



Listing and Alphabetizing Rules

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Overview

A telephone directory listing is made up of four parts, i.e., name, designation/title, address and telephone number. In determining the sequence of listings in the directory, each part is looked at separately.

The following rules are used to determine how listings sort in the directory.

Name

- Surname or finding word of a firm name.
- First and successive given names (or initials) or additional words of a firm name.

Title

A title is a term commonly used in addressing an individual to indicate his social, military, professional, genealogical or honorary status.

Designation

A designation is a term used to describe either the customer's profession, the nature of his business, or his location (ofc, etc.)

Address

- Street number and name (or equivalent)
- Thoroughfare designation
- Directional designation
- Building name in lieu of a street number and name
- Locality name (if required)

Telephone Number

- All areas use 10 digit dialing (xxx) 123-4567

Word Preferences

Letters Used as Names

One or more single letters used as names are treated as words, the single letter or combination of single letters being considered a surname. Such listings are grouped at the beginning of their respective alphabets, the group containing one single letter, preceding the group beginning with a combination of two single letters, etc. Names made up of single letters and numbers or words joined with hyphens will be treated as separate words as though the hyphens were not used and the numbers will be treated as though they were spelled out in full.

Example:

A- A ce Insurance	114 North628-1784
A M ill Supply Co	100 E Main548-1000
A- 1 Supply Co	142 Grant268-4312
A- V eri-Best Milling Co	1014 Tyler628-6714
A' S Tavern	120 E Main628-6714
A A Club	50 Congress628-0320
A & A D elivery	114 W Market628-1122
A A A Club	1130 S Washingt268-9124
A B C Washers	461 Cherry628-9132
A & F Garage	514 Orchard548-1234
A & P Grocery Co	230 State628-1988
A & Z Bottling Corp	Lafayette Pike548-1222
A Aron Neal	Dr 24 North938-1866

Words

The sequence of words shall be controlled by the alphabetical precedence of the first letter of each word, or of the second letters when the first are alike, or of the third when the first and second are alike, etc.

Example:

- A**zar
- B**all
- BE**ll
- BeS**s

Word Abbreviations

Words which are abbreviated in accordance with Telephone Company practices, as shown in the following examples, take the same alphabetical sequence as though the words were spelled in full.

The finding words of a listing should not be abbreviated, however, when the state name is abbreviated by initials N Y for New York; S C for South Carolina the listings should be filed as the beginning of the alpha the same way as we file listings, such as R C A etc.

If the state name is abbreviated so that the part of it is shown such as Wisc for Wisconsin; Pa or Penna for Pennsylvania the listing should be filed in the same sequence as if it were spelled out.

Words whose abbreviated forms are also recognized as words will be alphabetized according to their spelling and not treated as abbreviations (example: auto, apt, lab, litho, photo, and taxi) unless the publisher indicates that it is an abbreviation and is to be alphabetized as if it were spelled in full.

When the alphabetical location of the word as spelled out is widely separated from the abbreviated form, a reference listing may be placed at the alphabetical position of the abbreviated or spelled out position. (N Y - See New York; U S - See United States; Unites States - See U S, etc.).

Example:

Aug(ust) Geo(rge) Pat(ric)k
Benj(amin) Ja(me)s Rob(er)t
Cha(rle)s Jos(eph) S(ain)t
Dan(ie)l Lawr(ence) Sam(uel)l
Edw(ard) M(oun)t Tho(ma)s
Fred(eric)k Nath(anie)l W(illia)m

Words Containing an Apostrophe

The use of an apostrophe to denote possession shall not affect the precedence of listings.

Example:

B Careful Laundry	120 Park Av.....	938-2746
B' S Tavern	112 Main.....	938-7258
Brook S A B	76 Tyler.....	648-7369
Brook's B akery	12 Park Av.....	238-0704
Brooks' G arage	55 Beacon	938-5678

Words of Unequal Length

When two words of unequal length are spelled alike up to and including the last letter of the shorter word, the shorter word shall precede the longer word.

Example:

John J L meats	55 Beacon	548-2281
John S Frank L	323 Arnold	238-1821
John S on Chas	324 Arnold	238-4812
Johnston E Geo C	108 Clark	628-0281

Words Joined Together By Hyphens

Words, letters or numbers joined by hyphens are regarded as separate words, and are to be alphabetized as though the hyphen were a space. This rule does not apply to surnames and assumed names containing a hyphen between those prefixes specified in Names With Prefixes.

