

Decision No. 76042**ORIGINAL**

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the matter of the Application of
CALIFORNIA INTERSTATE TELEPHONE
COMPANY, a Corporation, for Authority
to increase its charges applicable to
Telephone Directory Advertising in
Coleville and Alpine, California.

Application No. 51224
(Filed July 3, 1969)

OPINION AND ORDER

Applicant seeks by this application authority under and pursuant to Sections 454, 491, and 701 of the Public Utilities Code of the State of California to adopt directory advertising rate schedules set forth in Exhibit D of its application. The present and proposed rates of the company are shown below:

<u>Directory Item</u>	<u>Exchanges in Nevada</u>	<u>Northern Directory</u>	
		<u>Present Rates</u>	<u>Proposed Rates</u>
		<u>Alpine and Coleville (California)</u>	<u>Alpine and Coleville (California)</u>
1. Display Advertisements			
a. One-quarter column	\$ 5.70	\$ 3.00	\$ 5.70
b. One-half column	11.40	6.00	11.40
c. Two-half columns	22.80	12.00	22.80
2. Column Advertising			
a. Each Informational Listing			
(1) One-half inch	2.45	1.50	2.45
(2) One inch	3.75	2.60	3.75
(3) One and one-half inch	5.05	2.95	5.05
b. Trademark Heading	3.95	2.75	3.95
c. Trademark or Trade Name Cross Reference Listing or Heading	1.60	1.10	1.60
d. Trade Name Listing	1.80	1.25	1.80
e. Regular Type Listing	.65	.40	.65
f. Classified Bold Type Listing	1.30	1.00	1.30
g. Additional Line of Information	.65	.40	.65
h. Alternate Call Number	.65	.40	.65
3. Alphabetical Listing			
White Page Bold Type Listing	1.55	1.00	1.55

To facilitate ex parte treatment the company in a March 19, 1969 letter, notified all the customers for its directory advertising in Alpine and Coleville that it proposed to increase directory advertising rates. The letter included proposed rates and requested return of comments by March 31, 1969. Twenty-two letters were mailed by the company but only three customers responded; two of these disagreed and one indicated that the increase in rates was not excessive.

Applicant publishes four telephone directories annually for use within its service area in California. One of these, the Northern Directory, is applicable to exchanges in both California and Nevada as follows:

<u>California Exchanges</u>	<u>Number of Stations</u>	<u>Nevada Exchanges</u>	<u>Number of Stations</u>
Alpine	127	Gardnerville	1,714
Coleville	240	Glenbrook	128
		Smith Valley	224
		Stateline	3,991
		Yerington	1,938

The Northern Directory contains telephone listings and classified advertising for the above exchanges, of which Stateline is the largest.

Applicant has also proposed to increase its rate for white bold type listings in the alphabetical section of the Northern Directory in Alpine and Coleville to conform to the rate currently charged for such listing to customers in the Nevada exchanges served by the Northern Directory.

Applicant believes that the proposed classified advertising rates and the rate for white bold type listings in the alphabetical section and the resulting increases for directory advertising in its Northern Directory are reasonable and desirable for the reasons set forth in Part VII of its application.

Applicant requests that the authorization requested in its application be granted ex parte, and believes that the expense and inconvenience to the Commission and to applicant of a public hearing in this matter would not be justified in view of the very limited effect which its proposed directory advertising rates will have both on applicant's revenue and customers. There has been no increase in the Alpine and Coleville directory rates since 1962.

The Northern Directory of the company has a circulation primarily in Nevada for exchanges located in Nevada. Applicant represents that the annual revenues from its proposed directory rates will be increased by about \$300.

It appears that granting the application is justified; therefore,

The Commission finds that a public hearing is not necessary and that such increases in telephone directory rates as will result are justified and that, for the future, present rates, insofar as they differ from those herein prescribed, would be unjust and unreasonable.

IT IS ORDERED that:

The California Interstate Telephone Company is authorized to file with this Commission, after the effective date of this order and in conformity with the provisions of General Order No. 96-A, revised tariff schedules with telephone directory classified advertising and white page bold type listing rates for the Alpine

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and Coleville Exchanges in the Northern Directory as set forth in Exhibit D of the application.

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

Dated at San Francisco, California, this ^{19th} ~~AUGUST~~ day of AUGUST, 1969.

William J. Lyons, Jr.
President

W. J. Lyons, Jr.

Arthur P. M. M. M. M.

Robert J. ...

Commissioners