

SAN LUIS OBISPO DIAL CONVERSION

February 10, 1956

This is an information bulletin which is being issued to all Telephone Company employees in San Luis Obispo to provide you with the general information required to enable you to discuss with your friends and neighbors the new dial system coming to San Luis Obispo.

We are summarizing below items not yet released to the public:

1. The present manual switchboard will be replaced by a No. 5 crossbar office with AMA (Automatic Message Accounting), HACD (Home Area Customer Dialing), and FACD (Foreign Area Customer Dialing). This will be the very latest dial equipment the Bell System has in production.
2. The initial installation of dial equipment will consist of 6,370 lines and 9,000 numbers. We presently have approximately 4,179 lines and 6,561 numbers (Dec. 31, 1955 count) so we will have considerable room for growth with the new dial office.
3. The tentative cutover date is 12:01 a.m. on September 16, 1956.
4. All San Luis Obispo numbers will be changed with the cutover to a new 7-digit (2 letters and 5 numerals) number beginning with LIberty 3.
5. Equipment will be provided to permit all San Luis Obispo classes of service to dial "C" for Toll and Assistance, "113" for Information, "114" for Repair Service and "RO 7-8900" for Time. Prepay coin service will also be introduced.
6. Equipment will be provided to enable customers on two, four, eight and ten-party lines to dial a subscriber on their line without the assistance of an operator.
7. Direct Distance Dialing of certain toll calls originated by one and two-party non-coin San Luis Obispo subscribers will be provided. This will be limited to certain points in the immediate area, on the initial installation, but the dialing scope will probably be expanded by late fall of 1956, at which time our 1 and 2-party subscribers will be able to dial their own long distance calls to many major cities throughout the United States.
8. Equipment is not available to permit direct distance dialing from 4 and 8-party or coin subscribers or from tributary offices. However, additional central office and outside plant facilities will be provided so that most 4FR subscribers in S.L.O. who so desire, will be able to regrade to 1 or 2-party service about the time of the cutover.
9. The equipment will be arranged for dialing seven digits to reach local numbers. One and two-party non-coin subscribers, however, will dial up to 10 and 11 digits to reach a distant point in the nation.

10. The Toll and DSA switchboard presently at Arroyo Grande will be discontinued coincident with the San Luis Obispo cutover and that traffic transferred on to the San Luis Obispo toll board. At that time all telephone numbers in Arroyo Grande will also be changed to 7-digit numbers beginning with the prefix HUnter 9. Prepay coin and the standard codes "113" for Information, "114" for Repair Service and "RO 7-8900" for Time will also be introduced there.
11. A new 23A & D 8-position information, intercepting, rate and route desk of the latest type will be installed in the toll operating room replacing the present 4-position 7A rate and route desk. Information and Intercepting calls now handled in the San Luis Obispo local office and at Arroyo Grande will be transferred to this board coincident with the cutover.
12. A new No. 12 Service Observing board will be installed on the 3rd floor of the San Luis Obispo Toll building about the time of the cutover and San Luis Obispo will become an observed office some time after the cutover.

In order to help our customers to understand how to use their new dial system a full scale public relations program will be launched approximately two months before cutover. This program will consist of talks and demonstrations before all service clubs, schools and other organizations and individual station instruction by means of customer instruction sets. Further it will be covered by the local paper, radio and TV.

We also need your help. Answer questions if you know the answer. If not, ask your local department head and he or she will attempt to obtain the answer for you. We will issue additional informational bulletins for your personal information from time to time as deemed advisable.

