

Decision No. 40019

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the matter of the Application of DOS PALOS TELEPHONE CO., INC., a corporation, for an order authorizing changes in telephone directory advertising rates, and conditions appertaining thereto.

Application No. 28230

ORIGINALOPINION AND ORDER

Dos Palos Telephone Company, Inc., 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 July 1, 1947 and to cancel its presently effective telephone directory advertising schedule. Appropriate notification was given to the Federal Office of Temporary Controls.

Applicant operates a telephone system serving the towns of Dos Palos and South Dos Palos and surrounding territory located in Merced and Fresno Counties, California. 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 subscribers.

Applicant alleges that its present rates for directory advertising service, which became effective on November 1, 1931, 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, in Exhibit A attached to the application has shown present directory advertising rates.^{1/} It is alleged that under these rates, the last directory issue brought gross revenues on an annual basis of approximately \$196 with expenses of \$400. The rates requested, shown in Exhibit A attached hereto, are comparable to rates for similar service furnished under comparable conditions elsewhere in California and are estimated to produce annual gross revenues of \$1,600. The annual expense of issuing the directory is estimated to be \$1,200.

^{1/} Present rates are as follows:

	<u>Rate per Month for Active life of directory</u>
BOLD FACE LISTINGS:	
Alphabetical Section: Each Listing	30.15
DISPLAY ADVERTISING:	
Top and Bottom Margins	
One 1" margin (Alphabetical Section), each	.25
Lots of six or more, each	.20
Between alphabet letters only:	
One 5/8" single column	.25
Lots of six or more, each	.20
Margin Liners: (Alphabetical Section)	
Top or Bottom of Pages, each	.20
Lots of six or more, each	.15
COVER:	
Front Outside:	
Liner top or bottom, red - each	.30
Liner top or bottom, black - each	.25
Lower one-half - two color	1.50
Lower one-half - one color	1.25
Lower one-quarter - two color	.80
Lower one-quarter - one color	.70
Inside Front or Back or Insert Pages:	
Full page - two color	1.50
Full page - one color	1.00
Half page - two color	.80
Half page - one color	.60
Quarter page - two color	.50
Quarter page - one color	.35
Back Outside:	
Full page - two color	2.00
Full page - one color	1.50
Half page - two color	1.25
Half page - one color	1.00
Quarter page - two color	.75
Quarter page - one color	.50

Dos Palos Telephone Company, Inc., having made application for authority to increase rates and modify conditions relating to its telephone directory advertising service, the Public Utilities 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. Dos Palos Telephone Company, Inc., may make effective, beginning with the next issue of its telephone directory scheduled on or about July 1, 1947, the changes in practices discussed above and the rates and conditions as shown in Exhibit A attached hereto and made a part hereof.
2. Necessary tariff schedules in accordance with General Order No. 96 shall be filed not later than 15 days immediately preceding their effective date.

Dated at San Francisco, California, this 4th day of March, 1947.

Harold P. Hule

Justice F. Cravener

Irish K. Kelle

G. Z. Dunning

Wm. H. Foster
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

	<u>Rate</u> <u>Per Month</u>
(1) Display Advertisements:	
One-quarter Column	\$1.25
One-half Column	2.50
Two One-half Columns	5.00
Above rates include an anchor listing, if desired, under the heading with which the display is associated.	
(2) Column Advertising:	
(a) Each Informational Listing	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 five 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.	
(e) Listings:	
Each Bold Type Listing35
Each Regular Type Listing15
Additional Lines of Information	
Not to exceed a total of five lines in addition to the listing or trade mark heading with which associated:	
Each line or fraction thereof15

SPECIAL CONDITIONS

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