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Decision No. 89686 NOV 28 1978**ORIGINAL**

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Investigation on the Commission's own)
 motion regarding advertising expenditures)
 of PACIFIC GAS AND ELECTRIC COMPANY,)
 PACIFIC POWER AND LIGHT COMPANY, SAN DIEGO)
 GAS & ELECTRIC COMPANY, SIERRA PACIFIC)
 POWER COMPANY, SOUTHERN CALIFORNIA GAS)
 COMPANY, SOUTHERN CALIFORNIA EDISON)
 COMPANY, and SOUTHWEST GAS CORPORATION.)

Case No. 10068
 (Filed March 16, 1976)

ORDER SETTING ASIDE DISCONTINUANCE
AND REOPENING PROCEEDING

It appearing that since this matter was discontinued by Decision No. 88267, dated December 20, 1977, the Commission has received an increasing number of ratepayer complaints about utility advertising, and good cause appearing,

IT IS ORDERED that the discontinuance herein is set aside and the proceeding is hereby reopened.

IT IS FURTHER ORDERED that Pacific Gas and Electric Company, Pacific Power and Light Company, San Diego Gas and Electric Company, Sierra Pacific Power Company, Southern California Gas Company, Southern California Edison Company, and Southwest Gas Corporation are again named respondents herein.

Public hearing in the reopened proceeding shall be held before such Commissioner and/or Administrative Law Judge and at such time and place as hereafter may be designated.

The Executive Director is directed to mail a copy of this order to all respondents, to each city and consumer group which has appeared as a party in the most recent rate increase proceeding of each of the named respondents as well as the interested parties who appeared at the prehearing conference in this proceeding on June 25, 1976.

The effective date of this order is the date hereof.

Dated at San Francisco, California, this 28th day
of NOVEMBER, 1978.

Robert Batimovich
President

I dissent.

William Symons Jr.

Robert W. Hoyle
Clair J. D. White
Commissioners

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