

Decision No. 18767.

**ORIGINAL**

BEFORE THE RAILROAD COMMISSION OF THE STATE OF CALIFORNIA.

In the matter of the application of  
HOME TELEPHONE AND TELEGRAPH COMPANY  
OF PASADENA, NORTHERN CALIFORNIA  
TELEPHONE COMPANY, ONTARIO AND UPLAND  
TELEPHONE COMPANY, SOUTHERN CALIFORNIA  
TELEPHONE COMPANY, and THE PACIFIC TELE-  
PHONE AND TELEGRAPH COMPANY for an order  
modifying General Orders Nos. 71, 74 and  
74-A.

) Application No. 13,702.

James G. Marshall, for Applicants.  
Ernest Irwin, for California Independent  
Telephone Association, an interested  
party.

BY THE COMMISSION:

O P I N I O N

The applicants hereinabove named allege that by reason of the terms and conditions of General Order No. 71 of this Commission a burden and expense are imposed upon the telephone business, which they urge be reduced. They further allege that as to General Order No. 74 of this Commission (as extended by General Orders 74-A and 74-B) "a diversity of conditions exists which can only be clarified under the authority and further order of this Commission." Applicants pray for a modification of the above mentioned General Orders.

A hearing was had before Commissioner Brundige, at which time applicants appeared and presented testimony in support of their contention and at which the California Independent Tele-

phone Association was also represented.

Upon a careful consideration of the said application and the testimony adduced thereunder, we are of the opinion that General Order No. 71 of this Commission should be canceled, and that in its place a new general order, to be entitled General Order No. 71-A, reading as follows, should be promulgated:

GENERAL ORDER  
NO. 71-A

IN THE MATTER OF THE FILING OF TELEPHONE  
DIRECTORIES BY TELEPHONE UTILITIES.

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IT IS HEREBY ORDERED that each and every person or corporation conducting a public utility telephone business in this State issuing telephone directories subsequent to September 1, 1927, shall file with the Railroad Commission of the State of California two (2) copies of each such directories so issued at the time of the distribution thereof to the general public.

IT IS HEREBY FURTHER ORDERED that General Order No. 71 of this Commission be and the same is hereby canceled and abrogated.

RAILROAD COMMISSION OF THE STATE OF CALIFORNIA,

By HENRY G. MATTHEWSON, Secretary.

It is our further opinion that nothing has been presented in this matter which would warrant this Commission in amending the provisions of our General Order No. 74 as extended by our General Orders Nos. 74-A and 74-B.

The four applicants in this proceeding have requested herein an order which will authorize them to discontinue the practice of inserting listings in bold face type in the alpha-

betical sections of their directories and of entering into contracts for inserting such listings. This service is a form of advertising service and covered by General Order 74, as modified by General Orders 74-A and 74-B. Inasmuch as the directories published by each of the said applicants carry a classified business directory section in which business subscribers are listed, it appears that no need exists for the continuance of the practice of inserting bold face listings of business subscribers in the alphabetical section or for so emphasizing such subscribers and that the authority requested should be granted. By granting such authority and by the elimination of such listings in the alphabetical sections, the directories will be rendered more readily usable to subscribers and the public generally and confusion in such use will be minimized.

An order will be entered giving effect to the above conclusion.

#### O R D E R

Application having been made by the above entitled public utility telephone corporations asking for an order modifying General Orders Nos. 71, 74 and 74-A of this Commission, hearing having been had, testimony having been adduced, the matter having been submitted, and the Commission being now fully advised in the premises,

IT IS HEREBY ORDERED that General Order No. 71 of this Commission be and the same is hereby canceled and abrogated, and that in its place and stead a new general order, to be numbered General Order No. 71-A, reading in words and figures as expressed hereinabove, be and the same is hereby

directed to be published by the Secretary of this Commission;  
and

IT IS HEREBY FURTHER ORDERED that the four applicants  
in this proceeding be and they are hereby authorized to dis-  
continue the practice of inserting bold face type listings in  
the alphabetical sections of their telephone directories and  
of entering into contracts for such service.

IT IS HEREBY FURTHER ORDERED that all other matters  
contained in said application be and the same are hereby denied.

The effective date of this order shall be twenty (20)  
days from the date hereof.

Dated at San Francisco, California, this 6<sup>th</sup>  
day of September, 1927.

Ernest W. East  
C. L. Seaver  
Paul S. Lewis

Commissioners.