

ORIGINALDecision No. 55924

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application of)
 COACHELLA VALLEY TELEPHONE COMPANY,)
 a corporation, for authority to file)
 a new basic tariff schedule for)
 classified telephone directory)
 advertising service.)

Application No. 39530

OPINION AND ORDER

Coachella Valley Telephone Company, by the above-entitled application filed on November 2, 1957, seeks authority under Sections 454, 491 and 701 of the Public Utilities Code to file and make effective a new basic schedule of rates for classified telephone directory advertising service. The applicant's proposed rates are contained in Exhibit C attached to the application.

Applicant is a corporation organized under the laws of the State of California and is engaged as a public utility in furnishing telephone service in portions of Imperial and Riverside Counties.

Applicant periodically publishes a classified telephone directory in conjunction with telephone service furnished in its Indio and Thousand Palms exchanges.

The new basic schedule of rates for directory advertising which the applicant proposes to file comprises four rate groups Nos. 4, 5, 6 and 7, as shown in Exhibit C, Sheet 2, attached to the application. The proposed rates of this schedule increase with the increasing circulation of the directory as measured by the total number of telephones in service. The rate groups and rates set forth in applicant's proposed basic schedule are the same as those on file with this Commission by other independent telephone companies

in the State, except that applicant proposes to measure circulation by the total number of telephones in both Indio and Thousand Palms exchanges rather than by the number of telephones in the largest exchange, Indio. Applicant has presented no showing justifying this departure from the basis for establishing its present rates. Applicant's proposed rates are shown in the following tabulation:

Applicant's Proposed Monthly Advertising Rates

Rate Group Number	4	5	6	7
Total number of telephones	4,501 to 7,500	7,501 to 12,500	12,501 to 20,000	20,001 to 30,000
Monthly Advertising Rates				
Column advertising:				
Regular-type listing	\$.35	\$.40	\$.45	\$.50
Additional line of information	.35	.40	.45	.50
Alternate call number or cross-reference listing	.35	.40	.45	.50
Bold-type listing	.75	1.00	1.15	1.25
Trade-name listing	1.00	1.25	1.40	1.50
Trade-mark or trade-name cross-reference listing	1.25	1.50	1.65	1.75
Trade-mark or trade-name cross-reference heading	1.25	1.50	1.65	1.75
Informational listing - 1 inch	2.00	3.00	3.50	4.00
1/2 inch	1.20	1.75	2.05	2.35
1/2 inch	2.70	4.00	5.00	6.00
Trade-mark heading	3.00	4.00	4.50	5.00
Display Advertisements:				
One quarter column	3.50	4.50	5.25	6.00
One half or double quarter column	7.00	9.00	10.50	12.00
Double half column	14.00	18.00	21.00	24.00

The applicant's presently filed rates for classified telephone directory advertising service are those shown under Rate Group No. 4. These rates are applicable where the total number of telephones in the largest exchange included in the directory is between 4,501 and 7,500 telephones. As of September 30, 1957, applicant states it was serving 7,382 telephone stations and had held orders for 108 additional primary services. Based on the

previous records of station growth, applicant expects to serve 7,501 stations by mid-November 1957, and 7,750 stations by December 31, 1957.

On the basis of the anticipated station growth, the applicant proposes to increase its directory advertising rates from Rate Group No. 4 to Rate Group No. 5, commencing with the next issue of its Coachella Valley directory scheduled on or about December 15, 1957. However, the circulation group of the telephone directory is determined by the total number of stations in the largest exchange included in the directory; in this case, the applicant's Indio exchange. The applicant has not shown that the total number of stations in the Indio exchange will exceed 7,501 stations at the time of the next issue of its directory, i.e., December 15, 1957.

The Commission has considered this matter and is of the opinion that a public hearing thereon is not necessary and that the application for authority to file a new basic tariff schedule for classified telephone directory advertising service should be granted as herein provided. When the number of telephones in applicant's largest exchange included in its directory reaches or exceeds 7,501 stations, applicant may apply, by Advice Letter showing, for authority to increase its directory advertising rates to the appropriate rate group.

Finding that the rates authorized herein for the basic tariff schedule for classified telephone directory advertising service are justified, therefore,

IT IS ORDERED that applicant is authorized to file in quadruplicate with this Commission after the effective date of this order, in conformity with General Order No. 96, a schedule of rates for Classified Telephone Directory Advertising Service, as set forth

in Exhibit C attached to the application, except that the rate groups shall apply to the total number of stations in the largest exchange, and the second paragraph on Exhibit C, Sheet 2 of the application shall be revised to read:

"Trade-Mark Heading rates contemplate one column inch of space. Trade-Mark Headings may exceed this depth to a maximum of five regular-type listings, each such line or fraction thereof taking the rate for an additional line of information,"

and, after not less than five days' notice to this Commission and to the public, to make said rates effective for future issues of its classified telephone directory. The authority herein authorized will expire unless exercised on or before June 30, 1958.

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

Dated at San Francisco, California, this 10th day of December, 1957.

[Signature]
President

[Signature]

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Commissioners