

Postal Service Starts Electronic Mail Service; Same-Day Delivery Plan Proposed

The Postal Service Board of Governors last week authorized temporary implementation of E-COM service, an advanced electronic message service for large volume mailers. It also approved filing with the Postal Rate Commission for a new same-day delivery service within major metropolitan areas.

E-COM service was first proposed to the Postal Rate Commission September 8 as a subclass of first class mail. The Postal Reorganization Act permits the Postal Service to implement such services on a temporary basis if the Com-

mission has not rendered a decision within 30 days. In the meantime, the Commission has scheduled formal hearings on the filing to begin February 5.

The Governors' approval permits the Postal Service to implement E-COM service starting on or about December 18. Initially, five private corporations, representing the manufacturing, oil, insurance, finance and utility industries, will participate. An estimated 60 companies will be added to the system during the 15-month initial phase.

Cost for sending E-COM

messages will range from 30 cents for volumes over 50,000 messages over four weeks to 55 cents for the minimum four week volume of 5,000 messages.

An additional fee of 10 cents will be charged for two-page messages.

Primary users of the service will be customers who depend on the mails as a billing and invoice media. E-COM's speed and consistency of delivery also will be suited for other communications such as price change, product recall, and new product announcements.

In other actions, the Govern-

ments authorized filing with the Postal Rate Commission for an Express Mail Metro Service, aimed at providing highly expedited same-day delivery of time-sensitive materials within the local business community.

A subclass of Express Mail, Metro Service would allow customers to bring letters or packages to one of several designated post offices in a given metropolitan area before 10 a.m. for delivery before 5 p.m. Items deposited by noon at a main office in a city also would receive delivery before 5 p.m. In addition,

mail deposited at designated post offices by 5 p.m. would be delivered by 10 a.m. the next morning. Pick-up of mail at the customer's premises would be available on a pre-arranged, scheduled basis.

Metro Service could start 100 days after filing, or as soon as April 1, in Chicago, Columbus, Ohio and Gulfport, Mississippi. An additional 22 metropolitan areas are planned for implementation by October 1979. Postal Service officials plan full operation of Metro Service by mid 1981.

Delivery standards would be

backed by a service guarantee that provides full postage refund if delivery is late. Standard Express Mail insurance will be provided at no additional cost.

Three rates are proposed: \$9 for items up to one pound, \$12 for materials weighing over one and up to eight pounds and \$15 for pieces over eight up to 70 pounds in weight. A charge of \$5.25 will be made for pick-up service.

Postmaster General William F. Bolger said "the new service would fill a need for guaranteed same-day deliv-

ery of letters, business documents, data and merchandise." Postal Service surveys indicated market demand currently was being met in part by private messenger services but that approximately 76 percent of this volume is sent by companies using their own employees to effect same-day delivery.

Postal Service estimates place the potential volume at 66.3 million pieces annually. FY 1980 volume, however, is expected to reach 9.1 million pieces generating revenues of \$97 million. Projecting normal

growth, the service could generate \$350 million in five years, half the full projected potential of the market.

Monthly Meeting

Instead of a regular monthly meeting in December, the Metrolina Chapter of N.O.W. highlights its '78 membership drive with a wine and cheese party on Sunday, December 17, from 4 p.m.-6 p.m. at the Charlotte Friends Meeting House, 2327 Remount Rd.

Special guest will be Observer columnist Harriet Doar. All interested persons are cordially invited.

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COST

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ANCHOR HOCKING WEXFORD 11-PIECE Table Service Set

Two 5 1/2-oz. cruet with stoppers
Shakers with chromplated plastic caps, 1 sugar w/ cover, creamer & 1/2-lb. butter dish.

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10-LB. BAG...\$1.19
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Pear Halves	57¢	2/51
Whole Beets	35¢	3/89¢

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Sliced Peaches	65¢	2/51
Maxwell House Coffee	\$2.63	\$2.39
Maxwell House Instant	\$4.45	\$3.99
Crisco Oil	\$2.17	\$1.99
Long Grain Rice	67¢	54¢
Chunk Light Tuna	83¢	68¢

	WAS	NOW
Thin Spaghetti	49¢	3/51
Evaporated Milk	33¢	31¢
Crispy Rice Cereal	78¢	69¢
Oatmeal Cookie Mix	99¢	88¢
Marshmallows	69¢	2/51
Gelatin	18¢	6/51

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STRAWBERRY FILLED
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OR YOUR CHOICE

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7 1/4-oz. Box

99¢

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Decorated 2-Lb. Christmas Cans

CHOICE OF CHRISTMAS DESIGN

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Pro Jump Rope**

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7 1/2-oz. Bag **79¢**

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CINNAMON CRISP OR COCONUT CRISP OR	14-oz. Box	88¢
Keobler Honey Grahams	7 1/2-oz. Bag	79¢
Macho Tortilla Chips	7 1/2-oz. Bag	79¢
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1/2-Gal. Ctn. **\$1.79**

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Whipped 6-Ounce Parlay Margarine	1 1/2-oz. Jar	59¢
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WHOLE TURKEY BREAST ROLL	3.29	GOUDA CHEESE	2.89	CAKE DONUTS	99¢	WITH POTATO SALAD STACK OF BEEF SANDWICH	1.29
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