

ORIGINAL

Decision No. 24585.

BEFORE THE RAILROAD COMMISSION OF THE STATE OF CALIFORNIA.

In the Matter of the Application of  
SANTA BARBARA TELEPHONE COMPANY  
for authority to place into effect  
the proposed directory advertising  
rates for Santa Barbara, and Santa  
Maria and Lompoc.

Application No. 17988.

BY THE COMMISSION:

O R D E R

WHEREAS Santa Barbara Telephone Company, operating a telephone system in Santa Barbara County and in that portion of Rancho Guadalupe lying within San Luis Obispo County, California, having filed with the Railroad Commission an application for authority to file and to make effective rates for directory advertising in its telephone directories, and

WHEREAS applicant, in connection with its communication service issues telephone directories which contain advertising matter in addition to the alphabetical list of subscribers, but does not have on file with the Railroad Commission a schedule of rates for such advertising service as provided for in General Order No. 74 of this Commission, and it appearing that this is a matter in which a public hearing is not required,

IT IS HEREBY ORDERED that Santa Barbara Telephone Com-

pany may:

- (1) Submit for filing with the Railroad Commission on or before April 15, 1932, and in accordance with General Order No. 68, the schedule of rates and charges set forth in Exhibit "A" attached hereto and made a part hereof for advertising service in its telephone directories.
- (2) Charge and collect, on and after the effective date of the filing referred to in (1) above, for advertising service in its telephone directories, only such rates and charges as may be regularly on file with this Commission.

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 14<sup>th</sup>  
day of March, 1932.

C. J. [Signature]  
Leon [Signature]  
W. A. [Signature]  
M. B. [Signature]  
Fred G. [Signature]  
Commissioners.

*CORRECTION*

# CORRECTION

THIS DOCUMENT  
HAS BEEN REPHOTOGRAPHED  
TO ASSURE LEGIBILITY

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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 14<sup>th</sup>  
day of March, 1932.

C. J. Harvey  
Leon Whitney  
W. J. Carr  
W. B. Harris  
Fred G. Stewart  
Commissioners.

EXHIBIT "A"

TELEPHONE DIRECTORY ADVERTISING RATES

DIRECTORY ADVERTISING SCHEDULE NO. D-1SERVICE:

Applicable to advertising in the Santa Barbara Buyers' Guide and the Alphabetical Section of the telephone directory. (Includes also Goleta, Montecito and Carpinteria).

RATE:

## (A) Santa Barbara Buyers' Guide:

	<u>Charge Per Issue</u>
<u>1. Display Advertisement</u>	
One Page	\$80.00
One-half Page	40.00
One-fourth Page	20.00
One-eighth Page	10.00
<u>2. Column Advertising</u>	
(a) Each Informational Listing - 1 Column Each	10.00
(b) Trade Mark Headings:	
Each Heading not to Exceed 20 Lines (First 25 words or less, including a trademark emblem, not to exceed 3/4 inch in width)	10.00
Each Additional 5 Words or Fraction Thereof	1.50
(c) Trade Mark Listings:	
Each Bold Face Type Listing	2.00
Each Regular Type Listing	1.50
(d) Listings:	
Each Bold Face Type Listing	2.00
Lines of Information, not to Exceed a Total of 4 Lines in Addition to the Listing, Each Line or Fraction Thereof	1.50
<u>3. Insert - Bound in Book</u>	
Each Two Pages	180.00
Each One Page	90.00
Each One-half Page	45.00

## (B) Santa Barbara Alphabetical Section:

1. Listings

Each Bold Face Type Listing	2.00
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DIRECTORY ADVERTISING SCHEDULE NO. D-1 (Continued)RATE: (Continued)

<u>2. Display Advertisement</u>	<u>Charge Per Issue</u>
Outside Front Cover 2" 2 Column	\$100.00
Outside Back Cover - One Page	175.00
Outside Back Cover - One-half Page	90.00
Inside Front Cover - One Page	80.00
Inside Front Cover - One-half Page	45.00
Inside Back Cover - One Page	80.00
Inside Back Cover - One-half Page	45.00
Back Bone of Cover	50.00
2 Column 2" (Page One)	50.00
2 Column 1" (Margins) Not Less than 20 Margins	6.25

CONDITIONS:

1. Charges for advertising in accordance with the rates as set forth in this schedule will be covered by a contract which will specify the space and the issues in which the advertising is to appear. Contracts for advertising may be written for one, two or three issues.