Example:

- M**iczal Andrew R Mid-**D**ay Club
- Mi**D**-America Corp Mid **T**own Key Shop
- Mid-**C**entury Mkt Mid-**W**ay Tavrnr
- Mid **C**Larence R Mid**D**a August K
- Mid **C**Ontinent Co Mid**L**and Mining Co

Name Alphabetizing

Names Containing Numbers

Numerals which make up or are contained in names are, with one exception, placed in alphabetical sequence as commonly pronounced as though spelled in full, unless specifically indicated otherwise by the publisher. Where a number as pronounced forms a compound word (such as "two-forty"), the first word controls the alphabetical sequence.

The exception to the above rule is where a group of numbers begins with the same word as pronounced. In this situation the numbers are alphabetized under the first word (e.g., "two") but are arranged in numerical sequence within the group.

Numbers in radio station call letters and numbers designating the locals, districts, lodges, etc., of such organizations as Unions, Lodges and Clubs are arranged in numerical sequence if the listings are alphabetically the same up to the numbers.

Example (Names Containing Numbers):

12 O'Clock Club	210 Bldg Corp	2000 Lincoln Bldg
20 N Main Bldg	240 Club	Elk Decorators
TwIn Drug Co	265 Park Hotel	Elks Lodge No 250
2-Spot Restaurant	280 Main St Co	Elks Lodge No 761
2 W ay Inn	299 Club	Elks Novelty Co

Names of Unequal Length

When two or more names of unequal length contain the same words up to and including the last word of the shorter name, the shorter name shall precede the longer name.

Example:

Brown G	437 Park Rd258-1707
Brown GEo gro	2427 - 1st Av768-1209
Brown Geo A	1220 - 8th938-5920



Organization or Institution Names

The sequence of names of organizations or public institutions named after individuals shall be determined by the order of the letters or words comprising their legal names.

Example:

H enry Ford Hospital 17 W 24	928-0723
W oodrow Wilson Club 1410 Bdway	268-2746

Firm Names

The sequence of firm names is determined by the first word of the firm name or by the second word (or initial) when the first word of two or more listings is the same or by the third when the first and second are the same, etc.

Example:

L incoln A	12 Grant Av	238-2421
L incoln A B	833 Grant	238-9763
L incoln A B A rt Co	329 North	268-3932
L incoln A B C	1918 Beacon.....	628-0266
L incoln A B & C O	427 Beacon.....	548-1565
L incoln A B & S on	30 Clark	668-0331
L incoln A C reamery Co	144 Walnut	928-1043
L incoln A I nc	220 Allen	548-0706

Individuals' Name without Titles

The sequence of individuals' names without titles shall be determined by the surname or by the first given name (or initial) when the surnames are the same or by the second given name (or initial) when the surnames are first given names(or initials) are the same, etc. See Individual's Names With Titles.

Example:

Colby C Samuel	31 Walnut	238-5687
Co O per Jas B	23 Clark	238-3104
Cooper L eonard B	8148 Beacon.....	268-3630
Cooper Leonard C	1638 North	698-2095

In Chinese names, the first word in the name as submitted shall be treated as the surname, except in cases where Chinese names include an English name which is definitely known to be a given name. In such instances the English given name shall be treated as a given name.

Example:

O n Sing	45 Clark	938-5210
S Hong Bink Lndry	65 State	938-4789
S ing Charlie	841 Park Av	238-1393
Sing F ong Lung	814 Beacon	628-5410
Sing L ing Lndry	814 Clark	548-4821

Ampersand Symbol (&) or the Word "and"

The ampersand symbol (&) or the word "and" shall not affect the precedence of listings.

Example:

Bro W n A D	1334 Jefferson Av	938-7292
Brown & A Ldrich Co	1629 Colb Rd	978-7554
Brown and A LLen attys	Cobb Bldg	628-1211
Brown B C	10 Poole	698-0070

Articles, Prepositions and Conjunctions

The definite article (The) is generally omitted from directory listings when it is the first word, except in cases where it is necessary for identification purposes or is specifically requested by the customer.

