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To

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**St. Petersburg**  
**CHAMBER OF COMMERCE**

ST. PETERSBURG,  
FLORIDA

1944

Peninsular Telephone Co.

E. G. Lindtner

*William F. Boyd*  
SECRETARY



RETURN POSTAGE GUARANTEED



FROM:

**GENERAL TELEPHONE CO.  
OF FLORIDA**

P. O. Box 11328, ST. PETERSBURG 33, FLA.

To

## SOME FORGET TO REMEMBER

# 1,000 PEOPLE A DAY OMIT PREFIX 7 IN MAKING TELEPHONE CALLS

By GEORGE BARTLETT

Although the new system of telephone numbers has now been in effect over two months, more than 1,000 people a day still forget to use the prefix 7 in dialing city calls.

According to Laverne Thomas, manager of the Peninsular telephone company, this is largely due to the fact that many people trust their memory instead of referring to the directory, or refer to business cards, letterheads, stationery and memoranda that have not been corrected.

Some people, he said, have been told to add a 7 in front of all numbers, so they look up a number in the directory and add a 7 in front of that. The numbers in the directory, he pointed out, are correct as they stand.

Amount of false numbers given here, however, is not as great as in Tampa, according to E. G. Lindtner, chief switchman for the telephone number. Although the local cutover was 100 per cent and involved a change of some 8,000 lines, the number of false calls in Tampa, where the changeover was only 3 per cent or some 3,000 lines, is two or three times as large as in St. Petersburg, Lindtner said.

Thomas gave the number of telephones now in operation in the St. Petersburg area as 23,936, with 260 telephones added last month. The company, he said, is holding around 2,500 orders that cannot be filled, due to the worldwide shortage of copper, lead and zinc, used in making cable. Although the company has bought all the surplus cable it can from the government, he explained, much of it is of an odd size not suitable for the local plant, which requires big cable. Many people who need telephones have not even applied for them, Thomas said, because they have been told that telephones are impossible to get.

The No. 1 project of the telephone company right now was said to be a new sub-exchange for the Pinellas Park and Lealman districts, the city's most congested areas. Within the next 60 to 90 days a new building will be started at 28th street and 48th avenue north to relieve this congestion.

The new system of telephone numbers went into effect at midnight, Saturday, July 12, following completion of a project which transformed the local telephone office from a 10,000-line office to a 100,000-line office. Over \$100,000 in new equipment was required to change the trunking system, made necessary by the steady growth of the city. The changeover enabled the company to set up more sub-offices and to afford free service between the city and the beaches.

New automatic boards are said to be almost human, and must be watched closely and adjusted daily as a speck of dust is sufficient to throw them out of kilter.

The new system of numbering increased the number of digits from four, for a private line, to five, and from five, for a party line, to six. Prefix for the main city exchange is 7, for the Pasadena and Gulfport sub-exchange, 3, for the south beaches 2 and the north beaches 9. It is not yet known what the prefix for the new Pinellas Park sub-exchange will be.

It is the prefix that directs the call into the correct exchange, officials explain. The first three digits dialed take the call to the various selectors, and the fourth brings it to the connector.

Correct way to give the number to the operator is to count

off four digits from the right and pause at that point. For example: The Times telephone number is 7-1111. It is best, when calling The Times, therefore, to say the 7, pause, and then follow with the 1111. In a number containing six digits, the pause comes after the first two digits are given.

The local exchange now employs more people than ever before in its history, but the increase has been gradual and was not necessitated by the installation of the new equipment.

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