

Decision No. 87339

ORIGINAL

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

GALE EDWARD BLOOM dba PEOPLE GREETERS,
Complainant,

vs.

PACIFIC TELEPHONE AND TELEGRAPH
COMPANY,

Defendant.

Case No. 10208
(Filed November 19, 1976)

O P I N I O N

Complainant requests an order relieving him from all advertising and basic telephone charges for the lives of the directories. Complainant also wants to list advertisements without his address. Complainant placed a number of Yellow Page listings in four directories under several headings. He stated that there were numerous directory errors. Many errors related to printing "Cupertino" in the listing when complainant requested that his address be omitted. However, the practice is to show the community in directories other than the subscriber's local directory to protect the user from incurring a toll call without his knowledge. Defendant agreed that there were errors and offered a \$514.80 adjustment to be prorated over the current lives of the four directories. On a monthly basis, this amounts to \$49.20 out of a \$152.85 bill for advertising and basic telephone service. Defendant's offer is reasonable and will be adopted.

Pursuant to Rule 13.2 of the Commission's Rules of Practice and Procedure, complainant and defendant consented to the Expedited Complaint Procedure and waived the presence of a court reporter and a record of hearing and findings of fact and conclusions of law. This matter was heard on April 29, 1977 by Examiner Doran.

O R D E R

IT IS ORDERED that:

1. The Pacific Telephone and Telegraph Company shall credit Gale Edward Bloom's account for \$514.80 prorated over the current lives of the four directories used by complainant for advertising.

2. Defendant shall omit complainant's address upon request in advertising, but complainant's community shall be shown except in the San Jose and Los Altos directories.

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

Dated at San Francisco, California, this 17th day of MAY, 1977.

Robert Bateman
President
William J. ...
Vernon L. ...
Charles D. ...

Commissioners