

Decision No. 45748

ORIGINAL

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application of)	
MANTECA TELEPHONE COMPANY, a corporation,)	
for an order authorizing increases in)	Application No. 32358
telephone directory advertising rates.)	

OPINION AND ORDER

Manteca Telephone Company, a California corporation, 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 its application, effective with the next directory issue scheduled on or about August 1, 1951.

The applicant operates a telephone system serving the City of Manteca and surrounding territory located in San Joaquin County, California. Applicant serves approximately 2,000 telephone stations through a manual common battery central office, located in Manteca, California. Toll service is furnished through connection at Manteca with the lines of The Pacific Telephone and Telegraph Company.

The present schedule for directory advertising service on file with the Commission, which became effective on June 1, 1946, except for rates for one-half column and two one-half columns display advertisements which became effective February 24, 1947, sets forth the rates for advertising service under what is known as "Group 4" rates, generally applicable in telephone exchanges serving from 1,001-1,500 stations.

Since the present directory advertising schedule was made effective, the number of subscriber stations has increased to 2,037,

as of March 1, 1951. Applicant now requests authority to make effective "Group 5" rates which generally apply in exchanges having 1,501-2,500 stations.^{1/}

The proposed rates for directory advertising service are estimated to increase gross revenues from \$3,713 to \$4,450 on an annual basis. Expenses are estimated to increase from \$2,945 to \$3,338, which will result in an increase in net revenue from \$768 to \$1,112, or \$344 on an annual basis.

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

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.....	\$1.75	\$2.25
One-half column.....	3.50	4.50
Two one-half columns.....	7.00	9.00
Column Advertising:		
Each informational inch.....	1.00	1.50
Each trade-mark heading.....	1.50	2.00
Each trade-mark or trade name cross-reference heading50	.65
Each trade-mark or trade name cross-reference listing50	.65
Each trade name listing50	.60
Each bold type listing.....	.35	.50
Each regular type listing.....	.25	.25
Each cross-reference listing.....	-	.25
Each additional line of information...	.25	.25

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 proposed 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 advertising service in the directory scheduled to be published on or about August 1, 1951, and in subsequent directories.

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

Dated at San Francisco, California, this 22nd day of May, 1951.

R. J. [Signature]
Justin J. [Signature]
Harold [Signature]
[Signature]

Commissioners.