

At a Session of the Public Service Commission held at its office in Jefferson City on the 10th day of April, 1996.

ORDER APPROVING TARIFF

In its covering letter, United indicates that this promotion is substantively the same as the promotion included in the tariff sheets which were previously submitted and docketed in Case No. TR-96-315. Those tariff sheets were subsequently suspended by the Commission and later withdrawn by United. United notes, however, that the promotion was not the apparent object of the Commission's concern. Thus, United believes there is good cause for allowing the current tariff submission to be approved on less

than 30 days' notice, since the promotion was previously included in the tariff sheet in Case No. TR-96-315, with at least 30 days' notice given.

The Staff of the Commission (Staff) filed its recommendation on April 4, 1996, stating therein that the Staff has no objections to the proposed tariff filing or United's request for expedited Commission consideration of this proposal. Staff references United's earlier tariff filing, indicating that the promotion contained in the suspended tariff filing was identical in substance to the one for which approval is sought in this filing, with only the beginning and expiration dates having been changed. Staff notes that the Commission's concerns with the previous filing were focused on the proposed rate increases and customer notification language, and not on the promotion itself. Staff states that in support of its filing, United has submitted promotion impact, cost study, and revenue forecasting information which Staff has reviewed. Staff finds that the proposed promotion will result in an increased revenue stream due to the forecasted additional subscribers to Call Waiting and Caller ID. In addition, Staff adds that it believes the proposed promotion will benefit subscribers by removing barriers to service connection, thus providing more customers with the opportunity to subscribe to optional, advanced services.

The Commission finds that the Staff's recommendation is appropriate, and that the tariff filing is just and reasonable. The Commission is also of the opinion that United's tariff submission should be granted expedited treatment to allow the tariff to become effective April 15, 1996, in order to allow the greatest number of Missouri customers to benefit from the promotion. The Commission finds that promotions to increase customer usage of a service are reasonable when the rate for the service is not increased.

IT IS THEREFORE ORDERED:

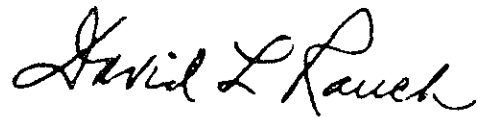
1. That the following tariff sheet submitted by United Telephone Company of Missouri on April 1, 1996, be hereby approved to become effective April 15, 1996:

P.S.C. MO. No. 22 General Exchange Tariff

Section 33 -- Fourth Revised Page 4.1 Canceling Third Revised Page 4.1.

2. That this order shall become effective on April 15, 1996.

BY THE COMMISSION



David L. Rauch
Executive Secretary

(S E A L)

Zobrist, Chm., McClure, Kincheloe,
Crumpton, and Drainer, CC., Concur.