

Decision No. 38922

BEFORE THE RAILROAD COMMISSION OF THE STATE OF CALIFORNIA

ORIGINAL

In the matter of the Application of
DELTA TELEPHONE & TELEGRAPH COMPANY, a
corporation, for an order authorizing
changes in directory advertising rates,
and conditions appertaining thereto.

Application No. 27415

OPINION AND ORDER

Delta Telephone and Telegraph Company, Applicant in this proceeding, requests authority to increase its telephone directory advertising rates and modify conditions effective with the next issue of the directory scheduled for June 1, 1946. Appropriate notification was given the Office of Price Administration.

Applicant owns and operates a telephone system serving the telephone exchanges of Courtland, Isleton, Walnut Grove and adjacent territories in Sacramento, San Joaquin, Solano and Yolo Counties, California. For many years past Applicant has not published its own telephone directory but has issued to its subscribers the Sacramento exchange telephone directory of The Pacific Telephone and Telegraph Company. That directory contains, among others, the listings and telephone numbers of Applicant's subscribers. In view of the fact that Applicant has not issued its own directory for many years, its telephone directory advertising rates, which were filed in 1928, are not now in use and have not been in use over a considerable period. Applicant now desires to issue its own telephone directory with an alphabetical and a classified section, and desires to secure advertising in such directory at increased rates and charges. Applicant also proposes to eliminate the offering of advertising in the alphabetical section of the directory and on the cover pages, thereby confining advertising to the classified section. It is expected that these modifications will facilitate the use of the directory by telephone subscribers.

Applicant, in Exhibits A and B; has shown present and requested directory advertising rates.^{1/} The level of the rates requested is comparable to that for similar directory service of other telephone utilities furnished under similar conditions. Proposed Special Condition 16 provides that the rates for advertising of a business subscriber served by two or more exchanges included in the same directory, will be those for the largest exchange for which a telephone number of the subscriber appears in the advertisement. As the rates requested are the same in all exchanges served by Applicant, that condition appears to be unnecessary. A copy of the form of application for directory advertising is attached to the application.

^{1/} Present rates are as follows:

	<u>Rate Per Month</u>
Top or Bottom Margin	\$4.00
Inside Back Cover - 1/2 page	6.00
Inside Back Cover - 1/8 page	2.00
Outside Back Cover - 1/2 page	6.00

Requested rates are as follows:

	<u>Rate Per Month</u> <u>All Exchanges</u>
(1) Display Advertisements:	
One-quarter Column.....	\$1.25
Above rate includes an anchor listing, if desired, under the heading with which the display is associated.	
(2) Column Advertising:	
(a) Each Informational Listing.....	1.00
(b) Each Trade Mark Heading.....	1.25
Above rates contemplate one column inch of space. An informational listing is limited to this depth. Trade mark headings may exceed this depth to a maximum of three regular type listings, each such line or fraction thereof taking the rate for an additional line of information.	
(c) Each Trade Mark or Trade Name Cross Reference	.50
(d) Each Trade Name Listing.....	.50
Above rate contemplates the name of a product or service in bold type as a caption, and the advertiser's name in all capitals, regular type.	
(e) Listings:	
Each Bold Type Listing.....	.35
Each Regular Type Listing.....	.20
Additional Lines of Information	
Not to exceed a total of three lines in addition to the listing or trade mark heading with which associated:	
Each line or fraction thereof.....	.20

Directory advertising rates of California telephone utilities are under the regulation of the Commission. The revenue from directory advertising service in accordance with classification of accounts prescribed by the Commission is included in operating revenues and the expenses incurred in preparing copy, printing, binding and distributing directories, and the cost of securing advertisements for directories are included in operating expense. It is estimated that annual gross revenue from directory advertising under the requested rates will amount to \$1,200 and the annual expense of issuing the directory will be \$900.

Delta Telephone and Telegraph Company, having made application for authority to increase rates and modify conditions related to its directory advertising service, the Railroad Commission having considered Applicant's request and being of the opinion that a public hearing is not required, and that the application should be granted, and finding that the increases in directory advertising rates herein ordered are justified, therefore,

IT IS ORDERED as follows:

1. Delta Telephone and Telegraph Company may make effective, beginning with the June 1, 1946 issue of its telephone directory, the changes in practices discussed above and the rates and conditions as shown in Exhibit B attached to the application, except that Special Condition 16 shall be deleted.
2. Necessary tariff filings, in accordance with General Order No. 96, shall be made not later than three days immediately preceding their effective date.
3. This Order shall become effective on the twentieth day after the date hereof.

Dated at San Francisco California, this 7th day of May 1946.

David Anderson
Justin J. Casper
John W. Clark
Isaac H. Duggell
Harold P. Hulse
Commissioners.