

ORIGINALDecision No. 67423

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Application of THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY, a corporation, for authority to publish alphabetical and classified directory listings and advertising of subscribers in the Clovis exchange in the Fresno directory.

Application No. 46186
(Filed February 10, 1964)

Arthur T. George and Richard W. Odgers, by Richard W. Odgers, for applicant.
 Mrs. Henry H. Carter; in propria persona, and for George Green, Clovis Angus Ranch; S. E. Jones; George Gage, Clovis Drug; Gene McGaughey, Clovis Appliance; Frank Gorbuec, Mobile Service Station; Edwin Jewelry Store; Mrs. McBride, Mode O'Day; A. Dick, Dick Ranch; Governing Board of the Garfield Exchange Line 110; and John B. Weldon, in propria persona; and Leslie L. Sassano, for Sassano's Men's Wear; protestants.
Marvin E. Helon, for the City of Clovis; K. B. Crowder, in propria persona, and for Farmers Insurance Group; Herman J. Smith, in propria persona, and for Smith Realty; Howard E. Hunter, for Hunter Glass Company; Anthony Charles Turano, for Clovis Independent & Tribune; Dennis F. Hallowell, for Hallowell Chevrolet Company; Cleo H. Mattox, Jesse J. O'Farrell, and Mrs. Margie Cox, in propria personae; interested parties.
J. G. Shields, for the Commission staff.

O P I N I O N

The Pacific Telephone and Telegraph Company, at the request of civic and business groups and residential subscribers in the City of Clovis, Fresno County, by this application seeks authority to discontinue publication of the alphabetical and classified listings and advertising of Clovis subscribers in the Fresno-Madera-Mariposa-Merced Counties directory and include said listings and advertising of Clovis subscribers in the Fresno directory.

Public hearing was held before Examiner Warner on April 29, 1964, at Clovis. Several subscribers and advertisers appeared and most of them supported the application. Those who originally protested agreed that if Clovis subscribers were listed separately in the Fresno city directory they would not oppose the application, their opposition having been based on fear of loss of community identity if Clovis alphabetical listings were integrated with Fresno city listings, even though "Clovis" were included in the subscribers' addresses shown in said listings.

Clovis is about eight miles northeast of downtown Fresno. Its city limits are contiguous on the south and west to Fresno's city limits. Clovis' population is approximately 7,500, and as of May, 1963, there were approximately 2,600 residence subscribers and 300 business subscribers in the Clovis exchange. Of the 300 business subscribers, 158 subscribed to classified directory advertising. About 225 residents of Clovis (south of Shaw Avenue) are in the Fresno city "Axminster" exchange and have been listed in both the Fresno city and multi-county Fresno directories. About 15 Fresno city residents are in the Clovis "Cypress" exchange and they, too, have been listed in both directories. The record shows that in the Rancho Estates, College Green, and State College tracts, south and west of Clovis in unincorporated territory of Fresno County, about 800 homes have been or are being constructed, of which 150 are occupied. These represent potential annexations to Clovis in the Fresno exchange.

The advertisers almost unanimously requested Fresno city directory listings and abandonment of their multi-county listings despite the fact that advertising rates would increase approximately 90 percent. This increase is caused by the differences in rates for Circulation Group 7 (16,001-22,000) based on the circulation of the Merced exchange, which had 18,749 stations as of February 29, 1964,

and Circulation Rate Group 14 (130,001-175,000) based on the circulation of the Fresno exchange, which had 137,759 stations as of the same date. The estimated increase in annual advertising revenue resulting from such increases in advertising rates is about \$1,100, and there will be an estimated non-recurring expense of \$1,200.

Applicant's witness testified that no community or exchange had sought inclusion in the Fresno city directory except Clovis.

Applicant's witness further testified that the cost to applicant of segregation of the Fresno city directory's alphabetical listings between Fresno and Clovis would not differ materially from integrated listing, and that applicant would not be adverse to such segregated listing. He further testified that if the Fresno city directory were segregated, present and future Clovis residents in the Fresno exchange and present and future Fresno residents in the Clovis exchange would be listed duplicatively.

The closing date for alphabetical listings for the next Fresno city directory is September 28, 1964, and for classified advertising, August 27, 1964.

The record shows, and applicant admits, that some Clovis advertisers in the multi-county directory would be entitled to a refund if this application were granted.

The Commission finds that the granting of the application would not be adverse to the public interest, except that alphabetical and classified listings in applicant's Fresno city directory should be segregated between Fresno and Clovis subscribers, and except that Clovis residence subscribers in the Fresno exchange and Fresno residence subscribers in its Clovis exchange should be listed duplicatively.

The Commission further finds that the increases in rates authorized herein are justified, the rates herein prescribed are just and reasonable and present rates, insofar as they differ from

the rates authorized hereinafter, are for the future unjust and unreasonable.

O R D E R

IT IS ORDERED that:

1. a. The Pacific Telephone and Telegraph Company shall discontinue publication of the alphabetical and classified listings and advertising of its Clovis subscribers in its Fresno-Madera-Merced-Mariposa counties directory, and shall, for the future, include said listings and advertising of Clovis subscribers in its Fresno city directory beginning with the November, 1964, issue.

b. Applicant shall refund to Clovis advertisers the remaining portion of the cost of the advertising in the multi-county directory.

2. Applicant shall list its Clovis subscribers alphabetically in a separate Clovis section of its Fresno city directory, but shall continue to list its Clovis residence subscribers in its Fresno exchange and its Fresno residence subscribers in its Clovis exchange in both the Fresno and Clovis alphabetical listings.

3. Applicant is authorized to refile its tariffs to provide for the inclusion of the advertising of Clovis subscribers in the Fresno city directory.

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

Dated at San Francisco, California, this 23rd day of June, 1964.

[Signature] President
[Signature]
[Signature]
[Signature] Commissioners