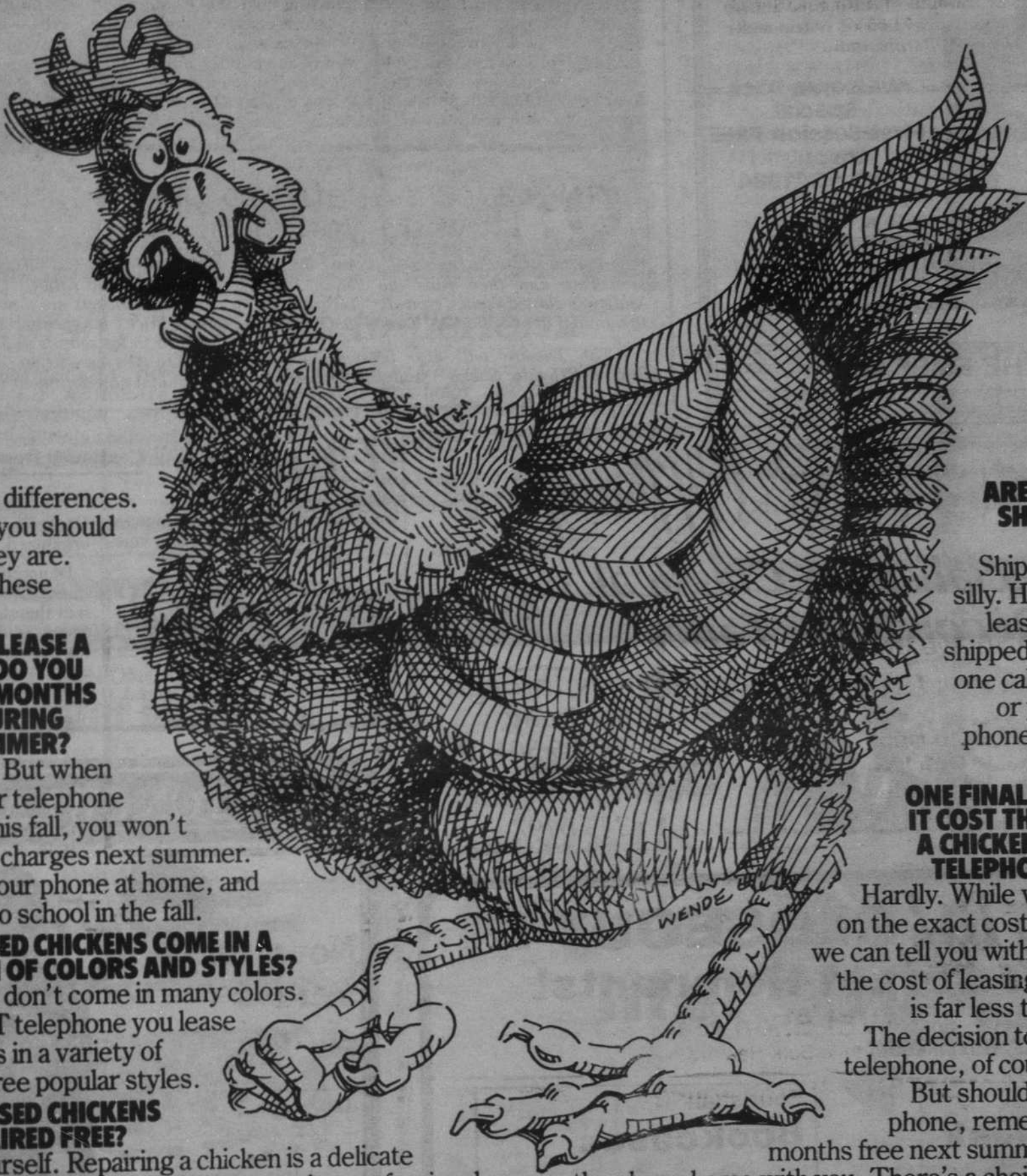


WHAT EVERY STUDENT SHOULD KNOW ABOUT THE DIFFERENCES BETWEEN LEASING A TELEPHONE AND LEASING A CHICKEN.



Yes, there are differences. And we think you should know what they are. Ask yourself these questions.

WHEN YOU LEASE A CHICKEN, DO YOU GET THREE MONTHS FREE DURING THE SUMMER?

Probably not. But when you lease your telephone from AT&T this fall, you won't pay any lease charges next summer. You can use your phone at home, and bring it back to school in the fall.

DO LEASED CHICKENS COME IN A SELECTION OF COLORS AND STYLES?

No. Chickens don't come in many colors. But the AT&T telephone you lease this fall comes in a variety of colors and three popular styles.

ARE LEASED CHICKENS REPAIRED FREE?

Don't kid yourself. Repairing a chicken is a delicate process that requires the work of expensive professionals. However, in the off chance your AT&T leased telephone



needs repairs, we'll fix it absolutely free when you visit any of our AT&T Phone Centers.

ARE LEASED CHICKENS SHIPPED DIRECTLY TO YOU?

Ship a chicken? Don't be silly. However, your AT&T leased telephone will be shipped directly to you after one call to 1-800-555-8111, or you can pick up your phone at any of our AT&T Phone Centers.

ONE FINAL QUESTION: DOES IT COST THE SAME TO LEASE A CHICKEN AS TO LEASE A TELEPHONE THIS FALL?

Hardly. While we have no hard data on the exact cost of leasing a chicken, we can tell you with some certainty that the cost of leasing a telephone this fall is far less than you might think.

The decision to lease a chicken or a telephone, of course, rests with you.

But should you opt for the telephone, remember: you get three

months free next summer, and you can take

the phone home with you. There's a choice of colors and styles, free repair, and we'll ship you the phone or you can pick it up at any of our AT&T Phone Centers.

It doesn't cost much either. And that's something to crow about.

AT&T Consumer Sales and Service. To order your telephone, call 1-800-555-8111 for delivery right to your door or for information concerning AT&T Phone Center locations.



Call The Toll Free Number Listed Above

Valid with the following restrictions: 1. You must be registered for 12 accredited hours for the 1984 fall term. 2. Valid only to students billed by AT&T Consumer Sales and Service. 3. Delinquent accounts are void from offer. 4. Limit two telephones per account. 5. Offer expires 72 months from lease initiation date. 6. This offer is not valid for permanent year-round resident students. 7. The three free months will not begin until you have paid for the first nine months of your lease. 8. All telephones are FCC registered. We provide repair service for all telephones sold at AT&T Phone Centers. Only telephones equipped with Touchtone dialing can access certain long distance services and networks. © Copyright. AT&T Consumer Sales and Service 1984.