

SELECTED LETTERS

You may recently have seen telephone numbers like NX 2-9970, XX 2-9999 or TT 5-9970. These are numbers with new selected letter designations that are being used for new offices instead of central office names. If you have not seen them you will, because our Company recently decided to use two selected letters in designating all new offices which may be placed on a 2-5 numbering basis during the next few years. In addition, we may change a few of our existing designations to selected letters.



FOR USE WITH INDIVIDUAL AND PARTY LINES AND P.B.X. IN-DIALED EXTENSIONS.

FORM E-4203-G



FOR P.B.X.'s WITH EXTENSION NUMBERS.

FORM E-4204-G

FIGURE 1

NEW STATION NUMBER CARD WITH AREA CODES AND 2L-5N NUMBER

The form of telephone numbers is undergoing a fundamental change in order to help our customers take advantage of nation-wide direct dialing, to enable us to care for the rapidly growing number of exchanges and for other important number service reasons.

Letters are replacing existing central office names. Telephone numbers are now being printed and quoted just as they are dialed. For example, WO 6-9999 is listed instead of Worth 6-9999 with the full central office name. Listings in all of our directories are gradually being converted to the 2-letter, 5-numeral form, with a consequent savings in pages and improved legibility. (See Figure 3.)

Our stationery, records, official board directories, etc., are gradually being converted to show the 2-letter form - with the area code when necessary. Customers are showing their telephone numbers in the 2-letter form with increasing frequency in newspaper and TV advertisements, on letterheads, business cards and other printed material.

Information and intercept operators are quoting telephone numbers with only two letters. The result has been a saving in handling time and generally a better understanding of the numbers by customers. This is particularly true where there is a language barrier or where the central office name does not lend itself to direct phonetic translation to the dialable letters, as is the case with Yukon, LYric and HYacinth.

Area codes, which are vital to nation-wide direct dialing, are now being shown as part of the telephone number, as for example, 212 WO 6-9999. Foreign listings in all of our telephone directories now show the proper area code. With this use of the area code and 2-letter form, customers calling from the territory served by a directory - either alphabetical or classified - can "dial 'em as they see 'em."

We are showing area codes on station number cards, customers' bills, the covers and pages of our directories and on our stationery. However, we have a long row to hoe to get our customers to do the same thing on all of the material they print. In a few months we plan to launch a campaign to encourage customers to publicize their telephone numbers extensively in the new form - area code, two letters and five numerals - and to dial and place calls with the operator in the same way. With numbers in this new form we have a complete "telephone address" providing all the information that's needed to call a telephone in any part of the country.

Now we have started to use letter combinations, such as LL and NX in central office designations, which were previously unavailable because they could not be translated into meaningful central office names. Some examples of new designations are TT 5 for City Island in The Bronx, the LL series for PBX's equipped for Direct Inward Dialing, NA 8 for Bayville, Long Island, and IH 2, XX 2, FF 7, etc. for seven offices now in operation outside of Buffalo.

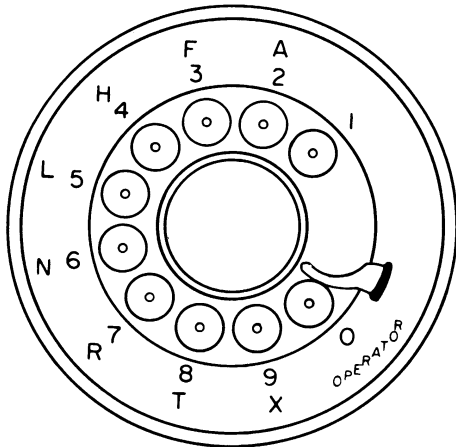
Under the selected letter system, only 8 of the 24 letters now on the telephone dial are used, one for each of the middle eight dial pulls. The eight letters are shown in Figure 2 which illustrates the ultimate simplification of the dial with either selected letters or all numerals.

