

63473

ORIGINAL

Decision No. _____

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application of
San Miguel Telephone Company, a
California corporation, for authority
to increase rates for classified
telephone directory advertising
service.

Application No. 43652
(As Amended)

OPINION AND ORDER

By its application filed August 3, 1961, as amended by amendment filed January 2, 1962, San Miguel Telephone Company seeks authority to publish, file and make effective at the earliest possible date, the proposed rates for classified telephone directory advertising service set forth in Exhibit C attached to the application.

Applicant's present and proposed rates for directory advertising service are as follows:

<u>Type of Advertising</u>	<u>Monthly Rate</u>	
	<u>Present</u>	<u>Proposed</u>
<u>Display Advertisements</u>		
One-quarter Column	\$ 1.75	\$ 2.30
One-half Column	3.50	4.60
Two One-half Columns	7.00	9.20
<u>Column Advertising</u>		
<u>Informational Listing</u>		
One-half Inch	---	1.00
One Inch	1.25	1.60
One and One-half Inch	---	2.05
<u>Trade Mark Heading</u>		
Trade Mark or Trade Name X-Ref.	1.75	2.25
<u>Listing or Heading</u>		
Trade Name Listing	.50	Withdraw
	.50	.75
<u>Listings</u>		
Bold Type	.40	.55
Regular Type	.25	.35
Alternate Number or X-Ref.	.25	.35
Line of Information	.25	.35

The effect on applicant's rate of return of the proposed classified telephone directory advertising rates is minor. According to estimates made by applicant the gross annual increase in revenue retained by applicant will be \$153.76 and the net annual revenue increase after deduction of income taxes will be \$105.02.

Revised Exhibit E shows that for the twelve-month period ended June 30, 1961, applicant's utility operating income was \$3,776.96, which produced a rate of return of 2.81 percent on an average depreciated rate base of \$134,412.11. If the proposed directory advertising rates had been in effect during this twelve-month period, applicant's rate of return would have been increased to 2.89 percent.

The Commission has considered this matter and finds and concludes that a public hearing is not necessary. The Commission further finds and concludes that the proposed increase in directory advertising rates will not result in an excessive rate of return on applicant's over-all operations and that a granting of the application 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-A, the increased rates for directory advertising service as set forth hereinabove and in Exhibit C attached to the application and,

A. 43652 (Amd.) SD *

upon not less than five days' notice to the Commission and to the public, to make said rates effective for advertising service on April 1, 1962.

The effective date of this order shall be the date hereof. ✓
✓

Dated at San Francisco, California, this 27th day of MARCH 1, 1962.

Walter A. Page
President
[Signature]
[Signature]
[Signature]
[Signature]
Commissioners