

general business

Avoidance of Lawful Charges

Persons using unauthorized credit card numbers or unauthorized telephone numbers to avoid charges will be prosecuted. Anyone violating Section 502.7, California Penal Code, by attempting to avoid lawful charges for telephone service may be fined up to \$5000 and imprisoned up to 5 years.

"Beep" Tone

Occasionally people need to record or monitor a telephone conversation for business or other reasons. When this is being done, you will hear a beep tone every 15 seconds to let you know that your conversation is being recorded or monitored. This signal is legally required to protect you.

Customer Provided Equipment

Equipment, apparatus, devices or systems not furnished by the Telephone Company may be used with telephone instruments and associated equipment furnished by the Telephone Company provided such use complies with the Company's tariffs. These tariffs are designed in the interest of good telephone service and to prevent hazards to customers and Company employees.

Employee Identification Cards

For your protection, all telephone people who visit your home or office carry a Pacific Telephone identification card showing their name, photograph, signature and physical description.

Obscene or Harassing Calls

Obscene or harassing calls are prohibited by federal and state laws. A person who makes or permits such calls to be made over a telephone under his control may be fined or imprisoned or both. Federal Communications Act, Section 223; California Penal Code, Section 653m.

Public Telephones

Instructions are posted on or near telephone instruments. Please report service difficulties. A charge is not made for calls which are not completed.

Rates

Rates and practices included in the directory are based upon those in effect on June 28, 1973, when the directory was closed for printing. They are subject to such changes that may occur after that date.

Street Address Directories

Office Location 900-3d St., San Francisco 94107
For leasing information call 542-8606

Tariffs

Tariffs, showing rates and rules for telephone service and facilities, are on file with the California Public Utilities Commission. They are available in our Business Offices for public inspection.

Telegrams

Dial the number listed in this directory for Western Union. Charges for telegrams, cablegrams, or radiograms may be billed on your telephone bill.

Telephone Directories

If you need an additional directory, or a directory for another locality, call your Business Office. Most directories are available without charge.

Yellow Pages—Advertising

Headquarters 900-3d St., San Francisco 94107
Local Yellow Pages Advertising 542-1000
National Yellow Pages Advertising 542-1040

types of service and rates

RESIDENCE SERVICE

BUSINESS SERVICE

	1 PARTY Unlimited	1 PARTY Measured 60 calls	1 PARTY Measured 30 calls	1 PARTY Measured 80 calls	COIN PHONE
SAN FRANCISCO EXCHANGE	\$4.80	\$3.35	\$2.25	\$6.00	\$6.00

The rates are for basic telephone service; in certain instances additional charges apply. Rates are those in effect on June 28, 1973, when this directory closed for printing. They are subject to change if authorized by the California Public Utilities Commission.

UNLIMITED SERVICE

The monthly rate provides for an unlimited number of local calls without extra charge.

MEASURED SERVICE

An allowance of 30, 60 or 80 local calls is included in the monthly rate. Every local call made over the allowance is billed as a message unit at 4.5¢ each.

The 30 call service may not be combined with other service.

COIN PHONE SERVICE

Coins are deposited in the phone to pay for calls when they are made. Each local call is 10¢.

MESSAGE UNITS

One message unit is used for each local call (of any time length) made from measured service. Multi-message units are used to determine the cost for calls dialed from measured or unlimited service to certain points beyond the local call area. Each unit is 4.5¢. The number of units used depends on the distance called and the length of the conversation. See the Local and Nearby Dialing area map page for your prefix in this book.

For further information call your Telephone Company Business Office. See page 21 for the number.