TMR:CT

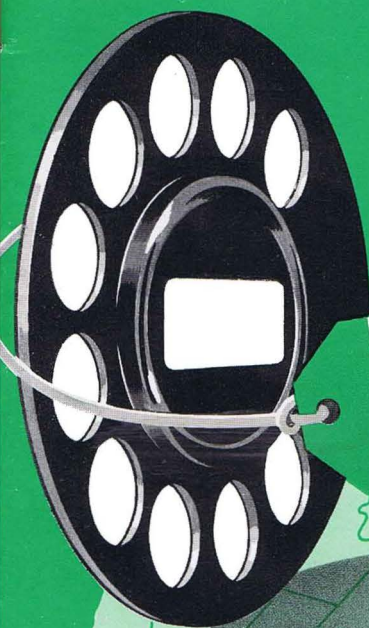
Local Contact Committee



# Nationwide

## DIRECT DISTANCE DIALING

A guide to the *Pacific West's*  
most modern phone service



**LIBERTY 3**  
**Phones**  
**SAN LUIS OBISPO**

PLEASE

*keep this pamphlet as a handy guide for those who use your phone*



# Direct Distance Dialing...How to use it

## WHAT IT IS

With Direct Distance Dialing, or “DDD”, you can dial Station-to-Station calls to many phones in California and across the nation. However, you can’t dial Person-to-Person, Collect or other calls requiring special handling.

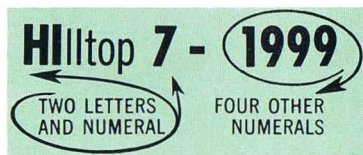
To make DDD possible the United States has been divided into telephone numbering areas. Each area serves all or part of a state and each has its own three-digit number called an “Area Code.” For example, San Francisco is in the 415 Area.

Your Home Area runs roughly from the Monterey Bay region south towards the Los Angeles region and inland to the Central Valley. For calls *inside* your Home Area you do not dial an Area Code—just the phone number. For calls *outside* your Home Area you dial the Area Code before you dial the phone number.

## WHAT NUMBERS CAN BE DIALED DIRECT

If the number has two capitalized letters and a numeral in the prefix, followed by four other numerals (just like your own number) it is the kind of number you can dial. Here’s an example of a dialable number in Livermore.

However, there are some places with numbers like yours which are not yet dialable.



## WHAT PLACES CAN BE DIALED DIRECT

The partial lists on pages 6-8 show you some of the places you can dial. If the place is not shown, call Operator and she will tell you whether it’s dialable and give you the Area Code if it’s needed.

## HOW TO DIAL A DDD CALL

### In Your Home Area:

Dial the phone number like a local call. For example, to call FRontier 2-0015 in Monterey:

Dial the phone number . . . . FR 2-0015.

### Outside Your Home Area:

Dial the Area Code for the place you are calling, followed by the phone number. For example, to call YUkon 2-5997 in San Francisco:

First dial the Area Code for San Francisco . . . . 415;  
Then the phone number . . . . YU 2-5997.

## HOW TO GET HELP ON DDD

If you want to know what places you can dial direct and the Area Codes to use, or if you need any other help on DDD, dial “0” for Operator.



# More about your **DIRECT DISTANCE DIALING** service

## IF YOU REACH A WRONG NUMBER

If you reach a wrong number, please ask the person who answers the name of the prefix and the place you reached. Then, hang up, dial Operator immediately and give her this information. She will arrange to cancel the charge for the call.

## HOW TO OBTAIN AN OUT-OF-TOWN NUMBER

To find the number of a person you want to call, dial Operator and ask for Information for the place you want. For example, say, "I want Information for San Francisco, California." When you get the number from the Operator, jot it down for ready dialing reference. There is no charge for this information.

Numbers in the following nearby, dialable exchanges are listed in your phone book. If the number you want is not there dial 113 for Information.

Arroyo Grande   Cambria   Morro Bay   Pismo Beach

## DIAL OPERATOR FOR THESE CALLS

- Person-to-Person calls (when you want to talk to a particular person)
- Collect calls (when you want to reverse the charges)
- Calls to ENterprise numbers
- Calls to be charged to another telephone
- Calls on which you want to know time and charges
- Calls to all out-of-town points that you don't dial direct
- Calls on which you need assistance
- Calls from pay phones

## HOW YOUR CALLS ARE CHARGED

Special, electronic equipment keeps accurate account of your calls for billing purposes.