We gain many advantages with the selected letter system, for example:

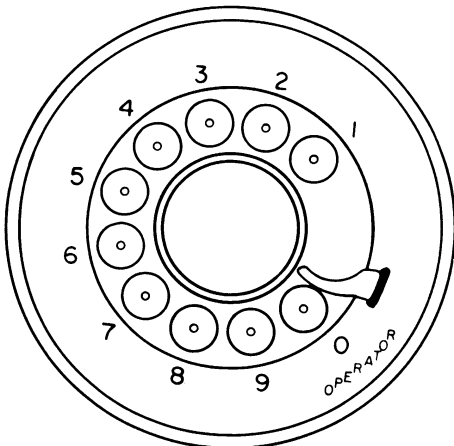
1. The eight letters that have been selected prevent misunderstanding in pronunciation by the elimination of phonetically similar sounding letters. Letters with rather similar "E" sounds such as B, V, D, E, P & C

FIGURE 2

ULTIMATE SIMPLIFICATION OF THE DIAL
WITH SELECTED LETTERS AND ALL-NUMERAL



SELECTED LETTERS



ALL - NUMERAL

have been excluded. Also the conflict between M and N is avoided.

2. It does away with two dialing hazards by eliminating the letter "O" which is often confused with the numeral "0" and the letter "I" which is confused with the numeral "1".
3. It allows new letter combinations such as LH, RL, TT, etc., which can not be applied to a central office name, to be used for C.O. codes. Our present demand for central office codes in New York City already exceeds the capacity of usable codes, which is restricted to 540 when C.O. names are used. With selected letters we can provide new (approximately 100 more) designations required for the rapidly growing number of exchanges as well as for Direct Inward Dialing PBX's, special billing and other purposes.
4. It eliminates the need for using names which may easily be spelled incorrectly, such as HYacinth, LYric and YUKon. Faster and more accurate dialing is indicated since there is no need to translate a name into the first two letters required for dialing.
5. A combination of letters and numerals, as shown by studies, helps people to remember telephone numbers. This is important since residence customers in Metropolitan New York make almost 70 per cent of their calls from memory.
6. Customer objection to the meaning and appropriateness of certain central office names is eliminated. Recently, a civic organization in City Island objected strenuously to our plan to assign TULip 5, but readily accepted the new selected letter designation TT5.

Before adopting the policy of using selected letters, our Company reviewed all of the available information on and experience with the all-numeral system as well as the selected letter system. This resulted in the opinion that, based upon available information, both of these numbering systems offer about the same advantages and that further study and experience is required for evaluating them. Here are some examples of how telephone numbers, with area code, would appear under both systems:

All numeral	432-234-1234
Selected Letter	432-AD 4-1234

If the 112 directive code is required for long distance dialing (as from step-by-step offices):

