

AMERICAN TELEPHONE AND TELEGRAPH COMPANY

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K. P. WOOD
ASSISTANT VICE PRESIDENT

August 30, 1968

Professor Joshua Lederberg
Department of Genetics
Stanford University School of Medicine
Stanford Medical Center
Palo Alto, California 94304

Dear Sir:

Yesterday we generated some more information in an area of your interest. I've attached the press kit and a Wall Street Journal clipping which gives some material from the question and answer session.

I needed no documentation to recognize your credentials in communications. The support, though, was impressive and I sent it to our data group. They hope to offer you the opportunity to participate in a future product trial that is relevant to your data needs.

You're right: I'm not in close accord with disengaging "some elements of the communication industry, such as bulk transmission for large users..." Our proposal for a space-earth communications system detailed some of the reasons why I believe the best and most economical service lies in a network carrying all forms of communication. This position, of course, does not preclude competition.

Sincerely,

K.P. Wood

Reply, 9/3/68.

**Indeed yes! You were reading my mind: I was just about to send you the clipping with a request for just that same material.

Attachments In my view, your radical new policy vis-a-vis customer interfaces reflects a large part of what I was advocating. Congratulations, and more power to you for it.

Sincerely, *with thanks*

John F. ...

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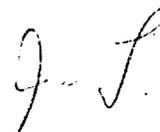
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....Mr. Wood 9/3/68

P.S. May I ask your help to answer a question in technical economics.
Exactly what do you market to an individual customer?

Presumably, if I attempt a long-distance call and find the line too noisy to be useful, the service would not be chargeable. Do your tariffs define the service that you warrant to a customer? This point will obviously become more and more important with the increasing use of communications lines for data services.

I appreciate your prompt responsiveness to what may be an irritating inquiry.



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