

Decision No. 20888

ORIGINAL

BEFORE THE RAILROAD COMMISSION OF THE STATE OF CALIFORNIA.

In the Matter of the Application of
THE WESTERN UNION TELEGRAPH COMPANY
for an order authorizing an increase
in the rate for ticker service at
Los Angeles, Hollywood, Pasadena, San
Francisco, Oakland, Sacramento, San
Jose, Stockton and Fresno, California.

Application No. 15397.

Pillsbury, Madison and Sutro
by G. Owen, for Applicant.
Heller, Ehrman, White and
McAuliffe, by Lloyd Dinkelspiel,
for San Francisco Stock Exchange
and San Francisco Curb Exchange.

WHITSELL, COMMISSIONER:

O P I N I O N

In this proceeding, The Western Union Telegraph Company is an applicant for authority to increase its charges for ticker service in the above designated communities. Ticker service is a method of furnishing stock quotations of various stock exchanges to exchange members and others entitled to receive them. Such ticker service at present is being provided by means of a slow action instrument known as the Universal ticker.

Applicant plans to replace this ticker service with that commonly known as automatic self-winding ticker service and desires permission to increase its rates five (5) dollars per month per ticker for the improved service.

A public hearing in this proceeding was held on February 21, 1929, and the matter was submitted for decision.

The proposed service will allow of the receipt of three hundred (300) characters per minute as compared with the Universal

ticker service, herein proposed to be discontinued, which has a capacity of one hundred and ten (110) characters per minute. Testimony received showed that the ticker-service using public requires the faster service and is ready and willing to pay the increased charges necessary. Mr. Lloyd Dinkelspiel for the San Francisco Stock Exchange and the San Francisco Curb Exchange favored the company's proposal.

Applicant by witnesses showed that the capital investment would be increased with the installation of the proposed equipment and greater expense for maintenance would be incurred, amounting altogether to some sixty (60) dollars per ticker per year over and above the annual carrying charges of the present equipment. A statement of comparison of annual charges of the two above mentioned ticker services, submitted subsequent to the hearing in accordance with permission given at that time, sets up more accurate summaries which appear to justify the increase requested.

There appears no good reason why applicant's request should not be granted and the following form of order is recommended:

ORDER

The Western Union Telegraph Company having made application to the Railroad Commission for an order authorizing an increase in its rates for ticker service in certain California communities, a hearing having been held, the matter having been submitted and the Commission being of the opinion that this increase in rates for ticker service is justified, therefore,

IT IS HEREBY ORDERED that The Western Union Telegraph Company be and it is hereby authorized to file and make effective an increase of five (5) dollars per month per ticker as requested

in the Application, subject to the following conditions:

(1) All present Universal ticker service shall be replaced with automatic self-winding ticker service within ninety (90) days from and after the date of this order.

(2) Telegraph service schedules setting forth these increased rates for such ticker service shall be submitted to the Railroad Commission for filing not later than five (5) days immediately preceding the effective date thereof.

(3) This increase in rates for ticker service shall not be made effective until all so-called Universal ticker equipment has been replaced with equipment for automatic self-winding ticker service.

For all other purposes the effective date of this order shall be twenty (20) days from and after the date hereof.

The foregoing opinion and order are hereby approved and ordered filed as the opinion and order of the Railroad Commission of the State of California.

Dated at San Francisco, California, this 19th day of March, 1929.

Paul Smith
Ed Jensen
James Scott
Leon Whitell
W. J. Con
Commissioners.