All-numeral	112-432-234-1234
Selected letter	112-432-AD 4-1234

DIRECTORY LISTINGS - TYPE AND FORMAT SAMPLES

**Partial Conversion to 2L-5N
Form. Area Codes Shown On
"Foreign Listings"**

Norsleet Mary 141West HAvrstrw 9-8607
 North A VlyCottag Cngers 8-2101
 North End Garage StrHlds ELmwd 1-9857
 North End Motel Rte17A GRwDkL 7-2577
 North John T 215HighAv NYack 7-0429-M
NORTH ROCKLAND AMOCO STA Rte9W, STonyPt 6-8722
 North Rockland Chamb of Commerce 2Bway, HAvrstrw 9-2275
NORTH ROCKLAND CONST CO INC 137 SLbrtyDr, STonyPt 6-3637
NORTH ROCKLAND EXCAVATG CO 137 SLbrtyDr, STonyPt 6-3637
 North Rockland Hosp Fund Inc 4West HAvrstrw 9-3332
NORTHCRAFT LIGHTING CORP 12MapleAv, HAvrstrw 9-5366
NORTHEAST AIRLINES INC—
 Reservations& Info RF 5-8709
 Admnstrv Offices
 Tkt Offices—
 Airlines Bldg 80E42 NYC
 38&2Bway NYC
 East Side Airlines Termnl 37&1Av NYC
 Statler-Hilton Hotel 33&7Av NYC WH 6-7898
 595 5Av NYC
 Opposite A&S 200Lvgnstn Brooklyn
 Sta Manager LaGardiaFld Queens
 Air Cargo—
 Marine Termnl Bldg LaGardiaFld Queens
 Bldg 84 NYIntrnatlAirtpt Queens
 Dist. Sales Office 80E42 NYC 212 MU 7-5911
 Public Relations Office 80E42 NYC 212 MU 7-5911
 Northern Valley Swimming Club
 NOrangeburgRd OldTappanNJ 201 CL 5-1874
 Northrup Jay 31WbdneRd NEwCity 4-3074
NORTHEAST AIRLINES INC—
 Reservations PassengersFlight Info 212 MU 7-6360
 Dist. Sales Office 537 5Av NYC 212 MU 7-4680
NORTHWEST ORIENT AIRLINES
 See Northwest Airlines Inc
 Norton Arthur H 126Carol PERiRw 5-8709
 Norton Arthur H Jr EMain STonyPt 6-3501
 Norton Harry Jr OakLa SUffern 5-0653-M
 Norton Jeffrey OldLakeRd Cngers 8-2145
 Norton John J 20MoisnRd Blauvlt ELmwd 9-1971
 Norton Walter F 80PineTreeL Tapan ELmwd 9-2184
 Norvell Bernard M 197WstrnHwy Tapan ELmwd 9-3431
 Notkoff Marjorie Mrs 55DutchHoloDr Orangbrg ELmwd 9-1063
 Noto Anthony MD 140FairwAv PERiRw 5-3162
 Noto John J rl est 62RteW59 NAnuet 3-3020
 Novack Anna Mrs 11McKeyCt WHavrstrw HAvrstrw 9-4194
 Novack Lazare MD MtIvy HAvrstrw 9-5408
 Novack Renee 51BrewstrAv STonyPt 6-5201
 Novak Frank LedgeRd SLoatsbg 3-2568
 Novak John 248WestSidAv HAvrstrw 9-4659
 Novak John M 248WestSidAv HAvrstrw 9-5924
 Novak Jos WashAv SLoatsbg 3-2164
 Novak Leon 5RocheCrt STonyPt 6-2519
 Novak Morton PeachTreeTr NwCity ELmwd 6-3361
 Novak Wm OakwTer SprngVly ELmwd 6-9441
 Novelty Curtn&Gift Shop 80Main NYack 7-5136
 Novelty Curtn Shop 80Main NYack 7-5136
 Novenster Jos 27Bway HAvrstrw 9-5900
 Novenster Saml 12BirchDr NAnuet 3-3721
 Novikov Michl Dr 18DivsAv NYack 7-4214
 Novikov Vladimir 18DivsAv NYack 7-5366
 Novitskie Doris Elm UprNyak NYack 7-1382
 Novack Donald A Sr AllenLa SLoatsbg 3-2057
 Nowick Raymond M 75DuglasCrt PERiRw 5-5972
 Nowick Jos F X 120 OldMidlwnRd PERiRw 5-3853
 Nowick Jos F X atty 95NMain SprngVly ELmwd 6-8000
 Nowinski Mary Mrs 45ColinsAv SprngVly ELmwd 6-7177
 Noyes Clarence A 44PhyisDr PERiRw 5-4191
 Noyes Theb A GrantAv NYack 7-0281
 Noyes Eugene J VlyCottag Cngers 8-6141
 Noyes Robt E 40PhyisDr PERiRw 5-3221
 Noyes Theb A GrantAv Cngers 8-2430
 Nozell John L SuffernPk SUffern 5-0326
 Nozell Richd A 148HavrstrwRd SUffern 5-2721
 Nu-Method Cleanrs 160DepeWAv NYack 7-1133
 Nudell H Rte306 Mnsy ELmwd 6-0434
 Nugent Bernard J ShermnDr Thiels HAvrstrw 9-3839
 Nugent Bernice W Mrs WaldnTer SLoatsbg 3-2645
 Nugent Eltz Mrs b 51WillowAv CntrNyak NYack 7-3314
 Nugent Helen V Mrs 12LExAv SUffern 5-1233
 Nugent John M HightmAv UprNyak NYack 7-2594

