

ORIGINAL

Decision No. 54102

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application of)	
CALIFORNIA-PACIFIC UTILITIES COMPANY)	
for authority to reclassify its rate)	Application No. 38509
schedules for classified telephone)	
directory advertising service.)	

OPINION AND ORDER

California-Pacific Utilities Company, by the above-entitled application filed on October 16, 1956, seeks authority under Sections 454, 491 and 701 of the Public Utilities Code to file and make effective a new schedule of rates applicable to classified telephone directory advertising service in its Needles exchange. Applicant's proposed advertising rates are contained in Exhibit D of the application.

Applicant is a corporation organized under the laws of the State of California, engaged as a public utility in furnishing telephone service in portions of Colusa, Lassen and San Bernardino Counties, and in furnishing electric, gas, and water service in other various parts of California. Applicant also furnishes utility service in various other states.

Applicant periodically publishes three classified telephone directories in conjunction with telephone services furnished in seven exchanges: the Colusa classified directory covers service in Arbuckle, Grimes, Maxwell, Princeton and Williams exchanges; the Needles directory covers service in Needles exchange; and the Westwood directory covers service in the Westwood exchange. The next issue date for applicant's Needles directory is on or about December 1, 1956.

Applicant states that it is currently furnishing telephone service to approximately 1,524 stations in its Needles exchange. The rates proposed by the applicant are the same as those on file with this Commission by substantially all other independent telephone companies in the State for classified telephone directories serving from 1,501 to 2,500 stations. A comparison of present and company proposed monthly rates for advertising in the Needles directory follows:

<u>Item</u>	<u>Rate per Month</u>	
	<u>Present</u>	<u>Company Proposed</u>
Display Advertisements		
$\frac{1}{2}$ Column	\$1.75	\$2.25
$\frac{3}{4}$ Column	3.50	4.50
Two $\frac{1}{2}$ Column	7.00	9.00
Column Advertising		
Informational Listing	1.25	1.50
Trade-mark Heading	1.75	2.00
Trade-mark or Name Cross Reference		
Heading or Listing	.50	.65
Trade Name Listing	.50	.60
Bold Type Listing	.40	.50
Regular Type Listing	.25	.25
Additional Line of Information	.25	.25

Applicant estimates that its annual revenues will increase by approximately \$1,200 under its proposed rates for the Needles directory before settlement with the directory publishing company, and by \$200 after giving effect to such settlement. As of December 31, 1955, applicant reported an investment in net telephone plant in California of approximately \$1,300,000. It is apparent that the increase in revenues that would result from the granting of this application would have no appreciable effect on the rate of return of this applicant. However, any net revenue after expenses would reflect in the over-all net revenues for the applicant which, in the long run, should result in lower exchange rates to the average subscriber.

In the future, applicant states that it will request authority to reclassify the telephone directory advertising rates of

its exchanges by advice letter to this Commission, when and if increases or decreases in the number of subscribers in applicant's exchanges require such reclassification in accordance with the 14 rate groups shown in Exhibit D of the application. The rates and rate groups set forth in Exhibit D of the application are the same as those on file with this Commission by substantially all other independent telephone companies in the State. The procedure applicant plans to follow is the same as that followed by other independent companies and appears reasonable.

The Commission has considered this matter and is of the opinion that a public hearing thereon is not necessary, and that the application should be granted as herein provided. Finding that the increases in rates and charges authorized herein are justified and that present rates, in so far as they differ from those herein prescribed, are, for future directories, unjust and unreasonable, therefore,

IT IS HEREBY ORDERED that applicant is authorized to file in quadruplicate with this Commission on or after the effective date of this order, in conformity with General Order No. 96, rates applicable to Classified Telephone Directory Advertising Service in its Needles exchange as set forth in Exhibit D attached to the application, under Monthly Rate Schedule No. 2, and on not less than three days' notice to this Commission and to the public, to make said rates

effective for future issues of its Needles classified telephone directory.

The effective date of this order shall be November 27, 1956.

Dated at San Francisco, California, this 19th day of NOVEMBER, 1956.

John E. Mitchell
President
Ralph L. Intremer
Frank R. Owen
R. Hardy
T. L. Taylor
Commissioners