

MR. GALLWAS

San Francisco Telephone Commission - Division of Engineering for Telephone Exchange Listings

SPECIAL NOTICE

Seattle, May 19, 1953

PLEASE KINDLY  
FILE

DIVISION TRAFFIC MANAGERS:  
DISTRICT TRAFFIC SUPERINTENDENTS:  
TRAFFIC ASSISTANTS:  
CHIEF OPERATORS:

A recent tariff revision provides that the designation "r" need not be shown with directory listings involving primary residence services. Accordingly, service orders will be issued without the "RES" designation following the primary (main) listing in the "MLST" space.

Indented residence listings will continue to be shown as at present.

The manner of showing primary business listings will not be changed. As in the past, a designation descriptive of the business or profession may be included if the name does not indicate the nature of the business. On this basis, there may be a few listings for business services that do not carry a descriptive designation and will appear to the Information Operators to be residence listings.

We do not contemplate supplementing or revising the Information Practice since the practice was written on the assumption that the tendency would be to omit the "r" indication in directory listings. (Reference - Page 11 of the Information Service Notes, dated August 1950 - attachment to T.L. 163).

Due to the high cost of resetting listings, it may be years before all of the "r" indications are omitted from some of our directories. It is contemplated that the Vancouver directory will be the first directory to appear without any "r" designations since it will be necessary to reset all listings for other purposes.

V. L. SYLLIAASEN  
General Traffic Manager

MK:mjc