

Decision No. 45952

**ORIGINAL**

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application )  
of Sunland-Tujunga Telephone Company, )  
a corporation, for an Order of the ) Application No. 32532  
Commission authorizing increase in )  
telephone directory advertising rates. )

OPINION AND ORDER

Sunland-Tujunga 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 March 1, 1952.

The applicant owns and operates a telephone system serving the communities of Sunland, Tujunga, Shadow Hills, and La Tuna Canyon and surrounding territory located in Los Angeles County, California. Applicant serves approximately 5,500 stations through a dial common battery central office, located in Sunland, California. Toll service is furnished through connection 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, 1947, under Decision No. 39585, sets forth rates generally known as "Group 6" rates, which ordinarily apply in exchanges having from 2,501 to 5,000 stations. Since the effective date of this schedule, the number of subscriber stations has increased to 5,473, as of

April 30, 1951. Applicant now requests authority to make effective the "Group 7" rates generally applicable in exchanges having from 5,001 to 10,000 stations.<sup>1/</sup>

The proposed rates for directory advertising service are estimated to increase gross revenues from \$19,728 to \$22,438 on an annual basis. Expenses are estimated to increase from \$16,288 to \$18,881, which will result in an increase in net revenues from \$3,440 to \$3,557, or \$117 on an annual basis.

Sunland-Tujunga Telephone Company, having made application for authority to increase rates for 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,

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

	Rate Per Month	
	Present	Proposed
Display Advertisements		
Two one-half columns	\$12.00	\$14.00
One-half column	6.00	7.00
One-quarter column	3.00	3.50
Column Advertising		
Each informational listing	1.75	2.00
Each trade-mark heading	2.50	3.00
Each trade-mark or trade name cross-reference heading	.85	1.25
Each trade-mark or trade name cross-reference listing	-	1.25
Each trade name listing	.75	1.00
Listings		
Each bold type listing	.60	.75
Each regular type listing	.30	.35
Each alternate call number or cross-reference listing	-	.35
Additional line of information		
Each line or fraction thereof	.30	.35

IT IS HEREBY ORDERED that applicant is authorized to file in quadruplicate with this Commission in conformity with 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 March 1, 1952, 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 17th day of July, 1951.

R. J. [Signature]  
Justice F. Callahan  
Harold T. Huls  
[Signature]  
[Signature]  
Commissioners.