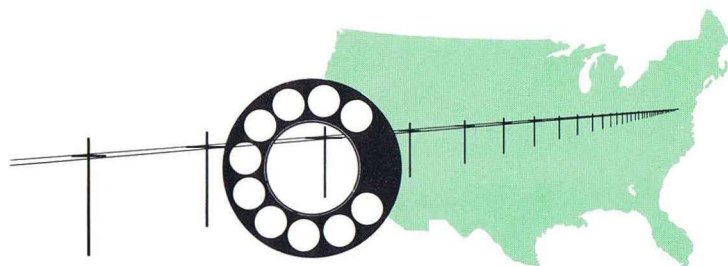
Your Direct Distance Dialing calls will be charged at regular long distance rates. For example, cheaper night rates apply from 6:00 p.m. to 4:30 a.m. and all day Sunday. Charges will be listed on a separate statement with your bill. **NO CHARGE IS MADE WHEN** (1) the telephone you call is busy, (2) no one answers.

## WATCH THAT PREFIX

With nationwide Direct Distance Dialing it is more important than ever that you dial carefully so as to avoid the delay and inconvenience of wrong numbers. This is especially true of the phone number prefix — the first two capitalized letters and numeral. The prefix is important because it directs your call to a particular town or central office. For example: To call a WAverly 7 number in Cambria, you would dial WA 7, then the rest of the number. But, if you should make a mistake and dial WA 5 instead of WA 7 your call would go to a WALnut 5 number in Santa Maria.

**WAVERLY 7**  
CAMBRIA

**WALNUT 5**  
SANTA MARIA



## SOME DIALABLE CITIES

Here is a list of some of the places you can dial direct. We don't show all dialable points, especially in other states. When in doubt, dial Operator and ask her. If it is dialable she'll tell you and give you the Area Code, if it's needed.

Remember, the number of dialable places will be growing all the time.

### CALIFORNIA

Dial this  
AREA CODE  
BEFORE  
you dial  
the number

Alameda . . . . .	415	Hanford . . . . .	916
Arroyo Grande . . . . .	*	Hawthorne . . . . .	213
Atwater . . . . .	916	Hayward . . . . .	415
Auburn . . . . .	916	Hollywood . . . . .	213
Berkeley . . . . .	415	Hughson . . . . .	916
Cambria . . . . .	*	Ignacio . . . . .	415
Carmel . . . . .	*	Inglewood . . . . .	213
Carmel Valley . . . . .	*	Jamestown . . . . .	916
Caruthers . . . . .	916	Kingsburg . . . . .	916
Challenge . . . . .	916	Knights Ferry . . . . .	916
Chico . . . . .	916	Lemoore . . . . .	916
Chowchilla . . . . .	916	Lincoln . . . . .	916
Clovis . . . . .	916	Livermore . . . . .	415
Colfax . . . . .	916	Loomis . . . . .	916
Colusa . . . . .	916	Long Beach . . . . .	213
Compton . . . . .	213	Los Angeles . . . . .	213
Concord . . . . .	415	Loyalton . . . . .	916
Corning . . . . .	916	Madera . . . . .	916
Coulterville . . . . .	916	Marysville . . . . .	916
Culver City . . . . .	213		
Davis . . . . .	916		
Dixon . . . . .	916		
Dos Palos . . . . .	916		
Downey . . . . .	213		
Escalon . . . . .	916		
Eureka . . . . .	415		
Fair Oaks . . . . .	916		
Firebaugh . . . . .	916		
Folsom . . . . .	916		
Fowler . . . . .	916		
Fresno . . . . .	916		
Gardena . . . . .	213		
Gilroy . . . . .	415		
Glendale . . . . .	213		
Groveland . . . . .	916		

