

**ORIGINAL**Decision No. 62050

## BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the matter of the application of }  
 Dos Palos Telephone Co., Inc., a }  
 California corporation, for authority }  
 to increase rates for telephone }  
directory advertising. }

Application No. 43332

OPINION AND ORDER

By the above-entitled application filed on April 20, 1961, Dos Palos Telephone Company seeks authority pursuant to Sections 454 and 491 of the Public Utilities Code to increase rates for classified advertising in its telephone directory effective with the July 1, 1961 issue. Applicant periodically publishes this directory in conjunction with telephone service provided through its one exchange, which serves the City of Dos Palos, the town of South Dos Palos and adjacent areas in Merced and Fresno Counties.

The present and proposed rate schedules correspond, respectively, to the Group 2 (1,501 to 2,500 telephones) and Group 3 (2,501 to 4,500 telephones) rate schedules generally used by independent telephone companies in the State of California for the directory coverage indicated. Applicant states that it now serves in excess of 2,500 stations.

The following tabulation, taken from Exhibit B attached to the application, compares the presently effective directory advertising rates with those which applicant proposes for future issues of its directory:

Type of Advertising	Rate per Month	
	Present	Proposed
Column Advertising:		
Regular type listing	\$0.25	\$ 0.30
Additional line of information	.25	.30
Alternate call number	.25	.30
Bold type listing	.50	.60
Trade name listing	.60	.75
Trademark or trade name		
cross reference listing	.65	.85
Trademark or trade name		
cross reference heading	.65	.85
Informational listing $\frac{1}{4}$ -inch	.90	1.05
1-inch	1.50	1.75
$1\frac{1}{2}$ -inch	2.00	2.35
Trademark heading	2.00	2.50
Display Advertising:		
$\frac{1}{4}$ column	2.25	3.00
$\frac{1}{2}$ column	4.50	6.00
Double $\frac{1}{2}$ column	9.00	12.00

Based upon the volume of advertising in its July 1960 directory, applicant estimates that its proposed rates would increase annual charges to advertisers by \$1,563, or approximately 16%, after giving effect to the decrease in such volume which it anticipates would result from the establishment of the proposed higher rates. According to applicant it would retain \$657, or about 42%, of this increase with the balance, amounting to \$906, being paid to the publishers of the directory.

The Commission has considered this matter and finds that a public hearing is not necessary. The Commission further finds that the proposed increase in directory advertising rates will have no material effect on applicant's over-all operating results and that a granting of the application will not be adverse to the public interest.

The Commission finds that the increase in rates and charges authorized herein is justified and that present rates insofar as

they differ from those herein prescribed for the future are unjust and unreasonable; therefore,

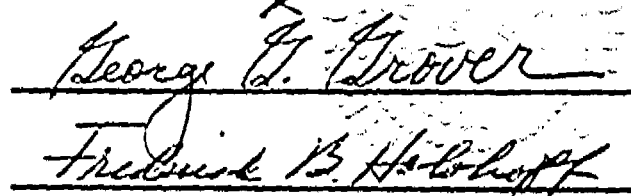
IT IS ORDERED that applicant is authorized to file in quadruplicate with this Commission on or after the effective date of this order, in conformity with General Order No. 96, the increased rates for directory advertising service set forth above and on Exhibit B attached to the application, and after not less than five days' notice to the Commission and to the public to make said rates effective for advertising service commencing in the July 1, 1961 issue of its telephone directory.

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

Dated at San Francisco, California, this 31<sup>st</sup>  
day of MAY, 1961.

  
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President

  
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George F. Grover

  
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Frederick B. Halbach

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Commissioners