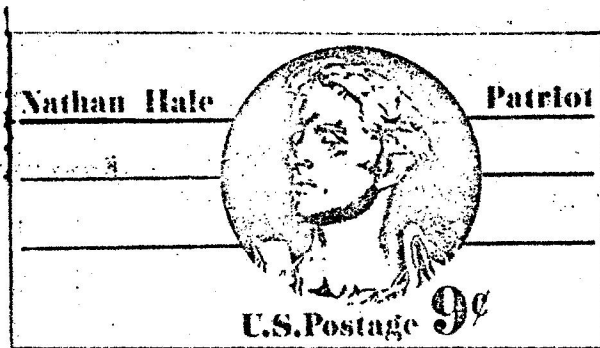




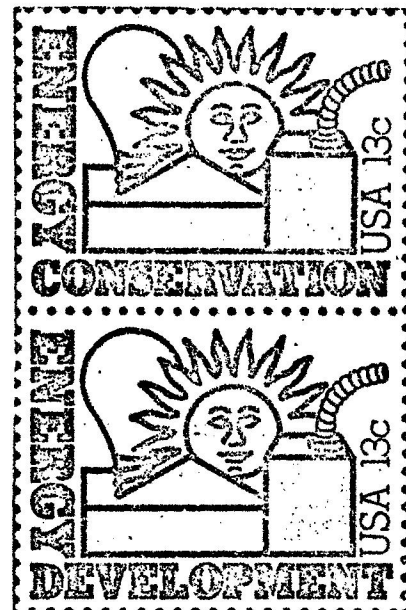
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***** EDITORIAL ***** by John Kellas

Will wonders never cease! In response to public opinion, the U.S. Postal Service has dropped the necessity for "handwritten addresses" on the proposed Citizen Rate mail. "The citizens' rate IS INTENDED TO BE A BENEFIT to the public," Postmaster General Bailar said. "Therefore it is in the public interest to drop the plan to require that either the address or the return address be handwritten." The Postal Service will require the use of ZIP codes and regular size envelopes for citizen rate mail and hopes that 'Big Business' will use the new 16¢ first class rate via the honor-system. (continued)



OCTOBER ISSUES



(continued from front)

Perhaps there is a viable alternative to the proposed Citizens' Rate of 13¢. The best bargain for the "mailing" public is still the postcard !! For 9¢ your message follows the same path as the 1st Class Mail priced at 13¢. The postcard represents the most misunderstood method of dispatching mail. The public-at-large has not really discovered the postcard and the Post Office has not given the postcard 100% backing through advertising its use. Maybe the postcard rate is the real "Citizens' rate" yet undiscovered. Even if the postcard went from 9¢ to 10¢ and was increased in size, it still beats the proposed 16¢ Business Rate and 13¢ Citizens' Rate.

***** OCTOBER MEETINGS *****

October 13th - "Almost everything you would want to know about CANCELS". This meeting will feature a slide presentation about postal cancels!!!

October 27th - Meet Rochester's NEW Postmaster and find out what's happening at the U.S. Postal Service!

***** ROPEX - 78 *****

From ROPEX - 78 General Chairman:

ROPEX - 78 is scheduled for April 14-16, 1978 at the Chamber of Commerce Building, 55 St. Paul Street, Rochester, N.Y. This will be an Open Show with all exhibitors welcomed, both general and topical including juniors. Team work will be required and every RPA member is asked to do his or her bit. Let us know what you are willing to volunteer to do. Any good ideas and suggestions are always welcomed. As of now Larry Moriarty is Prospectus Chairman, Chip Hamblin II- Finance Chairman & Awards, John Kalbfus- Dealer Relations & Bourse Chairman, John Kellas III- Advertising/Publicity & Sales. More help IS NEEDED if we are to make ROPEX - 78 a great SUCCESS. -- William D. Erwin, General Chairman