



Ticketing Program in the area and because the Main Central Office of the Whittier exchange is not susceptible to future expansion. It is necessary to transfer approximately 3,950 subscribers, including some 1,184 subscribers to business service, presently served from the Main Central Office area of Whittier exchange to the South Central Office area of Whittier exchange.

The transfer of said Main Central Office area of Whittier exchange to the South Central Office of Whittier exchange office will result in increases to the business subscribers of the Main Central Office area in their exchange service rates, and an enlargement of the local calling area to include the Buena Park exchange of The Pacific Telephone and Telegraph Company. The effect on the monthly rates for business subscribers is shown in the following table:

<u>SERVICE</u>	<u>Present Rates</u>	<u>Proposed Rates</u>	<u>Increase</u>
Individual line	\$12.40	\$12.80	\$0.40
Two-party line	10.15	10.50	0.35
Semipublic service	3.15	3.40	0.25

The effect of this revision on General's revenues is as follows:

Annual increase in exchange billing	-	\$5,694
Annual decrease in toll revenues*	-	7,632
Net decrease in annual revenue	-	1,938

\* Settlement amount.

Studies were made to determine the cost effects of transferring subscribers of the Main Central Office area to the South Central Office area and providing equipment which would deny such subscribers access to the Buena Park exchange. These studies showed that a considerable investment would be required to deny extended calling to the Buena Park exchange for these Main Central Office subscribers and that the resultant annual charges would be greater than the revenues received. Exhibit D of the application shows the plant effects which would be incurred to deny extended calling to the Buena Park exchange.

A selected sampling, representative of the 1,184 business subscribers presently served from the Main Central Office, was furnished a questionnaire, shown in Exhibit E of the application. This questionnaire provided a choice of optional services; (1) a choice of retaining present services and rates with service through the South Central Office, or (2) a choice of expanded service at slightly higher rates, also through the South Central Office. Of the total subscribers contacted, approximately 87 percent indicated a desire to be served from the South Central Office with the increase in service advantages at the higher monthly rate.

The proposed number change for the subscribers involved in the transfer has been scheduled to coincide with the December, 1960 Whittier directory issue. The closing date for listings in this issue was September 23, 1960.

The Commission has considered this matter and is of the opinion and finds that applicant's proposal is reasonable and 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 will result in improved telephone service. The Commission finds that the increases in rates and charges which will result from a consolidation are justified; that the present rates in the Whittier area, in so far as they differ from those herein prescribed upon the consolidation of the Main and South Central Office areas of the Whittier exchange will thereafter for the future be unjust and unreasonable; and that an order should be issued authorizing consolidation of the exchange office areas; therefore,

IT IS ORDERED as follows:

1. Applicant is authorized to cancel and withdraw, upon the retirement of the Main Central Office of the Whittier exchange, service offerings from such office and to transfer existing subscribers to the South Central Office and to apply the service offerings of the South Central Office of the Whittier exchange at existing filed rates

of the South Central Office.

2. Applicant is authorized to file in quadruplicate with this Commission after the effective date of this order and, on not less than five days' notice to the Commission and to the public, in conformity with the Commission's General Order No. 96, revised tariff schedules to carry out the authority contained in Ordering Paragraph No. 1 above.

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

Dated at San Francisco, California, this 15<sup>th</sup> day of NOVEMBER, 1960.

[Signature]  
President

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Commissioners