

Decision No. 45565

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application of )	
A. J. Cain, an individual ownership )	
operating under the name of THE )	Application No. 32204
UTILITIES COMPANY, for an order )	
authorizing increases in telephone )	
directory advertising rates. )	

ORIGINAL

OPINION AND ORDER

A. J. Cain, an individual operating under the name of The Utilities Company, applicant in this proceeding, requests authority, under Section 63 of the Public Utilities Act of the State of California, to make effective the increased schedule of rates for directory advertising service set forth in Exhibit "C" attached to his application effective with the next directory issue scheduled on or about April 1, 1951.

Applicant now owns and operates the telephone system furnishing service in the unincorporated Town of Novato, Marin County, California, and surrounding territory, all within the County of Marin, as shown on a map filed with the Commission as part of applicant's tariff schedules.

Applicant serves approximately 1,200 telephone stations through a manual common battery central office located in Novato. Toll service is furnished through connection at Novato with the lines of The Pacific Telephone and Telegraph Company.

The present schedule for directory advertising service on file with the Commission, P.U.C. Sheet No. 75-T, which became effective on December 31, 1946, sets forth the rates for advertising service under what is known as "Group 3" rates generally applicable in telephone exchanges having 501-1,000 subscriber stations.

Since the present directory advertising schedule was made effective the number of subscriber stations has increased to about 1,200. Applicant now requests authority to make effective "Group 4" rates which generally apply in exchanges having 1,000-1,500 stations.<sup>1/</sup>

The proposed rates for directory advertising service are estimated to increase annual gross revenues from \$2,496 to \$4,200. Expenses are estimated to increase from \$1,747 to \$2,940, which will result in an increase in net revenue from \$749 to \$1,260. This information was based upon data furnished by a company representative, after actual solicitation of advertising had been made.

A. J. Cain, an individual operating under the name of The Utilities Company, 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, and to the extent and in so far as

1/ A comparison of present and proposed rates for directory advertising service is as follows:

	<u>Rate Per Month</u>	
	<u>Present</u>	<u>Proposed</u>
Display Advertisements:		
One-quarter column .....	\$1.25	\$1.75
One-half column .....	2.50	3.50
Two one-half columns .....	5.00	7.00
Column Advertising:		
Each informational inch .....	1.00	1.25
Each trade-mark heading .....	1.25	1.75
Each trade-mark or trade name cross-reference heading .....	.40	.50
Each trade-mark or trade name cross-reference listing .....	-	.50
Each trade name listing .....	.40	.50
Each bold type listing .....	.35	.40
Each regular type listing .....	.15	.25
Each cross-reference listing .....	-	.25
Each additional line of information.	.15	.25

the present rates differ from those authorized in this decision, they are unjust and unreasonable; therefore,

IT IS HEREBY ORDERED that applicant is authorized to file in quadruplicate with this Commission, in conformity with the Commission's General Order No. 96, the schedule of rates shown in Exhibit "C" 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 furnished on and after May 1, 1951.

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

Dated at San Francisco, California, this 10<sup>th</sup> day of April, 1951.

*R. Z. [Signature]*  
*Harold P. Hule*  
*Wm. H. [Signature]*  
*John L. [Signature]*

Commissioners.