

Groping for a Word

While phone subscribers grope with their dials and the telephone system's communications gap widens, A. T. & T. has come up with an advertising gimmick being hailed as the biggest thing since Alexander Graham Bell. What hath its agency wrought? Something called the Grope—a footprint made of four feet and twelve toes going in four directions at once, about to be launched in a huge promotional campaign to symbolize the hapless citizen who doesn't use the Yellow Pages.

Groping for the nadir of both taste and need, the telephone company plans to put Grope on everything from jewelry to pillows, in addition to numbing exposure in print and on TV. Six million dollars will be spent to inflict this inane perversion of public purpose on a frustrated public that can't even get a dial tone.

The ringing in the ear grows louder. ("This is a recorded announcement. You have reached the wrong number.") Who's got the wrong number now?