

Decision No. 39769

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the matter of the Application of
KERMAN TELEPHONE COMPANY, a corporation
for an order authorizing new telephone
directory advertising rates, and con-
ditions appertaining thereto

Application No. 28064

ORIGINAL

OPINION AND ORDER

Kerman Telephone Company, Applicant in this proceeding, requests authority to make effective a new schedule of telephone directory advertising rates and conditions beginning with the next issue of the directory scheduled on or about March 1, 1947, and to cancel its presently effective telephone directory advertising schedule. Appropriate notification was given the Office of Price Administration:

Applicant operates a telephone system serving the town of Kerman and surrounding territory located within Fresno County. In connection with this operation, a telephone directory is issued which includes display advertisements on the cover and in the alphabetical section in addition to the telephone numbers of Kerman exchange subscribers. For many years past, this directory has been furnished to the Kerman Telephone Company by a local newspaper, Kerman News, with this newspaper retaining all advertising revenue. Applicant now proposes to issue its own directory beginning on or about March 1, 1947.

Applicant alleges that its present rates for directory advertising service, which became effective on April 6, 1928, are too low and considerably out of line with those being applied to similar and comparable directory advertising of other telephone companies. Accordingly, Applicant proposes to increase the charges for advertisements, offer a greater variety of advertising classifications, and cancel its present advertising schedule. Applicant also proposes to transfer all advertising matter from the alphabetical section of its directory to a new classified section and to discontinue all advertising on the cover pages, thereby facilitating the use of the directory by telephone users.

Applicant's present directory advertising schedule is as follows:

SCHEDULE NO. D-1 DIRECTORY ADVERTISING

Rates applicable to advertising in Kerman Telephone Directory, published by Kerman News, Kerman, California.

| <u>Display Advertising:</u> | <u>Rate per Issue</u> |
|---|-----------------------|
| Full page | \$-9.00 |
| Half page | 4.00 |
| Quarter page | 2.25 |
| Space slightly larger than $\frac{1}{2}$ page | 3.00 |

Above rates furnished by Kerman News, as its charges for advertising service collected and received by them for advertising appearing in Kerman Telephone Directory.

The rates requested, shown in Exhibit A attached hereto, are estimated to produce annual gross revenues of \$700. The annual expense of issuing the directory is estimated to be \$550.

Kerman Telephone Company having made application for authority to make effective a new schedule of telephone directory advertising rates and conditions, the 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 such increases as may result from the directory advertising rates herein ordered are justified, therefore,

IT IS ORDERED as follows:

1. Kerman Telephone Company may make effective, beginning with the next issue of its telephone directory scheduled on or about March 1, 1947, the rates and conditions as shown in Exhibit A attached hereto and made a part hereof.
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 thirtieth day after the date hereof.

Dated at San Francisco, California, this 23rd day of

December, 1946.

Harold P. Kule

Justus F. Garner

Charles D. ...

Dean H. Lowell

A. I. ...

Commissioners

EXHIBIT A

Schedule No. D-1

CLASSIFIED-TELEPHONE DIRECTORY ADVERTISING SERVICE

APPLICABILITY:

Applicable to advertising in the Company's Classified Telephone Directory.

TERRITORY:

In territory as defined on maps and in preliminary statements filed as part of the tariff schedules.

RATES:

Rate
Per Month

| | | |
|--|--|---------|
| (1) Display Advertisements: | | |
| One-quarter Column | | \$ 1.00 |
| One-half Column | | 2.00 |
| Two One-half Columns | | 4.00 |
| Above rates include an anchor listing, if desired, under the heading with which the display is associated. | | |
| (2) Column Advertising: | | |
| (a) Each Informational Listing | | .75 |
| (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 Reference | | .35 |
| (d) Each Trade Name Listing | | .35 |
| 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 | | .25 |
| Each Regular Type Listing | | .10 |
| 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 | | |
| | | .10 |

SPECIAL CONDITIONS:

(Same as those set forth in Exhibit A attached to the application)