

ORIGINAL

Decision No. 29279

BEFORE THE RAILROAD COMMISSION OF THE STATE OF CALIFORNIA

In the matter of the Application of COLORADO RIVER TELEPHONE COMPANY, a public utility, for an order authorizing charges in directory advertising rates, and conditions appertaining thereto.

Application No. 27851

OPINION AND ORDER

A Colorado River Telephone 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 on or about December 1, 1946 and to cancel its presently effective telephone directory advertising schedule. Appropriate notification was given the Office of Price Administrator.

Applicant issues a telephone directory which includes cover, line, and display advertisements in addition to the telephone numbers of its subscribers within the Blythe exchange, Riverside and Imperial Counties. Applicant alleges that its present rates for directory advertising service are out of line with those being applied to similar and comparable telephone directory advertising of other companies, and are not consistent with good directory practices. Accordingly, Applicant proposes to revise its directory advertising rates to provide for a greater variety of advertising classifications, so that future directory issues may be in line with good directory practice and contain, as nearly as possible, standardized classifications as used by other companies of similar size and character.

Applicant also proposes to transfer all directory advertising from the alphabetical section of its directory to the classified section and to discontinue all advertising on the cover pages. It is expected that these modifications will facilitate the use of the directory by telephone users.

Applicant, in Exhibits A and B, has shown present and requested

directory advertising rates. A copy of the form of application for directory advertising also is attached to the application.

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.

Present rates are as follows:

	<u>Rate Per Month</u>
(1) Cover	
Outside Front Cover - 1 1/2 inches top	\$ 3.00
Outside Front Cover - 1 1/2 inches bottom	2.50
Inside Front Cover - full page (1)	3.00
Inside Back Cover - full page (1)	2.50
Outside Back Cover - full page (1)	3.00
(2) Alphabetical Section	
First white page (memo) bottom 2 inches	2.00
Margins, one, each	.1.00
Margins, two or more, each	.2.75
Bold type listings, each	.3.25
(3) Classified Section	
(a) Listings	
Bold type listing, each	.4.35
Regular type listing, each	.5.25
Additional line of information, each	.6.25
Trade Mark Heading Bold type listing, each	.7.35
Trade Mark Heading Regular type listing, each	.8.25
Trade Name Listing, each	.9.60
(b) Column	
Informational, inch, each	1.00
Trade Mark Heading, each	2.00
Trade Mark Reference Heading, each	.50
(c) Display	
Full page (2)	5.00
Half page (3)	3.00
Quarter page (3)	2.00
One-eighth page	1.25
(4) Specialties (Furnished Complete by Advertisers)	
Marker bound in directory (1) (2) (3)	2.50
Tag attached to directory (1) (2)	2.50
Insert bound in directory (1) (2) (3)	4.00

Rate Per Issue

 Insert loose in directory (1) (2) 1¢ each

- (1) Fractional parts take proportional rate to nearest higher 5¢ multiple.
- (2) Not acceptable unless both side are sold.
- (3) Not to be sold when the directory is a combination page Alphabetical and Classified directory.

It is estimated that annual gross revenue from directory advertising under the requested rates will amount to \$1,700 and the annual expense of issuing the directory will be \$1,200.

Colorado River Telephone 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. Colorado River Telephone Company may make effective, beginning with the next issue of its telephone directory, scheduled on or about December 1, 1946 the changes in practices discussed above and the rates and conditions as shown in Exhibit B attached to the application.

¹ (Continued)

Requested rates are as follows:

Rate Per Month

(1) Display Advertisements:

One-quarter column	\$ 1.25
One-half column	2.50
Two one-half columns	5.00

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	1.00

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 reference40
(d) Each Trade Name listing40

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.

(c) Listings:

Each bold type listing35
Each regular type listing15
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 thereof15

2. Necessary tariff filings, in accordance with General Order No. 96, shall be made not later than fifteen (15) 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 24 day
of September, 1946.

Harold D. Kuhl
Justin D. Green

John H. Puello

R. F. Anderson

Commissioners