

ORIGINALDecision No. 50730

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application of
 CENTRAL CALIFORNIA TELEPHONE COMPANY,
 a California corporation, for an
 order authorizing an increase in
 Telephone Directory Advertising Rates
 in the Corcoran and Alpaugh exchanges.

Application No. 42496
 (Amended)

OPINION AND ORDER

By the above-entitled application filed on July 22, 1960, and amended on August 4, 1960, Central California Telephone Company seeks authority pursuant to Sections 454 and 491 of the Public Utilities Code to increase rates for classified advertising in applicant's Corcoran and Alpaugh telephone directory effective with the November 15, 1960 issue. The presently effective and applicant's proposed rates are set forth in Exhibit B attached to the application.

Applicant periodically publishes a classified telephone directory in conjunction with telephone service furnished in its Corcoran and Alpaugh exchanges. The application includes, in Exhibit B, a basic directory advertising rate schedule containing 14 rate groups, the rates in each group increasing with increasing circulation of the directory as measured by the total number of telephones in service in the largest exchange included in this directory. Directory advertising rates of other independent telephone utilities in California on file with this Commission generally are in harmony with such basic schedule.

In this proceeding, applicant specifically proposes to increase Corcoran and Alpaugh directory advertising rates from Rate Group 2 (1,501 to 2,500 telephones) to Rate Group 3 (2,501 to 4,500

telephones), stating that the number of telephones in Corcoran had grown to 2,571 telephones as of May 31, 1960.

A comparison of present and applicant's proposed rates for typical items of directory advertising follows:

Rate Group Number Number of Telephones	Rate Per Month	
	2 1,501 to 2,500	3 2,501 to 4,500
<u>Monthly Advertising Rates</u>		
<u>Column Advertising:</u>		
Regular type listing	\$ 0.25	\$ 0.30
Bold type listing	.50	.60
Trade name listing	.60	.75
Cross reference heading	.65	.85
Informational listing - ½-inch	.90	1.05
1-inch	1.50	1.75
1½-inch	2.00	2.35
Trademark heading	2.00	2.50
<u>Display Advertising:</u>		
½-column	2.25	3.00
¾-column	4.50	6.00
Double ½-column	9.00	12.00

Based on the volume of advertising in the November 15, 1959 issue of the Corcoran and Alpaugh directory, applicant estimates that its proposed rates would increase charges to advertisers by \$1,690, or approximately 16%, after giving effect to an estimated decrease in volume of advertising at the proposed higher rate levels. Applicant further estimates that it will retain \$799 or 41% of said increase since it estimates that at the higher rate levels its payments to the directory company would be increased by \$391.

It is apparent that such increase in revenues which is estimated to result from a granting of this application will have no material effect on applicant's over-all operating results, applicant having almost \$2,000,000 of net plant in service on May 31, 1960.

The Commission has considered this matter and is of the opinion that a public hearing thereon is not necessary and that a granting of the application as herein provided will not be adverse to the public interest.

The Commission finds that the increases in rates and charges authorized herein are justified and that present rates insofar as they differ from those herein prescribed for the future are unjust and unreasonable; therefore,

IT IS 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, the increased rates for directory advertising service in Corcoran and Alpaugh exchanges as set forth on Exhibit B attached to the application, and after not less than three days' notice to the Commission and to the public to make said rates effective for advertising service commencing in the November 15, 1960 issue of the Corcoran and Alpaugh directory.

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

Dated at San Francisco, California, this 13th day of September, 1960.

[Signature]
President
[Signature]
[Signature]
Commissioners