*\*This city is in your Home Area—no code required.*

Dial this  
AREA CODE  
BEFORE  
you dial  
the number

Mendota . . . . .	916	San Pedro . . . . .	213
Merced . . . . .	916	San Rafael . . . . .	415
Modesto . . . . .	916	Santa Clara . . . . .	415
Monrovia . . . . .	213	Santa Cruz . . . . .	415
Montebello . . . . .	213	Santa Maria . . . . .	*
Monterey . . . . .	*	Santa Monica . . . . .	213
Morro Bay . . . . .	*	Selma . . . . .	916
National City . . . . .	714	Sequoia . . . . .	916
Oakland . . . . .	415	Sonora . . . . .	916
Oroville . . . . .	916	South San Francisco . . . . .	415
Palo Alto . . . . .	415	Springville . . . . .	916
Paradise . . . . .	916	Stockton . . . . .	916
Parlier . . . . .	916	Three Rivers . . . . .	916
Pasadena . . . . .	213	Torrance . . . . .	213
Petaluma . . . . .	415	Tracy . . . . .	916
Pismo Beach . . . . .	*	Turlock . . . . .	916
Pittsburg . . . . .	415	Van Nuys . . . . .	213
Pixley . . . . .	916	Visalia . . . . .	916
Porterville . . . . .	916	Walnut Creek . . . . .	415
Portola . . . . .	916	Winters . . . . .	916
Redondo . . . . .	213	Woodlake . . . . .	916
Redwood City . . . . .	415	Woodland . . . . .	916
Richmond . . . . .	415	Yosemite . . . . .	916
Riverbank . . . . .	916		
Sacramento . . . . .	916		
San Carlos . . . . .	415		
San Diego . . . . .	714		
San Francisco . . . . .	415		
San Jose . . . . .	415		
San Mateo . . . . .	415		

### ARKANSAS

Little Rock . . . . . 501

### COLORADO

Denver . . . . . 303

### CONNECTICUT

Bridgeport . . . . . 203  
Hartford . . . . . 203  
New Haven . . . . . 203

### DELAWARE

Wilmington . . . . . 320

### ILLINOIS

Belleville . . . . . 618  
Chicago . . . . . 312  
Evanston . . . . . 312

### INDIANA

Indianapolis . . . . . 317  
South Bend . . . . . 219

### MASSACHUSETTS

Boston . . . . . 617  
Cambridge . . . . . 617  
Lynn . . . . . 617

### MINNESOTA

Minneapolis . . . . . 612

### MISSOURI

St. Louis . . . . . 314

### NEVADA

Carson City . . . . . 702

### NEW JERSEY

Jersey City . . . . . 201  
Newark . . . . . 201

### NEW YORK

Garden City . . . . . 516  
Mt. Vernon . . . . . 914  
White Plains . . . . . 914

*\*This city is in your Home Area—no code required.*

Dial this  
AREA CODE  
BEFORE  
you dial  
the number

## OHIO

Cincinnati . . . . . 513

## OKLAHOMA

Oklahoma City . . . . . 405

## OREGON

Portland . . . . . 503

## PENNSYLVANIA

Bethlehem . . . . . 215

Philadelphia . . . . . 215

Pittsburgh . . . . . 412

## RHODE ISLAND

Providence . . . . . 401

## TENNESSEE

Memphis . . . . . 901

## TEXAS

Austin . . . . . 512

Dallas . . . . . 214

Houston . . . . . 713

San Antonio . . . . . 512

## WASHINGTON

Vancouver . . . . . 206

## WISCONSIN

Madison . . . . . 608

Milwaukee . . . . . 414

## LIST OF ADDED DIALING POINTS

From time to time we will be adding new cities which you can dial direct. If you are not sure whether you can dial a certain place, the Operator will tell you and will give you the Area Code, if required. In such cases, it would be a good idea to jot down the name of the town and its Area Code in your personal "Blue Book of Telephone Numbers."

Your "Blue Book" is a good place to keep your out-of-town calling list up to date. Ask our Business Office for a free copy of this Blue Book if you do not have one.



**Pacific Telephone**



**SAN LUIS OBISPO**  
**OFFICIAL**  
**TELEPHONE DIRECTORY**  
**AUGUST 1957**

**TELEPHONE NUMBER Liberty 3-9000**



You know, but do all your friends know,  
how convenient, fast, satisfying and  
inexpensive Long Distance really is?

**THE PACIFIC TELEPHONE and**  
**TELEGRAPH COMPANY**



## INFORMATION AND SUGGESTIONS

This directory includes alphabetical listings and a "classified by department" list.

### IMPORTANT ITEM:

Report all changes in personnel and extension numbers to the Long Distance Chief Operator, 872 Morro Street, extension 232. Form FM-1042, "Official Company Switchboard Changes" should be used. Changes should not be given to the attendants.

If your extension number is changed, notify those who frequently call you.

Incoming calls may be transferred to another extension by slowly moving the receiver hook up and down until the attendant is recalled.

