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ORIGINAL

Decision No. 81946

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Application of THE PACIFIC TELEPHONE)
AND TELEGRAPH COMPANY for authority)
to Split the Present Calaveras-San)
Joaquin-Tuolumme Counties (Except)
Escalon and Stockton) Directory into)
two Separate Directories to be known)
as the Tracy-Banta-Vernalis Telephone)
Directory and the Calaveras-Tuolumme)
Counties Telephone Directory.)

Application No. 54274
(Filed August 27, 1973)

OPINION AND ORDER

The Pacific Telephone and Telegraph Company, having filed an application on August 27, 1973, has requested this Commission, without hearing, to make its order pursuant to Sections 454 and 701 of the Public Utilities Code of the State of California, authorizing Pacific to: (1) establish two new directories to be known as the Tracy-Banta-Vernalis Telephone Directory and the Calaveras-Tuolumme Counties Telephone Directory; (2) publish and distribute the new directories in March, 1974, the normal publication date of the existing Calaveras-San Joaquin-Tuolumme Counties (except Escalon and Stockton) Directory; and (3) remove the secondary white page sections of the present Calaveras-San Joaquin-Tuolumme Counties (except Escalon and Stockton) Telephone Directory and of the Lodi Telephone Directory.

Pacific presently publishes and distributes the Calaveras-San Joaquin-Tuolumme Counties (except Escalon and Stockton) Directory. The tariffs of Pacific on file with the Commission governing the rates, publication, and distribution of the directory are Schedules Cal. P.U.C. Nos. 39-T, 106-T, and 114-T.

The existing Calaveras-San Joaquin-Tuolumne Counties (except Escalon and Stockton) Telephone Directory serves the following communities: Angels Camp, Groveland, Jamestown, Keystone, Milton, Moccasin, Mokelumne Hill, Pinecrest, San Andreas, Sonora, Tracy, Valley Springs, and Wallace. In addition, this directory contains Lodi white page listings.

The present directory configuration is shown in Exhibit A of the application.

Pacific has proposed to split the present directory into two books to be known as the Tracy-Banta-Vernalis Telephone Directory and the Calaveras-Tuolumne Counties Telephone Directory. These directories would include the following communities:

Tracy-Banta-Vernalis

Tracy
Banta
Vernalis

Calaveras-Tuolumne

Angels Camp	Valley Springs
Groveland	Wallace
Mokelumne Hill	Jamestown
Pinecrest	Keystone
San Andreas	Milton
Sonora	Moccasin

The proposed configurations of the two directories are shown in Exhibit B of the application.

The present Calaveras, etc. Telephone Directory contains Lodi white page listings as a secondary section following the Yellow Pages. The Lodi Telephone Directory contains Calaveras white page listings as a secondary section following the Yellow Pages. Calling patterns, shown in Exhibit C of the application, are offered by Pacific to support the contention that there is no need to provide these secondary white page sections and the proposal that they be removed. Any customer requiring Lodi or Calaveras listing information will be provided the entire directory at no charge.

Pacific's application is supported by contacts with community representatives. Letters have been submitted from the Tracy and the Tuolumne Chambers of Commerce which indicate local approval of the proposed split.

As Tracy is some 80 miles from Sonora and the other exchanges served by the Calaveras-San Joaquin-Tuolumne Counties Telephone Directory, no customer survey of Yellow Page shopping habits was made.

Sonora and Tracy, the two major exchanges, are 80 miles apart. There is little or no community of interest between Tracy and the other communities served by this directory. Tracy is principally an agricultural area with food processing as the city's major industry. Sonora and other communities in the "Mother Lode" are tied together by Highway 49. This easy access to the many old mining towns makes tourism a major part of the economy.

Providing Tracy customers with a separate directory will result in better directory service for them. The removal of Tracy from the Calaveras, etc. Telephone Directory creates a more useful directory for Sonora and the other communities.

The effect of the proposed directory split would be to place the proposed Calaveras-Tuolumne Counties Telephone Directory in Circulation Rate Group 7, which is the circulation rate group of the present directory, and would place the proposed Tracy-Banta-Vernalis Directory in Circulation Rate Group 6, which would be a reduction from the previous rates for directory advertising.

Exhibit E of the application contains the advertising rate schedules used in determining the rates for the Yellow Pages under consideration.

In Exhibits F and G of the application, Pacific shows a potential revenue effect of an annual loss of \$13,119, but estimates the actual loss will be about half that amount, or \$6,500. Pacific estimates that removal of the secondary white page sections of the present Calaveras, etc. Directory and the Lodi Directory will result in a printing and paper savings of approximately \$4,000, and the cost to remove Tracy from the existing directory and print a separate directory will be approximately \$5,000.

Pacific requests authority to make effective the proposed changes in March, 1974, the regularly scheduled publication date of the present Calaveras-San Joaquín-Tuolumne Counties (except Escalon and Stockton) Telephone Directory, and, to allow adequate time to prepare for the directory split, requests Commission approval by October 2, 1973.

The rates to be charged for directory advertising in the proposed directories, and the determination of the circulation groupings, are as previously established by the Commission in Decision No. 74917.

The Commission finds that granting the application will result in improved service in the public interest; that a public hearing is not necessary; that such increases in rates and charges 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; therefore,

IT IS ORDERED that:

The Pacific Telephone and Telegraph Company is authorized to:

1. Split the existing Calaveras-San Joaquín-Tuolumne Counties (except Escalon and Stockton) Directory and to establish two new directories to be known as the Tracy-Banta-Vernalis Telephone Directory and the Calaveras-Tuolumne Counties Telephone Directory.

2. Publish and distribute the two new directories in March, 1974, the normal publication date of the existing Calaveras-San Joaquin-Tuolumne Counties (except Escalon and Stockton) Telephone Directory.

3. Remove the secondary white page sections in the Calaveras-San Joaquin-Tuolumne Counties (except Escalon and Stockton) Telephone Directory and the Lodi Telephone Directory.

4. File, in conformity with General Order No. 96-A, rates for the two directories, as set forth in Exhibit E of the application, and after not less than five days' notice to the Commission and to the public, to make the rates effective coincident with the establishment of the two directories.

The authorization granted herein shall expire unless exercised within 24 months of the effective date of this order.

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

Dated at San Francisco, California, this 2nd day of OCTOBER, 1973.

William S. Guss President
Alvin M. ...
... Commissioners

Commissioner Vernon L. Sturgeon, being necessarily absent, did not participate in the disposition of this proceeding.

Commissioner J. P. Vukasin, Jr., being necessarily absent, did not participate in the disposition of this proceeding.