2. The Company reserves the right to cancel any contract for advertising at the expiration of any issue of the directory if the advertiser has not complied with the terms of the contract in regard to payment thereof.

3. Upon written request showing cause, a contract may be cancelled by the advertiser at the expiration of any issue, provided the written request is received fifteen (15) days prior to the closing date of the next issue.

4. Bold type listings inserted in the directory shall conform to the records and regulations of the Telephone Company.

5. Advertising copy furnished by the advertiser must be acceptable to the Telephone Company. The Company reserves the right to accept or refuse any advertisement.

6. Reasonable care will be exercised to prevent the publication of advertisements or listings which may be misleading, and the Company assumes no responsibility with respect to the authenticity of advertising copy furnished by any advertiser.

7. 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 changed.

8. The Company will enter under headings as it may select, such matter as, in its judgment, is eligible for inclusion.

9. 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.

DIRECTORY ADVERTISING SCHEDULE NO. D-1 (Continued)

CONDITIONS: (Continued)

10. No specific position for display advertising is guaranteed in any issue except in the case of advertising space on covers or on inserts.

11. 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.

12. The Company will not enter into or continue any contract involving the resale of space.

13. All advertisements and advertising matter will be printed in one color only.

14. The size, style and arrangement of the type to be used in all listings and advertising matter will be determined by the Company.



DIRECTORY ADVERTISING SCHEDULE NO. D-1SERVICE:

Applicable to advertising in the Santa Maria and Lompoc Alphabetical Section of the telephone directory. (Includes also Santa Ynez, Los Alamos and Guadalupe).

RATE:

	<u>Charge Per Issue</u>	
<u>1. Display Advertisement</u>		
Inside Front Cover - One Page		\$15.00
Inside Front Cover - One-half Page		10.00
Outside Front Cover 2" 2 Column		25.00
Inside Back Cover - One Page		15.00
Inside Back Cover - One-half Page		10.00
Outside Back Cover - One Page		50.00
Outside Back Cover - One-half Page		30.00
Name in List of Numbers Most Frequently Called - Page One		5.00
Page Facing Alphabetical Section - One Page		20.00
Page Facing Alphabetical Section - One-half Page		12.50
<u>2. Alphabetical Inserts</u>		
	<u>Lompoc*</u>	<u>Santa Maria</u>
Not Less than Six, Each	\$2.00	
Not Less than Eight, Each		\$2.00
<u>3. Margins</u>		
Singles	4.00	8.00
Not Less than Six, Each	2.00	3.00
<u>4. Listings</u>		
Each Bold Face Type Listing	2.00	2.00
<u>5. Inserts - Bound in Book</u>		
Two Pages	75.00	75.00
One Page	40.00	40.00
One-half Page	25.00	25.00

\*Rates for Lompoc will be applicable to Santa Ynez, Los Alamos, and Guadalupe.

CONDITIONS:

1. Charges for advertising in accordance with the rates as set forth in this schedule will be covered by a contract which will specify the space and the issues in which the advertising is to appear. Contracts for advertising may be written for one, two or three issues.

2. The Company reserves the right to cancel any contract for advertising at the expiration of any issue of the directory if the advertiser has not complied with the terms of the contract in regard to payment thereof.

DIRECTORY ADVERTISING SCHEDULE NO. D-1 (Continued)CONDITIONS: (Continued)

3. Upon written request showing cause, a contract may be cancelled by the advertiser at the expiration of any issue, provided the written request is received fifteen (15) days prior to the closing date of the next issue.

4. Bold type listings inserted in the directory shall conform to the records and regulations of the Telephone Company.

5. Advertising copy furnished by the advertiser must be acceptable to the Telephone Company. The Company reserves the right to accept or refuse any advertisement.

6. Reasonable care will be exercised to prevent the publication of advertisements or listings which may be misleading, and the Company assumes no responsibility with respect to the authenticity of advertising copy furnished by any advertiser.

7. 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 changed.

8. The Company will enter under headings as it may select, such matter as, in its judgment, is eligible for inclusion.

9. 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.

10. No specific position for display advertising is guaranteed in any issue except in the case of advertising space on covers or on inserts.

11. 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.

12. The Company will not enter into or continue any contract involving the resale of space.

13. All advertisements and advertising matter will be printed in one color only.

14. The size, style and arrangement of the type to be used in all listings and advertising matter will be determined by the Company.