

Decision No. 43537**ORIGINAL**

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application of
 DOS PALOS TELEPHONE CO., INC., a cor-
 poration, for an order authorizing
 increases in telephone directory adver-
 tising rates.

Application No. 30696

OPINION AND ORDER

Dos Palos Telephone Company, Inc., applicant in this proceeding, requests authority to increase its telephone directory advertising rates effective with the next issue of the directory scheduled on or about December 1, 1949 and to cancel its presently effective classified telephone directory advertising schedule.

Applicant operates a telephone system serving the town of Dos Palos and South Dos Palos and surrounding territory located in Merced and Fresno Counties, California. The applicant's present alphabetical telephone directory, issued effective December 4, 1948, coincident with the conversion of the exchange to dial operation, contains no advertising.

In Decision No. 40019, dated March 4, 1947, in Application No. 28230, applicant was authorized to change from a directory with display advertising on the covers, insert pages and alphabetical pages, to a directory in which advertising was confined to a classified advertising section. The rates authorized in the decision were filed by applicant effective May 9, 1947. Applicant has advised the Commission by letter that no advertising was published in the directories issued since May, 1947, due to the many changes in subscribers' numbers which have been necessitated by a dial conversion and expansion of plant and equipment.

The rates proposed are on the basis of a monthly charge of \$1.75 for a one-quarter column display advertisement and a monthly charge of \$0.25 for a regular type listing. The rates requested, as shown in Exhibit B attached to the application, are comparable with the rate levels of directories having similar circulation and offering similar advertising service and are estimated to produce gross annual revenues of \$2,000. The expense of publication is estimated to be \$1,400, resulting in an estimated net revenue of \$600 on an annual basis.

Dos Palos Telephone Company, Inc., having made application for authority to increase rates for telephone directory advertising service, 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,

IT IS HEREBY FOUND AS A FACT that the increases in rates authorized herein are justified; therefore,

IT IS HEREBY ORDERED that applicant is authorized to file in quadruplicate with this Commission after the effective date of this order, in conformity with the Commission's General Order No. 96, the schedule of rates shown in Exhibit B attached to the application, and on not less than five (5) days' notice to the Commission and the public to make said rates effective for service rendered on and after December 18, 1949.

The effective date of this order shall be twenty (20) days after the date hereof.

Dated at San Francisco, California this 22nd day of November, 1949.

R. E. Anderson
Justice J. Coe
James H. Lawrence
Harold P. Kula
Kenneth W. Potts
Commissioners.