

Directory Publishing and Directory Advertising

Early Directories

The date when the Company's began publishing directories in Washington was not discovered. The earliest evidence of Company directories found thus far was the cover of a directory of the Northwestern Division of Sunset Telephone and Telegraph Company (a Bell Telephone Company) dated August 1893. The earliest complete Company Directory found thus far is for the Second District, Northwestern Division of the Sunset Telephone and Telegraph Company and is dated January, 1894.¹⁹ Copies of the covers of these two directories are included in Exhibit PEG-7.

The date when the Company's began including commercial advertising in its directories in Washington is also not known. Several pages of advertising appear in the 1894 Company directory. Copies of it are included in Exhibit PEG-8. Given the relative sophistication of the 1894 directory, it is probable that the Company published directories earlier than 1893 and that it sold advertising in its directories earlier than 1894.

It appears the Company's competitors also published directories. To date, two examples of telephone directories published by the Independent Telephone Company (ITC) that operated in Seattle have been found. One was from 1903 and the other from 1911. Both contained commercial advertising.

were prepared for several years past adjusted as above, they would show a fair rate of return. Findings of Fact, paragraph IV, Order and Opinion issued March 31, 1923 in Department of Public Works Docket No. 4902-5344, reported in the Third Annual Report of the Department of Public Works of Washington Division of Transportation and Public Utilities to the Governor

¹⁹ According to a 1915 Schedule prepared by the Division Commercial Engineer's Office in Portland, Oregon, the Company served 2,644 Washington subscribers in 23 cities in 1884.