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Decision No. 79894

ORIGINAL

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Application of the GENERAL TELEPHONE
COMPANY OF CALIFORNIA and THE PACIFIC
TELEPHONE AND TELEGRAPH COMPANY for
authority to make certain changes
in the present Los Angeles Southern
Section Telephone Directories.

Application No. 48693

O P I N I O N

The General Telephone Company of California (General), on December 31, 1971, and The Pacific Telephone and Telegraph Company (Pacific), on March 1, 1972, by separate supplemental applications have submitted previously directed studies and have jointly requested that the Commission issue its order to authorize Pacific and General to continue publication and issuance of four alphabetical sections of the Southern Section Directory, as previously authorized in Decisions No. 78388 and No. 75324, in 1972, and pending further Commission order as a result of the studies, information and recommendations contained in their supplemental applications.

Current Directory Status

General Telephone Company of California and The Pacific Telephone and Telegraph Company filed Application No. 48693 on August 8, 1966, requesting Commission authority to issue four alphabetical directories in lieu of the then existing single alphabetical directory for the Southern Section of the Los Angeles extended area. No changes were sought in the six classified sections then being published for the Southern Area.

The Commission has, since the original filing, permitted the companies to publish the four alphabetical directories on an interim basis pending further studies and Commission authorization. A detailed history of the full proceeding is set forth in Decision No. 78388.

Requirements of Decision No. 75324 and Decision No. 78388

Ordering paragraph 4 of Decision No. 75324 directed the companies to conduct a study of the Los Angeles Southern Directory area to determine the classified advertising market areas and community of interest areas which exist therein and to submit the results of the studies to the Commission together with revenue and cost effects.

Further hearings were held and Decision No. 78388, issued March 2, 1971, ordered the companies to continue to publish the four alphabetical directories on an interim basis for the October, 1971 issues, and extended the time for compliance with ordering paragraph 4 of Decision No. 75324 (study to determine classified market areas and community of interest areas) to January 1, 1972. On December 31, 1971, General filed a supplemental application setting forth the results of the study, its analysis thereof and recommended directory configurations. Pacific had not completed its analysis by January 1, 1972 and requested an extension of time. Said date was subsequently extended to March 1, 1972 by Decision No. 79620 issued January 18, 1972. On March 1, 1972, Pacific filed a supplemental application setting forth the results of its study, its analysis thereof, and recommended directory configurations.

Discussion

Authority to issue four separate alphabetical directories, originally requested on August 8, 1966, was granted by Decision No. 72130 for the directories published in October, 1967, and October, 1968. This authority was extended to October, 1969 and October, 1970 by Decision No. 75324, and to October, 1971 by Decision No. 78388.

Both Pacific and General state that they will not be able to implement any ordered changes until mechanization of the alphabetical directories, currently scheduled for 1973. Due to this, and to the time necessary for the Commission to consider their studies and recommendations they seek an extension of the authority to include the directories to be issued in October, 1972, and to such time as a further Commission order is issued as a result of the studies submitted in compliance with ordering paragraph 4 of Decision No. 75324.

Findings and Conclusions

It is reasonable to permit applicants to continue the present four alphabetical directories for the Southern Section of the Los Angeles Extended Area in 1972 and pending further Commission order as a result of the studies, information and recommendations submitted by the applicants.

O R D E R

IT IS ORDERED that:

The Pacific Telephone and Telegraph Company and the General Telephone Company of California may continue to publish and issue four alphabetical sections for the Southern Section of the Los Angeles Extended Area directories in 1972 and pending further Commission order as a result of the studies, information and recommendations submitted by the applicants.

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

Dated at San Francisco California, this
17 day of APRIL, 1972.

[Signature] Chairman
William J. Lyons, Jr.
[Signature]
Vernon L. Stenger
[Signature] Commissioners