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Decision No. 47908

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application of)
THE PACIFIC TELEPHONE AND TELEGRAPH)
COMPANY, a corporation, for authority)
to publish, file and place in effect) Application No. 33762
exchange and interexchange rates at)
Gualala, Mendocino County, California.)

.. OPINION AND ORDER

By the above-entitled application, filed on September 26, 1952, The Pacific Telephone and Telegraph Company seeks authority to (1) publish, file, and place in effect for Gualala exchange, Mendocino County, message toll telephone and exchange rates set forth in Exhibit C of the application, and, (2) deviate in this instance from the order in Decision No. 41416 dated April 6, 1948, relating to the provision of full selective signaling arrangements.

The community of Gualala is located on the Coast Highway in territory not included within any exchange area in the southern part of Mendocino County approximately 13 miles southeast of Point Arena. It appears from the application that there are 104 residences and 19 businesses in Gualala and along the Coast Highway between Gualala and Point Arena, that 350 persons reside in the area, that present telephone service consists of 22 toll stations, and that there have been increasing demands for exchange telephone service in Gualala and along the coastal area to the north.

Applicant alleges it conducted a canvass of the residents of the proposed exchange area during the month of July, 1952, and that 53 prospective subscribers have signed service application cards for exchange service as shown in Exhibit A of the application at the proposed rates.

In addition, the applicant proposes to establish six public coin-box services to meet the telephone needs of the general and transient public.

It is the applicant's conclusion after study that the most economical and practical plan of furnishing exchange, telephone service to Gualala is by the establishment of a community dial exchange. Under this plan toll and all other traffic requiring the assistance of an operator will be furnished from Point Arena approximately 13 miles northwest of Gualala. The North Electric dial central office equipment which applicant proposes to install at Gualala will become available through replacement in another exchange. This equipment has an ultimate capacity of 59 lines, but is arranged for semi-selective ringing on four-party lines and divided code ringing on suburban lines. The application shows it would cost approximately \$4,000 and entail considerable delay to modify this central office equipment to provide full selective ringing. For these reasons the applicant requests authority to deviate in this instance from the order in Decision No. 41416, dated April 6, 1948, relating to the provision of full selective signaling arrangements.

Rates for service proposed by the applicant are set forth in Exhibit C of the application and correspond to those for single office exchanges outside extended areas having 500 company stations or less (Group A) authorized under Decision No. 46270, dated October 8, 1951. A summary of the principal exchange rates proposed by the applicant is as follows:

<u>Class of Service</u>	<u>Rate per Month</u>	
	<u>Residence Service</u>	<u>Business Service</u>
1-party, flat rate	\$3.80	\$6.00
2-party, flat rate	3.25	4.75
4-party, flat rate	2.70	-
10-party, suburban	3.20	4.50

The block and section designation of the proposed toll rate center of the Gualala exchange as shown by the Post Route Map is T-6-h. Message toll telephone rates over some routes from the proposed Gualala exchange will be increased by 5 cents for initial period day station service while toll rates for other routes will be decreased by 5 cents, compared with those now applicable from some of the toll stations which will be replaced by exchange service.

For the first year of operation of the proposed exchange revenues are estimated in the amount of \$11,200, compared with estimated annual cost effects of \$12,500. The latter amount includes annual charges of \$8,900 on \$45,000 of estimated added plant as shown in Exhibit D of the application.

Two maps filed as Exhibit E show the boundaries of the proposed Gualala exchange and base rate areas.

The Commission has considered this matter and is of the opinion that a public hearing thereon is not necessary and that the granting of the application, as herein provided, will not be adverse to the public interest and should result in an improved service; therefore,

IT IS HEREBY ORDERED as follows:

1. Applicant is authorized to file with this Commission after the effective date of this order and on or before April 30, 1954, in accordance with General Order No. 96, the rates for message toll telephone and exchange services set forth in Exhibit C attached to the application and maps of the exchange and base rate areas as set forth in Exhibit E of the application, and, after not less than ten (10) days' notice to the Commission and the public, to make such rates effective in the Gualala exchange, coincident with the establishment of the dial exchange.

2. Applicant is relieved in this instance from the requirements set forth in the sixth paragraph in the order in Decision No. 41416, dated April 6, 1948, with respect to the initial installation of the Gualala dial central office.

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

Dated at San Francisco, California, this 3rd day of November, 1952.

R. J. [Signature]
President.

Justin F. [Signature]

Harold A. [Signature]

[Signature]

[Signature]
Commissioners.