Example:

Miller T	683 Grant	538-7141
Miller THE Jeweler	328 Walnut.....	628-2419
Miller ThOmas	2432 Arnold.....	238-3244
Pastry Shop The	144 Central	378-2000
The Style Shop	745 Main	238-0668

The indefinite article (A, An) is used only where it is part of the name. When it is the first letter in a name, it is considered as the surname.

Example:

- A **B**etter Shade Co
- A **B**lt of Moscow
- A **K**ings Palace
- A **M**exican Gift Shop

Prepositions (By, For, Of, etc.) are treated the same as any other word in the name in determining alphabetical sequence.

Example:

- Society **F**or the Blind
- Society **O**f Arts
- Society of **E**lec Engs

Conjunctions (Or, As, etc.) are treated the same as any other word in the name determining alphabetical sequence.

Example:

- Rain **C**ontrol Enterprises
- Rain **O**r shine Boot Co

Same Names Spelled as One or Two Words

Names which are spelled as both one and two words are alphabetized as spelled:

That is, as one word or as two words.

Example:

Lock Port Fisheries	501 Beacon	238-3932
LockE R S	14 Main	938-7400
LockPort Engine Co	781 Walnut	698-2401
New Castle Apts	16 Lorain	548-7293
NewCastle Hotel	24 Lorain	548-0070
NOOrth Eastern Security Co	2417 Clark	938-4289
North Packing Co	48 Beacon	238-4910
NorthEastern Body Co	208 Arnold	238-4271

Names with Prefixes

When the alphabetizing word is composed of a multi-part surname or assumed name, the first part of which is one of the following prefixes, all parts shall be treated as forming a single word; the apostrophe, hyphen, or capitalization within the word being disregarded and all the letters joined into a word without spaces. When hyphens are used and these prefixes are not involved refer to Words Joined Together By hyphens.

Bou	Dela	Du	K'	Lo	Re	VanDen
Ciz	De La	El	L'	los	Ros	VanDer
D'	Dell'	Fa	La	M'	San	VanOs
Da	Della	Fitz	Le	Mac	Santa	Ver
Das	Der	Ge	Les	Mc	Te	Von
De	Des	Im	Li	O'	Van	VonDen
Del	Di				VenDe	VonDer

D emand Sam	E L-Bar Fabric	E IRancho Club
D eMa R C K	E l O w Inn	E I- W iggins Daisy
Demar E mil	Elmer Rita M	E I W Ood Dan
D eMar C o Angelo	E IRad John	
Demar E st Stanley	E I-Ra N cho Bar	

Individual's Names with Titles

The sequence of individuals' names with titles shall be determined primarily as in Individuals' Name Without Titles. Listings with titles will follow similar listings without titles. Titles include words which indicate social, military, professional, genealogical or honorary status of an individual, such as: Miss, Mrs, Mme, Sister, Rev, Dr, Prof, Capt, Col, Brig, Gen, Adm, Comdr, Jr, 2d, 3d, 4th, etc. The titles are placed after the entire name, and where more than one title is used the one normally spoken before the name shall be shown following the one spoken after the surname. Names containing titles of lineage such as 2d, 3d, 4th, will follow all listings of the same name with other titles and arranged in numerical sequence.

In certain unusual cases the title may be treated as the primary indexing word and as such is alphabetized as if spelled in full.

Example:

Jones W m	Jones Wm Rev	Jones Wm B C
Jones W Brig Gen	Jones Wm Sr	Madamba Jos
Jones Wm Dr	Jones Wm 2d	M(ada)m E Louise
Jones Wm Jr	Jones Wm 3d	M Eyer John
Jones Wm Jr Dr	Jones Wm B	Sister Mary
Jones Wm Jr Mrs	Jones Wm B Jr	Sister Rug Shop
Jones Wm Mrs	Jones Wm B Sr	

Place Listing As

The PLA (Place Listing As) field identifies special filing words that assist in correctly placing the listing that is entered in the LNLN and LNFN fields. It is most commonly used when the listed name contains a number. The information populated in the PLA field will not be printed in the published directory. It is used solely to position a listing correctly in the alphabetical section.

