These people could tell you a lot about the system.

The Bell System, that is.

Our employees know that things are changing. That we're on the move.

And that means that people who work for us are on the move. Into better jobs, and better paying jobs. Into management and at all levels of the business in every department.

Being on the move also means that the number of minority employees in the Bell System has more than doubled over the last five years. Today, one out of every four people we hire is of minority background. And that's been the case now for three years: 25% of all new Bell System employees.

Together with about a million other employees, the eight people you see here know from personal experience what it's like to work for us at AT&T, or for one of the local Bell Companies, the Bell Telephone Laboratories, or Western Electric. So they could tell you a lot about what's happening in the System. And that's just what we've asked them to do.

You'll be seeing them soon in future ads. And some of them will be telling you about themselves, their jobs and about us.

The important thing is that you get the message. Things *are* changing in the System.

In the Bell System, that is.

Dee Williams
Assistant Employment Manager
Pacific Telephone

Ramon Scruggs
Director of Minority Affairs
AT&T

Harry Peace
Station Installer
Mountain Bell

Doris Jackson
Service Representative
C & P Telephone

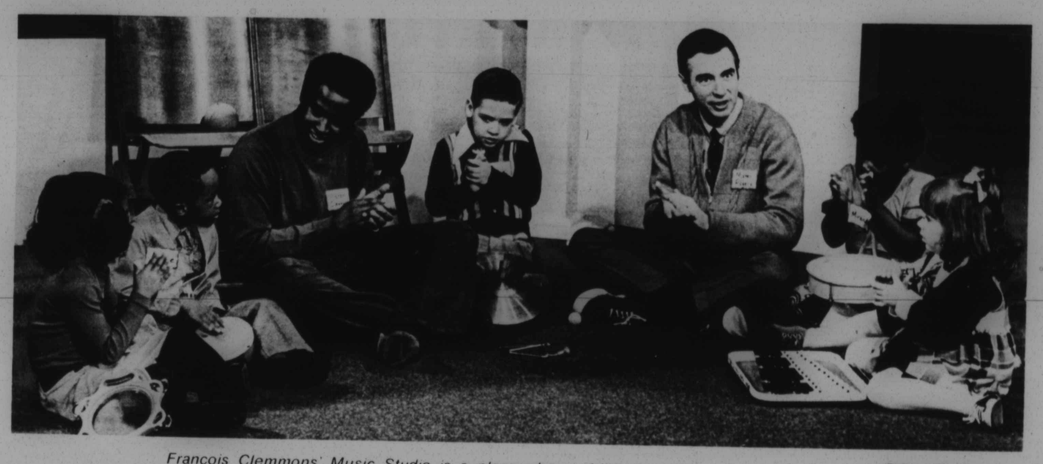
Roger L. Plummer
Division Mgr. Customer Services
Illinois Bell

Eloise Hardin
Group Chief Operator
Ohio Bell

Ed Strother
Directory Sales Representative
Southern Bell

Gloria Nance
Multi-Media Instructor
Ohio Bell

Opening lines to the people.



Francois Clemmons' Music Studio is a place where children and adults explore their sense of sound and rhythm on "Mister Rogers' Neighborhood."

'Rainbow Power' Keynotes Children's TV Show

"Rainbow Power" may be a phrase Fred Rogers, creator and host of "Mister Rogers' Neighborhood" learned by reading "Wee Pals" comic strip or directly from Morrie Turner the celebrated cartoonist who has appeared on the TV series. The concept, however, has been standard practice from the start of this longest running children's television show on Public Broadcasting Service outlets.

Black guests have made a contribution to the success of "Mister Rogers' Neighborhood," now seen on some 200 PBS stations throughout the United States, Hawaii, and Puerto Rico.

Fred Rogers has sought talented people for two valued qualities, and race has been a secondary consideration. Talent or expertise in a field that teaches young viewers something useful in their everyday lives or expands their worlds is, of course, expected.

The much rarer gift is the deciding factor which his training in child development and long experience in children's television programming can discern immediately. Rogers primarily wants people who are warm human beings who care about children, and can demonstrate or explain their art or work in simple terms that youngsters understand easily and believe.

These professionals who keep coming back to the program run the gamut of widely diverse careers — a lapidirian, harpsichordist, pottery maker, cartoonist, teacher, dentist, opera singer, tap dancer and pianist among others. Some travel to Pittsburgh, where the "Mister Rogers Neighborhood" show is produced, from many parts of the country and from Canada.

4 Million Viewers

They participate because they welcome the opportunity of contributing to the affective growth of over 4-million youngsters everywhere who may be watching the program whether in the inner-city, the suburbs or in the country.

They agree with Fred Rogers' philosophy that emotional and intellectual needs of all children are similar in learning to cope with everyday experiences, learning to feel more self-confident, and becoming more trusting of people of all ages.

They also share with Fred Rogers the development of the art of using the television set like a telephone — to relate and to converse with their young audience in a very direct and personal way.

"Mister Rogers' Neighborhood," in its entirety and every part, aims quietly to bring out and develop the feelings of every young viewer. Each program concentrates on one element of common childhood feelings — a pride in growth, fear of the dark, anxiety about a new baby, or — in view of the violence on many programs and in real life today as well — the fear of dying or dismemberment.

Low-keyed, sensitive Fred Rogers encourages the child to understand and accept his feelings as an integral part of himself, and also aims at helping him to enjoy his own uniqueness.

One of Mister Rogers' continuing goals is to bring a new appreciation to both young and old of the fact that differences are not the limitations they are all too often considered. Rather, they always present new opportunities and experiences.

It's like the real life story of two little girls, one black and one white, sitting with their arms around each other and talking quietly. One of them asks the other, "Tell me What is this thing integration?" "That's rainbow power — and it radiates as a way of life on "Mister Rogers Neighborhood."

Children

(Continued from Page 4)

cookies.

Both girls and boys at this age are beginning their craze for slumber parties. They love to fill the living room or some such space with row on row of wiggling, giggling, speeling bags. Slumber parties are long on noise and short on slumber, but considered great fun by the young. They're sure-fire party hits if the rest of the family can take it.

The junior high school level is a particularly frustrating age for entertaining. Most are enthusiastic about a barn dance — maybe in the school gym. Girls and boys are comfortable sitting on the floor. Hire a professional square dance caller to add to the authenticity. Those who want to, may dance. The fewer adults helping, the better, the kids say. The freshness of the country music brings out the best behavior in most immature teenagers.

Movies are popular at this age too, as well as indoor sports events such as basketball games.

The 13 to 15 year old youngsters are intrigued with the romance of a New Year's Eve party. They are attracted by the idea of being able to bring in the New Year in real adult fashion. Games and dancing take most of the evening. Chaperons take the revelers home shortly after midnight.

By the time the "children" reach high school or college, party giving is easier. They are most comfortable with each other and prefer to get a date and meet a few friends at a show or pancake house.

Children know what appeals to them and what suits their friends.