

CONFIDENTIAL

Decision No. 23403

BEFORE THE RAILROAD COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application
of SANTA PAULA HOME TELEPHONE COM-
PANY for permission to revise its
present rates for telephone directory
advertising service.

Application No. 17008.

Ernest Irwin, for Santa Paula Home
Telephone Company, Applicant.

BY THE COMMISSION:

O P I N I O N

In this proceeding Santa Paula Home Telephone Company requests authority to revise its rates for directory advertising service.

A public hearing in this application was held before Examiner Satterwhite at Santa Paula on January 29, 1931, at which time the matter was taken under submission.

Santa Paula Home Telephone Company operates a telephone system serving Santa Paula and vicinity. In conjunction with its communication service, applicant issues a directory which includes advertisements, in addition to the alphabetical list of its telephone subscribers.

Testimony given in this proceeding shows that the revenue increase to be expected with the application of the rates requested will not materially affect the total revenue or rate

of return of the Company. The proposed rates, modified as set forth in Exhibit "A" attached to the order in this proceeding, are comparable to effective rates for similar service elsewhere in California and should be approved for service in the next telephone directory issue for Santa Paula. No objection was heard to the rates proposed.

O R D E R

Santa Paula Home Telephone Company having made application to the Railroad Commission for authority to revise its rates for directory advertising service, a public hearing having been held, the matter having been submitted and now being ready for decision,

IT IS HEREBY ORDERED that Santa Paula Home Telephone Company shall:

- (1) Charge and collect for advertising service in its next telephone directory the rates and charges set forth in Exhibit "A" attached hereto and made a part hereof.
- (2) Submit for filing with the Railroad Commission, on or before March 1st, 1931, the rates and charges referred to in (1) above.
- (3) Cancel all present effective advertising rates as of the date of termination of the active life of the present Santa Paula telephone directory.

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

Dated at San Francisco, California, this 16th day of February, 1931.

C. S. ...
Leon ...
W. J. ...
W. B. ...
Fred G. ...
 Commissioners.

ABF:MP

EXHIBIT "A"

TELEPHONE DIRECTORY ADVERTISING RATES

TELEPHONE DIRECTORY ADVERTISING SERVICESCHEDULE NO. D-1ADVERTISING SERVICE:

Applicable to telephone directory advertising in the Santa Paula Directory.

RATE:

Rate per Month for
Active Life of Directory

BOLD FACE LISTINGS:

Alphabetical Section:

| | |
|--------------------------------------------------------------|--------|
| One Listing, | \$.50 |
| Two or more listings, each, (or with display advertising) | .40 |

Classified Section:

| | |
|--------------------------------------------------------------|-----|
| One Listing, | .50 |
| Two or more listings, each, (or with display advertising) | .40 |

Alphabetical & Classified:

| | |
|------------------------------|-----|
| One listing in each section, | .75 |
|------------------------------|-----|

DISPLAY ADVERTISING:

Top and Bottom Margins:

| | |
|-------------------------------|------|
| One 1" margin, | 1.00 |
| Two or more 1" margins, each, | .75 |

CLASSIFIED SECTION:

| | |
|----------------------|------|
| Full page, | 8.00 |
| 1/2 page, | 5.00 |
| 1/4 page, | 3.50 |
| 1/8 page, | 2.50 |
| Informational Inch, | 1.25 |
| Trade Mark Headings, | 1.25 |

COVER:

Inside Front or Back:

| | |
|---------------|-------|
| Full page, | 4.00 |
| 1/2 page, | 2.50 |
| 1/3 page, | 2.00 |
| 1/4 page, | 1.75 |
| Back outside: | |
| Full page, | 10.00 |
| 1/2 page, | 6.00 |

SPECIAL INSERT MARKERS, ETC.:

An additional charge of one cent per copy for inserting, sales and distributing costs will be made on all Special Markers and Inserts printed and furnished to the publisher by the advertiser.

TELEPHONE DIRECTORY ADVERTISING SERVICESCHEDULE NO. D-1

(Continued)

CONDITIONS:

The above rates apply to available space in the Santa Paula Home Telephone Company Directory under the following conditions:

1. The size, style and arrangement of the type to be used in all listings and advertising matter will be determined by the Company.
2. Charges for advertising will be covered by a contract which will specify the space and the issue in which the advertising is to appear.
3. An application or a contract for a portion of a cover, insert or other designated spaces may be cancelled by the Company if the remaining portion of that space is unsold or cancelled.
4. The Company will enter under headings as it may select, such matter as, in its judgment, is eligible for inclusion.
5. In case of error in an advertisement, the extent of the Company's liability shall be a pro rata abatement of the charge in such a degree as the error shall affect the entire advertisement. In no event shall the liability for error exceed the amount charged for the advertisement during the period of the active life of the directory issue.
6. If in the sale of cover or insert advertisements more than one application is received for the same space, the space will be assigned in the order in which the applications are received except, however, that existing advertisers will have priority of renewal of space occupied in preceding issue.
7. The Company will not enter into nor continue any contract involving the resale of space.
8. Reasonable care will be exercised to prevent the publication of advertisements or listings which may be misleading, but the Company assumes no responsibility with respect to the authenticity of advertising copy furnished by any advertiser.
9. All advertisements and advertising matter will be printed in one color except as otherwise specified.
10. No specific position for display advertising is guaranteed except in the case of advertising space on covers or on inserts.

TELEPHONE DIRECTORY ADVERTISING SERVICE

SCHEDULE NO. D-1

(Continued)

CONDITIONS: (Continued)

11. A cash discount of five (5) per cent will be allowed if the account for the entire issue is paid in full within thirty (30) days of the date of issue.