

Decision No. 38509

BEFORE THE RAILROAD COMMISSION OF THE STATE OF CALIFORNIA

In the matter of the application of THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY, a corporation, and SOUTHERN CALIFORNIA TELEPHONE COMPANY, a corporation, for an order authorizing them to modify their present practice of determining the alphabetical sequence of telephone directory listings.

ORIGINAL

Application No. 27022

BY THE COMMISSION:

OPINION AND ORDER

In this application The Pacific Telephone and Telegraph Company and Southern California Telephone Company request authority to adopt a revised alphabetical listing practice designed to provide an improved directory service for telephone users. The applicants propose, in the publication of future telephone directories, to adopt a new practice, in the interest of consistency and equality of listings, which will tend to discourage the use of numerous letters preceding the remainder of a business subscriber's name in order to gain alphabetical precedence in directory listings and which will provide an improved directory service for telephone users:

When letters are used as words in the initial part of a business name, shorter combinations of the same letter will precede longer combinations of such letter in the alphabetical listings of subscribers; thus, for example, A Art Advertising Office will precede AA All American Cab Co; when combinations of different letters are used, the normal alphabetical sequence will determine the precedence; as, for example, AAC Radio Service will precede ABC Engraving Co.

The applicants will continue to adhere to the following practices relevant to the listing of business subscribers whose names are preceded by one or more letters:

When one or more single letters are used as words, each letter is considered as a word in determining the alphabetical sequence of listings and, therefore, listings in which letters are used as words precede listing starting with the same letter, which do not contain letters used as words; thus, for example, A Z Dept Store precedes Aaron, Arthur J.

Hyphens, apostrophes, the word "and," and the ampersand symbol (&) are disregarded in determining the alphabetical precedence of listings. Words which are abbreviated take the same alphabetical location as though the words were spelled out. A number used in a business name is considered as if it were spelled out; i.e., "A-1" is "A-One" for alphabetizing purposes.

An illustrative list of subscribers, showing the alphabetical arrangement of the list under the practice of applicants presently in effect and under the practice proposed, was filed with the application, and a copy is attached hereto, marked Exhibit "A" of Application No. 27022.

The Commission has given consideration to the request of The Pacific Telephone and Telegraph Company and Southern California Telephone Company and is of the opinion that the application should be granted, and that this is not a matter in which a public hearing is required, therefore

IT IS HEREBY ORDERED that The Pacific Telephone and Telegraph Company and Southern California Telephone Company may, in the publication of telephone directories bearing an issue date on or after April, 1946, adopt the following alphabetical listing practice, as illustrated under the "Proposed" column of the exhibit attached hereto: When letters are used as words in the initial part of a business name, shorter combinations of the same letter will precede longer combinations of such letter in the alphabetical listings of subscribers; thus, for example, A Art Advertising Office will precede AA All American Cab Co.; when combinations of different letters are used, the normal alphabetical sequence will determine the precedence; as, for example, AAC Radio Service will precede ABC Engraving Co.

For all other purposes the effective date of this Order shall be
twenty (20) days from and after the date hereof.

Dated at San Francisco, California, this 14th day of
December, 1945.

R. Harold Anderson

Francis D. ...

Joseph H. ...

Harriet P. ...

Commissioners.

EXHIBIT "A" OF APPLICATION NO. 27022

Directory Alphabetical Arrangement

Present

AAAAAAAAA Wheel Mfg Co
AAAAAAAAA Supply Co
AAAAAAAAA Refrigerator Co
AAAAAAA Theatrical Agcy
AAAAA Druggists
AAAAAB Fruit Cannery Inc
AAAAA Peanut Oil Co
AAA Moving & Storage Co
AAA Van & Storage Co
A-A Coconut Products Inc
AA-1 Plumbers' Supplies Inc
AA Wrecking Co
A Amer Refrigerator Co
ABA Grocery
A & B Automotive Parts Co
AB Builders & Contractors
ABC Accountants Inc
ABCD Window Clnrs
ACA Sheet Metal Wks
AC Cutlery Co
AD Water Works
Aaron A J
Abraham I
BAA Drug Co
BA Rope Co
BB Box & Barrel Mfrs
Bangor C H

Promosed

A Amer Refrigerator Co
A-A Coconut Products Inc
AA-1 Plumbers' Supplies Inc
AA Wrecking Co
AAA Moving & Storage Co
AAA Van & Storage Co
AAAA Peanut Oil Co
AAAAA Druggists
AAAAAAA Theatrical Agcy
AAAAAAA Refrigerator Co
AAAAAAA Supply Co
AAAAAAA Wheel Mfg Co
AAAAAB Fruit Cannery Inc
A & B Automotive Parts Co
AB Builders & Contractors
ABA Grocery
ABC Accountants Inc
ABCD Window Clnrs
AC Cutlery Co
ACA Sheet Metal Wks
AD Water Works
Aaron A J
Abraham I
BA Rope Co
BAA Drug Co
BB Box & Barrel Mfrs
Bangor C H