**SAN LUIS OBISPO**

**Official**

**TELEPHONE DIRECTORY**

**Liberty 3-9000**

**HOW TO PLACE CALLS**

<b>Extension to Extension:</b>	Ask attendant for desired extension.
<b>Local San Luis Obispo Subscribers:</b>	Ask attendant for outside line. Wait for dial tone and then dial the number.
<b>DDD Points:</b>	Ask attendant for outside line. Wait for dial tone and then dial the area code if needed and the telephone number.
<b>Long Distance:</b>	Ask attendant for outside line. Wait for dial tone, then dial "O". When operator requests your number, pass your extension as well as the official number.
<b>Business Office:</b>	Ask attendant for the Service Representative handling the customer's account - by number <del>or name</del> .

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.



— A —

Avennal R O - supv wire chf - 872 Morro\_\_\_\_\_240

— B —

Brown J C - sr engnr - 243 Parker\_\_\_\_\_270

Brock M D - coml sales - 872 Morro\_\_\_\_\_208

— C —

Cattaneo C Mrs - plt rpt clk - 243 Parker\_\_\_\_\_270

Cirone J Mrs - plant - 872 Morro\_\_\_\_\_249

Coulter J D - subway insprr - 243 Parker\_\_\_\_\_227

Cleary F - out rep\_\_\_\_\_207

— D —

Ducheneau H Mrs - ch pr dial adm - 872 Morro\_\_\_\_\_235

— E —

Elder V - bldg mechanic - 872 Morro\_\_\_\_\_253

Enos R - engnr - 243 Parker\_\_\_\_\_272

— F —

Falk R - engnr - 243 Parker\_\_\_\_\_273

Flint A R - engnr - 243 Parker\_\_\_\_\_273

— G —

Garner A Mrs - asst ch pr long distance - 872 Morro\_\_\_\_\_232

Gooding J E - mgr - 872 Morro\_\_\_\_\_220

— H —

Hart J - plant - 872 Morro\_\_\_\_\_248

Henry R C - asst mgr - 872 Morro\_\_\_\_\_209

Holt J O - asst engnr - 243 Parker\_\_\_\_\_271

— J —

Jackel W K - inspector repairman - 872 Morro\_\_\_\_\_254

— K —

Kaupp E F - const fore - 243 Parker\_\_\_\_\_227

King L - supv const fore - 243 Parker\_\_\_\_\_227

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There is no text or other markings on the paper.

— L —

Lawn E W - splicing fore - 1237 Archer	278
LeBrun A - asst engnr - 243 Parker	272
Leland E Mrs - ch pr long distance - 872 Morro	232

— M —

Maderios A - plant - 872 Morro	247
Marshall R Miss - rpts clk - 872 Morro	244
<del>Martinson R - coml sales - 872 Morro</del>	<del>208</del>
McCullar C - engnr - 243 Parker	271
McIntire J R - ch transmissionman - 872 Morro	257

— O —

O'Hagen R P - plant - 872 Morro	246
---------------------------------	-----

— P —

Penwell H Mrs - asst ch pr long distance - 872 Morro	232
Perier D - supply fore - 243 Parker	267
Pierson W R - const fore - 243 Parker	227
Pine H W - <sup>CHIEF DESKMAN</sup> <del>cutover</del> supv - 872 Morro	243
Platt S J Mrs - plt rpt clk - 872 Morro	258

— R —

Rasmussen S Mrs - plt rpt clk - 243 Parker	270
Ricci H Miss - plt rpt clk - 872 Morro	241
Romero M S - plt svc fore - 1237 Archer	277

— S —

Scott J B - const splicing fore - 243 Parker	227
--	-----

— T —

Troxell W R - plt svc fore - 1237 Archer	276
Tumbleson R T - ch switchman - 872 Morro	250

— V —

Van Artsdalen G E - <sup>PLT. SERV. FORE. 1237 ARCHER 257</sup> <del>ch deskman - 872 Morro</del>	<del>277</del> 275
---	--------------------

— W —

Weber J Mrs - svc adv PBX & TWX - 872 Morro	239
Woodman C H - plt svc fore - 1237 Archer	279
Woodman C - asst engnr - 243 Parker	273
Williams J E - const fore - 243 Parker	228