Example:

Listed Name is...	PLA Field Entry is...	Details....
7-11 Convenience Store	Seven Eleven Convenience Store	<p>The listing will fall in alpha order in Word sequence.</p> <p>Seven Art Shop 7-11 Convenience Store 7 Fashion Nail Salon</p> <p>Note: Without PLA 7-11 will be printed at the beginning of the alpha category.</p>

Designations

Designations include words which describe either the subscriber’s profession, the nature of his business or his location, such as: ofc, brokr, chiropdst, flst, lwyr, prntr, whol groc, etc. (considered as spelled in full).

Designations also include letters which describe the subscriber’s profession, such as: MD, DDS, PHD, CPA, RN (considered as letters). When two or more listings are alike up to the designation the sequence of such listings is determined by the designations. Listings with designations will precede similar listings without designations.

If residence listings are alike up to the designations, the sequence of the listings is determined by the designations with the main residence appearing first and the additional residences (cottage, farm, summer res, etc.) placed in alpha order.

Example (Designations):

Jones A DDS	Jones A Mrs RN	Jones Henry CPA
Jones A Lwyr	Jones A B restrnt	Res 14 Bedford
Jones A Lmbr	Jones A B Tinsmith	Jones Henry
Jones A R est	Jones A B	Miller Geo
Jones A	Jones A B Jr	Miller Geo Cottage
Jones A Dr	Jones A B & Co	Miller Geo Farm
Jones A Mrs	Jones A & Bros	Miller Geo Summer Res

Address

When two or more listings are exactly alike up to the address, the sequence of the listings shall be determined by:

1. Numbered streets (1st Av) will precede **named** streets (Oakwood Dr). Numbered streets will be listed numerically. Named streets will be listed alphabetically.

Example:

Bennett Wm groc	33 Poplar628-7138
Bennett Wm groc	21 Sycamore698-0509
Columbia Cigar Stores		
1121 Alpine	268-0804
3 Charles	678-2765
21 4th	568-0076
6 5th	698-2726

2. The thoroughfare designation (Av., Blvd., Rd., Etc.) in cases where the street names are the same. Listings without thoroughfare designations preceding those with designations.

Example:

Swift Bros		
66 Houlton	548-0509
81 Houlton Av	548-3423
61 Houlton Ct	548-2766

3. The directional designation E(East), W (West), etc., in cases where the street names and thoroughfare designations are the same.

Example:

Walthers W A	35 E Pine378-2463
Walthers W A	18 W Pine378-3721
Webster's Chain Stores		
24 Belmont	778-0710
14 S Elm	938-2221
48 W Elm	938-0040

4. The street number numerically in cases where the street name, thoroughfare and directional designation are the same.

Example:

Butler A M groc	101 W Spruce Av668-0730
Butler A M groc	1106 W Spruce Av668-2345
Butler Bros		
10 N Main	788-3720
180 N Main	788-2943
3176 N Main	788-7361

Telephone Number

When two or more listings are alike up to the telephone number, the arrangement of such listings is determined by the alphabetical precedence of the lettered prefixes then numerically by the telephone number when lettered prefixes are the same.

Example:

Darnell Bros		
81 Houlton Av	228-3423
81 Houton Av	548-2424
410 Main	548-3425
410 Main	668-2555
410 Main	668-2556

Class Alphabetizing

Class headings will be alphabetized left to right the same as listings, ignoring the ampersand "&", the word, "and", and the en dash.

- Word "Auto" (Automobile) will alphabetize as spelled out in class Headings only.
- Cross references alphabetize only to the word "see".
- Trade Mark headings will be placed in alphabetical sequence based on the finding line.
- Trade Marks will alphabetize before an Informational when TM finding line and the IL firm names are the same.
- Informationals will precede a BT or RT when names are the same.
- Disregard EL's and AF's when alphabetizing, also "nr" and "rr".

Example:

School Directory
 School**S**-Academy
 Schools and **C**olleges
 Schools-**C**o**N**solidated
 Schools & **U**niversities

Listing Examples

A- A ce Insurance	114 North628-1784
A M ill Supply Co	100 E Main548-1000
A- 1 Supply Co	142 Grant268-4312
A- V eri-Best Milling Co	1014 Tyler628-6714
A A club	50 Congress628-9132
A & A Delivery	114 Market628-9124
A B C Washers	461 Cherry628-9132
A & P Grocery Co	230 State628-1988
A & Z Bottling Corp	Lafayette Pike548-1222
A Aron Neal Dr	24 North938-1866
A Bbot Louis A atty	501 Main768-1962
Ab L ey N M	158 Putnam Av268-9030
A Dams John L	23 Belden268-8106
A Lden Morris Mrs nurse	15 Orange728-9155
A U Werter John T ofc	UnTr bld628-9439
Res	20 Clark768-2173
B Careful Laundry	120 Park Av938-2746



