

Decision No. 46411

ORIGINAL

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application of)
COLORADO RIVER TELEPHONE COMPANY, for)
authority to increase rates for Tele-) Application No. 32856
phone Directory Advertising Service in)
its Blythe Exchange.)

OPINION AND ORDER

Colorado River Telephone Company, a California corporation, applicant in this proceeding, requests authority under Section 454 of the Public Utilities Code of the State of California to make effective the increased schedule of rates for directory advertising service, set forth in Exhibit "D" attached to its application, effective with the next directory issue scheduled on or about January 1, 1952.

The applicant owns and operates a telephone system serving the community of Blythe and surrounding territory located in Riverside County and in a small area of Imperial County, California. Applicant serves 1,542 stations through a manual common battery central office, located in Blythe, California. Toll service is furnished through connection with the lines of The Pacific Telephone and Telegraph Company.

The present schedule for directory advertising service became effective December 1, 1946, under Decision No. 39429. Since the effective date of this schedule, the number of subscriber stations has increased to 1,542. Applicant now requests authority

to make effective the rates generally applicable in exchanges having from 1,501 to 2,500 stations.^{1/}

The proposed rates for directory advertising service are estimated to increase gross revenues from \$5,749 to \$7,596 on an annual basis. Expenses are estimated to increase from \$3,823 to \$5,051, which will result in an increase in net revenues from \$1,926 to \$2,545, or \$619 on an annual basis.

Colorado River 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

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

	Rate Per Month	
	Present	Proposed
Display Advertisements:		
One-quarter Column	\$ 1.25	\$ 2.25
One-half Column	2.50	4.50
Two one-half Columns	5.00	9.00
Column Advertising:		
Each Informational Listing	1.00	1.50
Each Trade Mark Heading	1.00	2.00
Each Trade Mark or Trade Name		
Cross Reference Heading	.40	.65
Each Trade Mark or Trade Name		
Cross Reference Listing	.40	.65
Each Trade Name Listing	.40	.60
Listings:		
Each Bold Type Listing	.35	.50
Each Regular Type Listing	.15	.25
Each Alternate Call Number or		
Cross Reference Listing	.15	.25
Additional Lines of Information:		
Each line or fraction thereof	.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 General Order No. 96, the proposed schedule of rates shown in Exhibit "D" 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 January 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 13th day of November, 1951.

R. T. [Signature]
President.

Harold F. Hule

[Signature]

[Signature]

Commissioners.