This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# DEPARTMENTS

## CLASSIFIED LIST

<b>BUSINESS OFFICE</b>	872 Morro	
Assistant Manager_____		209
Manager_____		220
Outside Representative_____		207
Sales Representative_____		208

<b>CONSTRUCTION DEPARTMENT</b>	243 Parker	
Construction Foreman_____		227
Splicing Foreman_____		227
Subway Inspector_____		227
Supervising Construction Foreman_____		227

<b>DISTRICT TRAFFIC DEPARTMENT</b>	872 Morro	
Service Adviser PBX and TWX_____		239

<b>ENGINEERING DEPARTMENT</b>	243 Parker	
Senior Engineer_____		270
Plant Engineering Force_____		271-273

<b>PLANT DEPARTMENT</b>		
Auto Inspector Repairman_____	872 Morro	254
Building Mechanic_____	872 Morro	253
Chief Deskman_____	872 Morro	243
Chief Switchman_____	872 Morro	250
Chief Transmissionman_____	872 Morro	257
<del>Cutover Supervisor_____</del>	<del>872 Morro</del>	<del>245</del>
Line Assignment_____	872 Morro	246-249
Master Testframe_____	872 Morro	252
Plant Service Foreman (Complex)_____	1237 Archer	277
Plant Service Foreman (TWX)_____		279
Plant Service Foreman (Station Instl)_____	1237 Archer	275 276
Repair Service_____	872 Morro	260
Reports Clerk_____	872 Morro	244
Splicing Foreman_____	1237 Archer	278
Supervising Wire Chief_____	872 Morro	240
Supplies Foreman_____	243 Parker	267

<b>TRAFFIC DEPARTMENT</b>	872 Morro	
Chief Operator Dial Administration_____		235
Chief Operator Long Distance_____		232

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

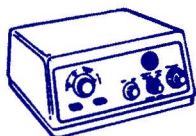


# Telephone Etiquette

Prompt and proper answering of telephone calls builds good will, increases office efficiency and helps conserve facilities. As telephone employees we should set a good example and maintain our leadership in correct telephone usage. Here's how we can do it:

1. Answer your telephone promptly.
2. Identify yourself by name when answering.
3. Speak directly into the transmitter in a pleasant, distinct normal voice. Be courteous, friendly and attentive.
4. If you receive a call not intended for you and which you cannot handle, either transfer the call to the proper person or take a message for the proper person.
5. On an extension-to-extension call, do not ask to be transferred to another extension. Hang up and call the desired extension.
6. Keep a pad and pencil handy to jot down telephone messages immediately and accurately.
7. When away from your telephone, arrange to have someone answer your calls. Leave word when you'll return or where you can be called.
8. When calling another telephone, be sure of the right number. Look it up if you are in doubt.
9. If you request someone to call you, give your telephone number and make sure you can be reached when called.
10. When you have finished talking, hang up the receiver gently.
11. To help relieve the load on the P.B.X. place all local and toll calls over outside lines when possible.

Thank You



#### VOLUME CONTROL

When you can't clearly hear the person at the other end of the line, just turn button, and this special phone will "Talk Louder."

#### WALL PHONE

The most beautiful and useful phone for your kitchen. Good in the workshop, hall or family room, too. Hangs on the wall right where you want it. And they come in eight colors.

#### AUTOMATIC ANSWERING

Answers calls and takes messages when you're out—saves lost calls—ideal for business and professional people—for home use, too.

#### EXTENSIONS IN COLOR

Modernize home and office with telephones in color—eight exciting decorator colors—blue, green, yellow, red, brown, beige, gray and ivory.

#### SPEAKERPHONES

"No hands" telephone leaves both hands free for writing—picks up your voice and the voices of those near-by—excellent for telephone conferences—can also be used like a standard phone.

#### LIGHT-UP DIAL

A small light on the telephone acts as a "night-light." Lift the receiver and the light gets brighter—makes it easier to dial. Ideal for bedside locations.

**modern**

**telephones**

**for**

**modern**

**living**

SEE THE "CLASSIFIED" IN THIS DIRECTORY

'YELLOW PAGES'

ITS YELLOW PAGES TELL YOU "WHERE TO BUY IT"