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B'S Tailoring Serv	6717 Haven558-7513
Beech-Nut Mfg Co	857 Beacon538-3740
BeNnett Wm groc	33 Poplar628-7138
Bennett Wm gro	21 Sycamore698-0509
BRook W B	16 Poole698-0509
BrookE A L	27 Brown Av548-2643
BrookeS' Restaurant	33 Walnut238-0719
Brookes S M	42 Tyler648-2792
BrookS A B	76 Tyler648-7369
Brooks' Bakery	12 Park Av348-0704
Brooks' Garage	55 Beacon938-5678
BroWn A D	1334 Jefferson Av938-7292
Brown & ALdrich Co	1629 Colb Rd378-7554
Brown B C	10 Poole698-0070
Brown G	537 Park Rd258-1707
Brown GEor groc	2427 1st Av768-1209
Brown Geo A	1220 - 8th938-5920
Brown Henry Jr	22 Vermont626-3217
Brown Henry III	212 Maple Av744-2248
Brown Henry A	66 Park Av238-1548
BrownE H A	3803 Huntington268-2382
BrowneS Bakery	326-9th Av668-4857
BrownIng D S Ofc	199 Walnut548-4968
Brown'S Garage	55 Beacon938-5698
Browns GEoffrey	27 Park Av238-1924
Browns GEO	4869 Grant Av238-1924
BUtler A M groc	101 W Spruce Av668-2345
Butler Bros		
	10 N Main788-3720
	180 N Main788-2943
	3176 N Main788-7361
	4 10th348-0703
	301 10th348-7423
Colby C Samuel	31 Walnut238-5687
ColUmbia Cigar Stores		
	1121 Alpine268-0704
	24 Bennett368-2920
	3 Charles678-2765
	21 4th568-0076
	6 5th698-2726



LISTING AND ALPHABETIZING RULES

Co O per Jas B	23 Clark238-3104
Cooper Leornard B	8148 Beacon268-3630
Cooper Leonard C	1638 North698-2095
D amata J meats	1417 Arnold648-0515
D'Amat O P	366 North938-8375
D'a R cy A C	7701 Walnut698-2736
Dar N ell Bros	81 Houlton Av548-3423
	81 Haulton Av548-3424
	81 Houlton Av668-1786
	81 Houlton Av668-2555
DE Lamar A D atty	876 Pack Av548-7586
De La Mar E A D	934 Walnut938-7564
De R amer C H	312 E 112538-0712
Der Amerlkaner Inn	175 Bdwy268-7250
E ighty-Sixth St Garage	21 Arnold928-7245
E Vers-Harper Co	985 Clark238-4953
Evers Harper D Dr	2358 Park Av668-9845
Evers-Harper M L	89 Walnut938-2761
EversHarp Product Inc	2851238-9541
Fitzpatrick T M furn	77 Arnold238-4691
Fitz-Patrick W K	621 North628-4447
Fi Ve Hundred Twelve Main	512 Main628-0025
Henry Ford Hospital	17 W 24928-0723
John J L meats	55 Beacon548-8821
John S Frank L	323 Arnold238-1821
Johns T on Chas	324 Arnold238-4812
Johnston L C	841 North628-4812
Johnston E Geo C	108 Clark628-0281
Jo Nes Wm	440 Arnold238-7342
Jones Wm M rs	6 Main698-7245
Jones Wm B	12 Main698-2739
Jones Wm B R ev	14 Main698-0040
Jones Wm B S r	24 Main698-0040
Jones Wm B A	127 North268-7492
Laigle A D	431 Beacon238-2441
L'Aigle O n Restraurant	711 North938-1336
LIncoln A	12 Grant Av238-2421
Lincoln A B	833 Grant238-9763
Lincoln A B A rt Co	329 North268-3932
Lincoln A B C	1918 Beacon628-0266