**Full Conversion to
2L-5N Form And
Selected Letters**

Norsleet Mary 141West HA 9-8607
 North A VlyCottag AN 8-2101
 North End Garage StrHlds FL 1-9857
 North End Motel Rte17A HR 7-2577
 North John T 215HighAv NX 7-0429
NORTH ROCKLAND AMOCO STA Rte9W, RT 6-8722
 North Rockland Chamber of Commerce 2Bway HA 9-2275
NORTH ROCKLAND CONST CO INC 137 SLbrtyDr, RT 6-3637
NORTH ROCKLAND EXCAVATG CO 137 SLbrtyDr, RT 6-3637
 North Rockland Hosp Fund Inc 4West HA 9-3332
NORTHCRAFT LIGHTING CORP 12MapleAv, HA 9-5366
NORTHEAST AIRLINES INC—
 Reservations& Info RF 5-8709
 Admnstrv Offices
 Tkt Offices—
 Airlines Bldg 80E42 NYC
 38&2Bway NYC
 East Side Airlines Termnl 37&1Av NYC
 Statler-Hilton Hotel 33&7Av NYC XH 6-7898
 595 5Av NYC
 Opposite A&S 200Lvgnstn Brooklyn
 Sta Manager LaGardiaFld Queens
 Air Cargo—
 Marine Termnl Bldg LaGardiaFld Queens
 Bldg 84 NYIntrnatlAirtpt Queens 212 NT 7-5911
 Dist. Sales Office 80E42 NYC 212 NT 7-5911
 Public Relations Office 80E42 NYC 212 NT 7-5911
 Northern Valley Swimming Club
 NOrangeburgRd OldTappanNJ 201 AL 5-1874
 Northrup Jay 31WbdneRd NF 4-3074
NORTHWEST AIRLINES INC—
 Reservations PassengersFlight Info 212 NT 7-6360
 Dist. Sales Office 537 5Av NYC 212 NT 7-4680
NORTHWEST ORIENT AIRLINES
 See Northwest Airlines Inc
 Norton Arthur H 126Carol RT 6-3501
 Norton Arthur H Jr EMain RT 6-0653
 Norton Harry Jr OakLa AN 8-2145
 Norton Jeffrey OldLakeRd FL 9-1971
 Norton John J 20MoisnRd Blauvlt FL 9-2184
 Norton Walter F 80PineTreeL Tapan FL 9-3431
 Notkoff Marjorie Mrs 55DutchHoloDrOrangbrg FL 9-1063
 Noto Anthony MD 140FairwAv RF 5-3162
 Noto John J rl est 62RteW59 NA 3-3020
 Novack Anna Mrs 11McKeyCt WHavrstrw HA 9-4194
 Novack Lazzare MD MtIvy HA 9-5408
 Novack Renee 51BrewstrAv RT 6-5201
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 Novenster Jos 27Bway HA 9-5900
 Novenster Saml 12BirchDr NA 7-3721
 Novikov Michl Dr 18DivsAv NX 7-4214
 Novikov Vladimir 18DivsAv NX 7-5366
 Novitskie Doris Elm UprNyak NX 7-1382
 Novack Donald A Sr AllenLa RL 3-2057
 Nowick Raymond M 75DuglasCrt RF 5-5972
 Nowick Jos F X 120 OldMidlwnRd RF 5-3853
 Nowick Jos F X atty 95NMain SprngVly FL 6-8000
 Nowinski Mary Mrs 45ColinsAv SprngVly FL 6-7177
 Noyes Clarence A 44PhyisDr RF 5-4191
 Noyes Eugene J VlyCottag RF 5-0281
 Noyes Eugene J VlyCottag AN 8-6141
 Noyes Robt E 40PhyisDr RF 5-3221
 Noyes Theb A GrantAv AN 8-2430
 Nozell John L SuffernPk RT 5-0326
 Nozell Richd A 148HavrstrwRd RT 5-2712
 Nu-Method Cleanrs 160DepeWAv NX 7-1133
 Nudell H Rte306 Mnsy FL 6-0434
 Nugent Bernard J ShermnDrThiels HA 9-3839
 Nugent Bernice W Mrs WaldnTer RL 3-2645
 Nugent Eltz Mrs b 51WillowAv CntrNyak NX 7-3314
 Nugent Helen V Mrs 12LExAv RT 5-1233
 Nugent John M HightmAv UprNyak NX 7-2594

