

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

NORTHERN CALIFORNIA AREA

140 NEW MONTGOMERY STREET
TELEPHONE GARFIELD 9000

F. A. DRESSLAR
VICE PRESIDENT AND
GENERAL MANAGER

SAN FRANCISCO, 5, July 28, 1947

TO ALL TELEPHONE PEOPLE IN SAN FRANCISCO AND EAST BAY:

On Sunday, August 10, an important change is being made in the San Francisco-East Bay telephone numbering plan which involves the addition of a numeral in all central office names not already on that basis. In the interest of good service to everyone it will be extremely helpful if all of us make it our personal responsibility to see that we use the correct new numbers ourselves beginning on that day and assist our friends and families to do likewise.

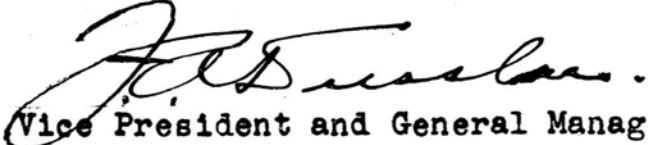
Because of the scope of this number change, it is probably inevitable that some people will forget to use the new numbers when calling, beginning August 10. To counteract this, it would help if we would limit our personal calls, both within the Company and to other telephones in San Francisco and East Bay, to those which are really essential during the first few days after the cutover.

Another way in which we can help is to explain the "dial again" signal to our friends. This signal is a tone alternately rising and falling in pitch, and is intended to inform the calling party that some mistake has occurred on their call and to look up the correct number and dial again.

Finally, we can serve by being on the alert to notice any use made in advertising old telephone numbers after August 10. If you see any San Francisco or East Bay number printed without a numeral in the central office name, you will know that it is wrong. You can help us to help that customer if you will report it to the Business Office, using one of the forms attached to this letter.

Thank you for your interest and help in this project. Its success means much to our continued efforts to provide good telephone service to the public without interruption during the transition period.

Attachments


Vice President and General Manager

REPORT OF
INCORRECT TELEPHONE NUMBER

REPORT OF
INCORRECT TELEPHONE NUMBER

To Manager Business Office _____

To Manager Business Office _____

The following customer displayed
his telephone number incorrectly:

The following customer displayed
his telephone number incorrectly:

Name _____

Name _____

Number (as advertised) _____

Number (as advertised) _____

Where seen (encircle item)

Where seen (encircle item)

- | | |
|---------------|----------------|
| Bill | Radio |
| Billboard | Rubber Stamp |
| Business Card | Sales Slip |
| Calendar | Sticker |
| Delivery Slip | Taxi |
| Envelope | Truck |
| Label | Window |
| Letterhead | Window Sign |
| Movie Slide | Wrapping Paper |
| Newspaper | Other _____ |

- | | |
|---------------|----------------|
| Bill | Radio |
| Billboard | Rubber Stamp |
| Business Card | Sales Slip |
| Calendar | Sticker |
| Delivery Slip | Taxi |
| Envelope | Truck |
| Label | Window |
| Letterhead | Window Sign |
| Movie Slide | Wrapping Paper |
| Newspaper | Other _____ |

Your Name _____

Your Name _____

Dept. _____ Location _____

Dept. _____ Location _____

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| Business Card | Sales Slip |
| Calendar | Sticker |
| Delivery Slip | Taxi |
| Envelope | Truck |
| Label | Window |
| Letterhead | Window Sign |
| Movie Slide | Wrapping Paper |
| Newspaper | Other _____ |

- | | |
|---------------|----------------|
| Bill | Radio |
| Billboard | Rubber Stamp |
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| Label | Window |
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| Movie Slide | Wrapping Paper |
| Newspaper | Other _____ |

Your Name _____

Your Name _____

Dept. _____ Location _____

Dept. _____ Location _____

CUT ON DIVIDING LINES AND USE THESE FORMS FOR REPORTING INCORRECTLY
ADVERTISED TELEPHONE NUMBERS TO THE BUSINESS OFFICE.