

## New Phone Directories herald Direct Dialing

Potsdam's new telephone directory is now being delivered to area telephone customers.

The mailing of 11,525 directories will be completed by the end of this week, according to New York Telephone manager John J. Hayes.

"This year's edition features a newly designed introductory section that has been streamlined for greater convenience in finding dialing details, area codes, typical charges for calls and other telephone facts," Mr. Hayes said.

"Telephone numbers for area fire departments can be found in a handy new location — inside the front cover." Other new items in the introductory section include helpful information on the inside front cover about how the telephone company can help in the case of annoyance calls. On page 12, under general information, a new item explains how New York Telephone will install facilities for decorator-type telephone enclosures.

There are about 26,500 alphabetical listings in the white pages and 1,870 in the Yellow Pages.

In the new directory all listings are in the all-numerical style.

"This completes the gradual introduction of all-numerical style."

### Dr. Kolson authors Article on Discipline

Dr. Clifford J. Kolson, professor of education and director of the Reading Center at The State University College at Potsdam, has authored an article appearing in the recently published text entitled, "The Student Teacher's Reader."

The Potsdam educator's article, entitled, "The Student Teacher and Discipline," identifies and details various discipline problem situations, which may arise in student teacher classroom relationships.

Dr. Kolson has authored more than 60 articles on reading development and education for professional journals and texts.

Frozen custard, French ice cream, and French custard ice cream are similar to ice cream except they contain egg yolk solids.

Tall trees on hilltops, or in exposed areas in parks and on golf courses and in housing developments are prime attractants of lightning bolts.

cal phone numbers in this area started a few years ago," Mr. Hayes said.

"All-numerical phone numbers eliminate possible confusion between the letter O and numeral zero and between the letter I and numeral one. In addition, they eliminate possible confusion between such sound-alikes as D, P, B in telephone numbers.

"This style, which merely replaces the letters with the corresponding numerals on the dial, greatly increases the supply of available telephone numbers and helps provide for the orderly, continuing growth of the nation's telephone system. It supplies half again as many central office codes (the first three digits of a phone number) as the old two-letter, five-numeral arrangement."

About two-thirds of the nation's telephones have all-numerical designations. Elsewhere in the world, nine out of 10 phones have them.

### County has lost 500 Farms since 1961 Census Count

A total of 2,895 farms was counted in St. Lawrence County during the 1964 Census of Agriculture, the U. S. Department of Commerce's Bureau of the Census reports.

In the last previous Census of Agriculture (1959), the total counted in the county was 3,426 farms.

The 1964 total is published in a preliminary report on the county just issued. The report also shows that average farm size in the county was 229.6 acres and that the average value of the county's farms (land and buildings) in 1964 was \$15,170.

Other important county statistics in the report are:

1. Value of all farm products sold by farms in the county in 1964, \$25,330,534; in 1959, \$22,164,268;
2. Value of all crops sold by county farms in 1964, \$1,519,347; in 1959, \$932,177;
3. Value of all livestock and livestock products sold by county farms in 1964, \$23,782,731; in 1959, \$21,232,091.

Information obtained for the first time in an agricultural census included the amount of income received by the county's farmers \$28,456 from recreational services as well as data on the use of pest control chemicals in the county in 1964.



FINAL CHECK — New York Telephone plant manager Fred Stone (left) and switchman Paul Boatman test equipment at the company's central office in Potsdam, which will have a "cutover" to direct distance dialing for telephone customers in this area early Sunday morning.

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For the  
New York Telephone  
Company Building in Potsdam*

**FRANK ESPOSITO**  
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# New York Telephone Company Building

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**We Are Pleased To Have Been A Part Of The  
Construction Of The  
New York Telephone  
Company Building  
On Market Street, Potsdam**

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**A Special Message for Telephone Users in Potsdam-Norwood,  
Massena, Madrid, Canton, Waddington and Norfolk**

## Direct Distance Dialing goes into effect this Sunday, August 7

Starting Sunday, August 7, you'll be able to dial long distance station-to-station calls faster than ever before. With new, modern Direct Distance Dialing, you will be able to call across the country almost as fast as across the street. (And right along with this new service comes your new seven-digit telephone number and your new telephone directory.)

Dialing information is included below and in your new telephone directory. Information can also be found in the New York Telephone folder recently mailed to you. Should you need any special help, your telephone operator will still be on hand to assist you.

### LOCAL CALLS

All telephone numbers in the area consist of seven numerals. All Potsdam telephone numbers have been changed. The new, seven-digit numbers begin with 265 or 268. To make a call within the Potsdam-Norwood local calling area, simply dial the seven-digit number of the party you wish to talk to. When calling Potsdam from Massena or other nearby points, please dial "1," and then the new seven-digit number.

### TOLL CALLS

#### Area Codes

Every section of the country has its own three-digit area code. A map and complete

list of area codes can be found in your new telephone directory. Your area code is 315.

### Station-to-Station Calls

**Within your 315 area** (but outside your local calling area), dial "1" + the number.

**Outside your 315 area**, dial "1" + Area Code + number.

After dialing an out-of-town call, the Operator may ask you for your number. Please give her the number of the telephone from which you're calling.

The Operator will continue to place your person-to-person, collect and credit-card calls.

**New York Telephone**  
Part of the Nationwide Bell System