

Decision No. 20407

## BEFORE THE RAILROAD COMMISSION OF THE STATE OF CALIFORNIA

In the matter of the application of  
PUBLIC UTILITIES CALIFORNIA CORPORATION  
for an order to make effective certain  
Directory Advertising Schedules  
resulting in increased rates or charges.

Application No. 20953.

ORIGINAL

BY THE COMMISSION:

OPINION AND ORDER

Public Utilities California Corporation, operating a telephone and telegraph system in certain counties of California and elsewhere, herein requests authority to file and make effective a schedule of telephone directory advertising rates coincident with changes in practices in the issuance of the directory.

In connection with its telephone service the utility issues a directory which in addition to the alphabetical list of its subscribers includes advertising matter.

The statement is made in the application that the rates proposed will result in some increases to advertisers, but that increased revenue will not accrue to the utility for the reason that under the new plan the utility assumes the entire cost of and responsibility for the printing of the directory and the solicitation of orders for advertising service.

The Railroad Commission of the State of California concludes that this is not a matter in which a public hearing is required and finds that these changes in telephone directory practices and rates are in the public interest and should be approved; therefore,

IT IS HEREBY ORDERED that Public Utilities California Corporation be and it is hereby authorized to file, in accordance

with General Order No. 68, the schedule of rates and charges submitted as Exhibit "A" with the application herein, effective for service on and after the distribution date of its next telephone directory, provided said schedule is submitted to the Commission on or before fifteen (15) days preceding said distribution date.

Dated at San Francisco, California, this 18<sup>th</sup>  
day of January, 1937.

William H. Brown  
Leon Whitely

Raymond H. H. H. H.  
Raymond H. H. H. H.  
Commissioners.