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Rate outcry short-lived

By MAURIE WALKER

Postage rates, like prices most other goods and services have risen steadily over the years, but as far as postal authorities are concerned, the rate increases haven't cut down on the volume of mail handled each year.

When the first class rate was raised to 13 cents on Dec. 28, 1975, there was a loud outcry throughout the country and threats of cutting back on the use of mail. This threat was short-lived, however.

U. S. Postal Service officials in this area, as well as private mail and United Parcel Service spokesmen, said there is a steady increase in mail volume each year.

"Our volume has been climbing steadily over the past years," said Donald Majkowski, Livonia postmaster, "and the biggest increase is in direct mail advertising, mail order and catalogs."

Majkowski said that during the period Feb. 25 through March 21, Livonia's volume was up 18 per cent over the same period last year.

"The February-March figure was up 16.6 per cent over the previous four-week period. Our volume for the Dec. 31-Jan. 27 period was up 17.1 per cent over the previous year."

The postmaster said Christmas volume for 1977 was up seven per cent over 1966.

MAIL VOLUME in Plymouth is climbing also, according to postmaster John Mulligan.

"Because of the population move in this direction, our post office is one of the fastest growing in the area. In January our mail volume was up 36.6 per

cent, up 12 per cent in February and rose again to 16.6 per cent in March over the year ago figures," Mulligan said.

He added that over all, due to the increase in population in the Plymouth area, volume had risen between 13-18 per cent in the past year.

"With the new homes in the area, we have noticed a sharp increase in first class and magazine mail," he added.

Volume in Westland rose some four per cent in 1977 over the 1976 figure, said Don Stewart, manager of customer services at the Westland postal branch.

"The biggest share of our increase is in direct mail. In fact, in four out of six delivery days, our biggest volume is direct mail. February through March our volume rose 3.9 per cent. We were off about 1.8 per cent this January compared with a year ago, but this may be due to the heavy snow we had that month."

Stewart said that December is naturally the post office's biggest month, due to the holidays.

"We handle almost as much mail of all types in December as we do all year."

Mail volume in Garden City increased approximately 15-20 per cent in 1977 over 1976.

"It's mail advertising that is boosting our volume. Advertisers and businesses concentrate on young persons who move into the area. They are the ones who are getting swamped with direct mail," added John Shimen, postmaster.

Perhaps the biggest competitor to the U. S. Postal Service for business is United Parcel Service with a package

sorting plant on Schoolcraft Road in Livonia.

This plant is part of a network of some 100 plants across the country.

John Anderson, customer service representative said that in 1976 UPS handled some 950 million packages of all types and expects 1977's final figure will be a billion.

The company, which was formed in Seattle, Wash. in 1907 as a messenger service, is now headquartered in Greenwich, Conn.

"We pick up and deliver packages throughout the United States, in Oahu, Hawaii and Anchorage, Alaska," he said.

In addition to shipping by trucks, UPS uses air cargo flights of scheduled airlines.

This privately owned corporation employs approximately 100 thousand persons across the country.

"Our business has grown steadily and since our prices are competitive with the postal service and service is available to individuals as well as business, we expect to see it increase further."

The direct mail houses are registering business increases also.

Bob Lawsher, vice president in charge of the Hobart Mailing Services Inc. of Livonia, said that advertising mail is 95 per cent of his firm's business.

"We have been in business only about three years. In 1966 we were grossing about \$5,000 a month. At the present time our gross is between \$25-30,000 a month, Lawsher said.

The firm handles mail for other firms, including flyers, and magazines.

"The direct mail business is very competitive but our volume has been rising steadily."

Sampson-Hill Division of Adistra Corp., Plymouth, is a big user of United Parcel Service.

"We handle mostly packaged materials with our biggest business coming from automobile companies," said John Dillon, director of research and development for the firm.

"Eighty per cent of our volume goes either to automobile dealers or automotive field offices."

"During the new car introduction period we will handle several million pieces of magazines, pamphlets or announcement material."

While Sampson-Hill doesn't keep figures in terms of volume, Dillon said "overall, our volume is up over a year ago."

He added that the firm's biggest season follows new car announcement period with most of the shipments going to automobile dealers.

Steve Redfern, plant manager for N. W. Coughlin and Co., Plymouth, said his firm doesn't give out volume figures but that business is "holding steady."

"We deal mainly in shipping automotive publications to car owners, such as Ford's, Chevrolet's, Dodge's and Chrysler's national magazines."

The Coughlin Co. doesn't handle packages, Redfern added.

The mail volume continues to climb and as one postmaster said, "We don't expect to see it decline partly because of the increased use of direct mail and the boom in new home owners."

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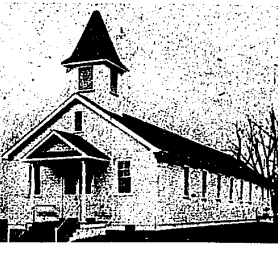


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St. Paul's Presbyterian Church

A Measure of Faith...

The history of any church must be measured in part by its growth, not only in size, but in faith and in witness to the community. Some of the facts tell a part of this story, and testify to our continued growth. The Church was organized as a mission of the Calvin West Presbyterian Church of Detroit in the summer of 1951 with 111 members transferring from Calvin to St. Paul's. The "white building" was bought from Bushnell Congregational, and was the entire church plant until the Chapel building was opened in June 1960. In 1960-61, more property was bought for parking, and one of the 2 residences on the church property was obtained for badly-needed classroom space. By 1959, the main sanctuary building was planned, another educational unit had been built, and enough extra property had been acquired to bring the total to 6 1/2 acres. Ground-breaking for the new sanctuary was in 1965, and it was ready for use in July 1966. Although the Church buildings are complete, our part in the ministry of St. Paul's continues...



Dr. Whitledge

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SENIOR ADULTS - fourth Monday at 12:00 noon
VOYAGERS (formerly married) second and fourth Fridays at 7:30 p.m.
WORSHIP AND CHURCH SCHOOL CLASSES every Sunday at 9:30 and 11 a.m.
SINGLE YOUNG ADULTS every Sunday evening at 7:30 p.m.
SENIOR HIGH FELLOWSHIP every Sunday evening at 7:30 p.m.
JUNIOR HIGH FELLOWSHIP every Thursday evening at 7:30 p.m.
YOUTH CLUB every Thursday, 4:15-7:00 p.m.
CHERUB AND JUNIOR CHOIRS every Thursday afternoon at 4:15 p.m.
JUNIOR HIGH AND SENIOR HIGH CHOIRS every Thursday at 6:15 p.m.
CHANCEL CHOIR every Thursday at 7:30 p.m.
HARBELL CHOIRS every Tuesday at 6:15 and 7:15 p.m.
ADULT BIBLE STUDY every Sunday at 9:30 a.m. and every Wednesday at 7:30 p.m.
DANCE CHOIR every Tuesday at 7:30 p.m.