LISTING AND ALPHABETIZING RULES

Lincoln A B CO	427 Beacon548-1565
Lincoln A B & Son	30 Clark668-3315
Lincoln A Creamery Co	144 Walnut928-1043
Lincoln A Inc	220 Allen548-1565
Lincoln ARt Co	864 Pearson628-7847
LOck Port Fisheries	501 Beacon238-3932
LockPort Engine Co	781 Walnut698-2401
MacDonald B J groc	51 State238-4632
MacDonald E W	27 Beacon938-2741
MaRsfield Walter atty	1210 Park Av328-5934
MCCall Richard	427 North548-1819
McCall Richard JR Mrs	1422 Main548-7149
McDonald C M	97 State238-7163
McDonald Wm	93 Beacon938-7428
M Donald D E lwyr	44 Park Av548-7923
Miller T	683 Grant538-7141
Miller THE Jeweler	328-Walnut628-2419
Miller ThOmas	2432 Arnold238-1078
MT Wachusett Observatory	56 Park Av238-3244
New Castle Apts	6 Lorain548-7293
NewCastle Hotel	24 Lorain548-0070
NOrth Eastern Security Co	2417 Clark938-4289
North Packing Co	48 Beacon238-4940
NorthEastern Body	208 Arnold238-4271
On Sing	45 Clark938-5761
St. Agnes Church	94 Beacon628-7942
Saint George Hotel	23 State938-0101
St. Jean John L	741Walnut668-3815
StE Claire Salt Works	705 State238-7200
SaNi-Pkt Corp	411 Beacon238-4544
SHong Bink Lndry	85 State938-4799
SIng Charlie	841 Park Av238-1393
Sing Fong Lung	814 Beacon548-4821
Sing Ling Lndry	814 Clark548-4821
SOciety for the Prevention Of Cruelty to Animals	27 Main628-1791
Society Of Arts and Sciences	725 Beacon238-4736
SWift Bros		
	81 Houlton548-3423
	61 Houlton Av548-2766



LISTING AND ALPHABETIZING RULES

	101 Houlton Ct	548-4463
Thirty-Day Business College	121 Pine	378-0506
12 O’Clock Club	980 N Baltimore	668-4782
20 North Main Bldg	20 N Main	628-3268
TwIn Drug Co	608 Park	238-1840
2 -Spot Restaurant	1880 Clermont	928-9978
2 W ay Inn	1770 W Prospect	238-6330
240 Club	240 Bdway	628-2400
2000 Lincoln Bldg	2000 Lincoln	938-8300
U -Drive-It Garage	951 Clark	668-1592
U -Need- A Cleaners	100 Grant Av	548-2814
UK raniun Book Co	415 Beacon	628-1528
UP -Stairs Dress Shop	15 State	238-1582
Up-To-Date Vulcnzg Co	25 Beacon	628-1528
Walthers W A	35 E Pine	378-2463
Walthers W A	18 W Pine	378-3721
WE bster’s Chain Stores			
	24 B elmont	778-0710
	31 S D unlop	548-2721
	14 S E lm	938-2221
	48 W Elm	938-0040
	34 N 5th Av	678-4521
	32 S 5th Av	678-3725
We Ed H V lwyrr	26 3rd Av	628-4604
Weed H V Ri est	4 Main Av	628-3604
Res	7 Bedford Rd	548-9841
Weed H V Ri est	6 P ine Rd	548-0305
Weed H V S urvyr	81 26th	628-0430
Weed HV	112 Main	528-6704
WO odrow Wilson Club	1410 Bdway	268-2746

Punctuation Rules

Symbol	Use
&	Ampersand is used in a listing in lieu of the word 'And' NOTE: Ampersand should always be used in business listings unless customer insists on full spell of 'And'. See Business Listing Format section for additional details.
#	Pound sign may be used in a listed name in lieu of the word NUMBER .
:	Colon is used as part of the listing text when specific hours are mentioned. Only in Email or Web addresses & LIF lines are they to be used.
'	Apostrophe is used to denote a possessive and to note a contraction of a customer's name.
@	'At' sign is used only in Email addresses.
*	Asterisk
e.g.	Example
\$	Dollar sign
`	Diacritical marks, points or signs intended to give a word or letter a particular phonetic value or pronunciation.
.	Residential - periods are not used on initials of listing name. Business - periods should not be used in listing unless customer insists period is part of his/her business name or degree title.
~	Tilde
“	Quotation Marks



Change Log

Date	Page Number	Change