FIGURE 3

Person-to-person calls, where dialable, would require the prefix "0" and calls made at a dial PBX station would be preceded by access code "9" or "1" and a wait for dial tone. With these additional prefixes 12 to 15 digits would have to be dialed.

After a thorough consideration of all factors, including the relative impact each would have on our customers and our operations in the near future, we decided to use selected letters for new designations during the next few years. During this period some other companies will have introduced the all-numeral system and the Bell System will be able to complete further studies and to make customer surveys on both types of numbering systems. These studies will assist in determining the most desirable ultimate numbering plan.

Our Company is now largely on a 2-letter, 5-numeral basis and conversion to the all-numeral system would involve substantial costs and changes in customer habit - a change we can not afford to make until it is fully justified. On the other hand, the use of selected letters is compatible with our present 2-letter, 5-numeral system. Where selected letters have been introduced customer acceptance has been very good. All indications are that we have settled on a good course, for the near future, to satisfy our needs for additional codes and to derive other benefits with a minimum impact on our operations and our customers.

- H. V. Hefty
Operating Staff

(Ed. Note - We were very happy to give the august staff space in the BULLETIN and thank Herman Hefty for the compliment that we hope was implied. By the way, too, this story ties in with the article on City Island, for it will be noted that City Island will be designated TT5 - the first use of the new selected letter office designation in the MEW Territory.)

YOU DON'T NEED A CALENDAR to tell you when it is Wednesday on the 5:23 to Hicksville or the 5:27 to Hempstead. The Long Island has bargain rates for "the ladies" every Wednesday and that changes the complexion of the regular commuting horde no end. More chatter, more perfume, more flowered hats, more confusion and fewer seats. The ladies are all dressed up, are disinclined to wait in line and are given to holding conferences in the aisles to decide where to sit (and then change their minds several times and look reproachfully at the oafs who upset their plans by wearily

plunking themselves down in one of the selected places). They carry theater (matinee) programs instead of newspapers, invariably remark that they have seen better plays (Oh, my yes), and are usually archly arch - even in handling their cigarettes. They are Oh, so gay and vivacious, and seemingly are not at all daunted by the certainty that in a half hour or so they'll be rounding up the kids from the neighbors and slapping together make-shift dinners. "See you at the club Saturday night, Irma."

● ANSWERS TO TEST ON PAGE 24

1. One hour
2. Yes
3. One
4. Because he is still alive
5. Twelve
6. The match
7. One hour
8. White (To have four southern exposures, the house must have been built at North Pole)
9. Half-way
10. In God We Trust or United States of America
11. 9, 6
12. A 50¢ piece and a 5¢ piece (The one that is not a nickel is the 50¢ piece)
13. Nine
14. 70 (Divide 30 by $\frac{1}{2}$ not in half $\frac{30}{\frac{1}{2}} = 30 \times \frac{2}{1} = 60$ ($60+10=70$))
15. They do not play against each other
16. Two
17. Because he could not have known it was B.C.
18. None (Noah took them)
19. The beggar is a woman
20. No - to have a widow, the man must be dead.