

Postal Services Decrease Spells Mail Box Doom

By BILL HERRIDGE

In 1945 it cost a penny to send a post card from Snook to Cutbank, Montana. Travel time then was about three weeks, but you could drop the card in the mail box and be reasonably sure it would get there.

Today the same post card will cost you eight cents to mail, with delivery time running anywhere from the original three weeks to a year, depending on how lucky you are.

Many things contribute to the problem in the U.S. Postal Service today. The biggest factor in the mail problem is the population increase. More people are mailing more letters, cards and packages today than ever before.

Bureaucracy enters into the picture, too, but the recent change-over of the Postal De-

partment to the USPS is eliminating some of the political red tape.

Rates are on the increase, with a two-cent hike projected within a year. Air mail service is in danger of becoming a thing of the past; result of increased fuel and labor costs within the commercial air carriers.

The postal system in America is indeed changing, a fact we are all just going to have to live with. The service we all once took for granted is going to become less convenient than in the "good old days."

One coming change in postal delivery will be a corner box system, where the resident must walk to a designated location and pick up his mail, rather than have it left in his door-front mail box.

This will surely bring rumbles of discontent to the average stamp-licker, but the Swedes have been using this system since they started issuing stamps in 1885. No one complains there, but then the Swedes are an athletic people who had rather walk than sit and ride.

The possibility of a halt in home parcel delivery is also in the cards. One five-pound parcel takes up a lot of room in a mail truck, room that could either be eliminated for more economical transportation methods or that could be used to hold more letters.

Who should we blame for the rising costs in the mail? Most people point their finger at the "junk mail" patron, the large company who cranks out reams of advertising mail, complete with computerized address label, or

the publishers who are able to post a one-pound magazine for mere pennies.

The fact is that the "junk mailers" and publishers account for the majority of postal income. Rising mail costs have already forced all the major news/picture magazines out of print, with "Life" being the last to go.

The fault lies with us, the postal patron and the turn of events in the energy crisis. It costs more for a letter to fly from one major city to the next than it did a year ago. Gasoline for mail trucks is getting out of sight in most locations and power to drive intricate canceling and sorting machines gets more expensive with each passing kilowatt hour.

Labor plays a big part in postal rate increases, with 600,000 postal employees garnishing an average \$700 annual raise last July. They'll get another \$400 hike in July 1974.

With that kind of production increase, any businessman will

tell you the product price is going to have to increase. Yet businessmen are some of the first to holler when a one-cent hike in first class postage goes into effect.

Believe it or not, the postal authorities are worried about the situation, and are taking good long looks at alternatives in service. They fully realize that the American public will not tolerate much more rate increase. And postal costs are near the point where private companies can economically compete with the government — some already are competing.

They cringe when a congressional investigator points out that it requires 1.5 cents to mail a first class letter from one end of Thailand to the other. What the investigator doesn't say is that the per capita income of the average Thai is \$108, making the first-class rate far higher there than in our own country.

The previously mentioned corner module looks like the best way out for the postal service. Modern, automated post offices are springing up around the country too, eliminating jobs for postal employees — much to the consternation of the union.

Modular delivery systems, automatic address readers, computerized sorters and cancellation machines, all these are either under study or in limited use in the postal system today, and here's more to come.

What can be done by the average postal patron to help curb the rising cost of mailing a letter? The most important solution is using the zip code system of addressing.

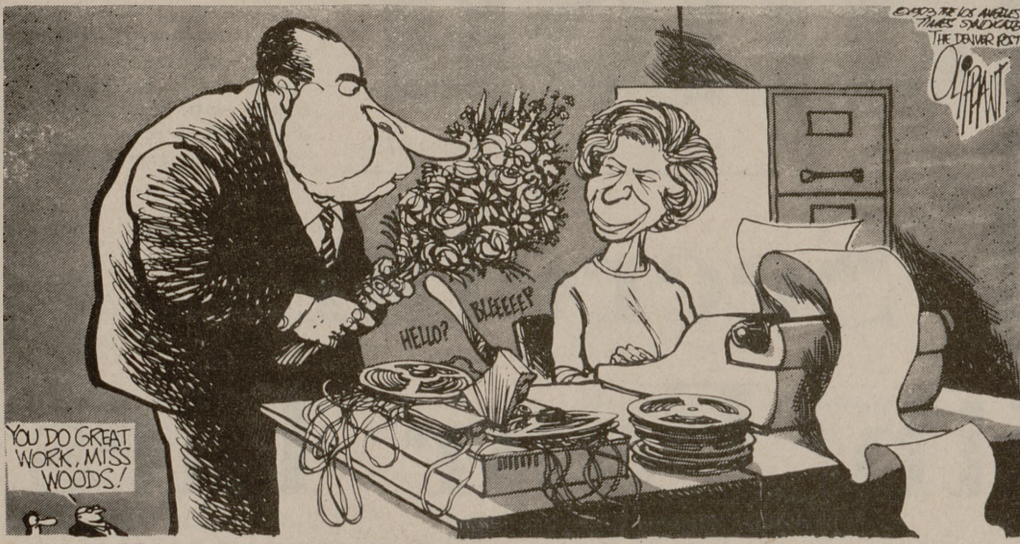
The Japanese system of zip coding, in use for about seven years now, enjoys about 97 per cent usage by the Japanese people. Mr. Zip in America, however, has been around for about 14 years, and he is utilized by only about 35 per cent of the people.

We are constantly reminded to

"Mail Early in the Day," advice when you think about it. Most post office activity peaks at about 3 p.m., two hours after quitting time for the shift. These employees who are around in an afternoon frequently idle for the most part, until 11 a.m. or so.

Overtime costs could be drastically if the "mail early" deal were heeded. Overtime, hikes, fuel and power cost increases, and other economic factors led to the cost per piece of mail in 1971 of 10.4 cents, a loss of 2.59 cents. Reducing overtime, less fuel consumption through the corner box system and other money-saving ideas could mean a permanent stabilization in postal rates.

Drastic steps will have to be taken sooner or later, steps that will result in a decrease in postal services. So we might as well use the idea that the front box will someday hold circulars that businessmen can afford to mail.



Batt Commentary A Woman's Victory

Women's intercollegiate athletics within the Southwest Conference moved a step closer to reality Tuesday as the Athletic Council at the University of Texas in Austin released a resolution calling for an enlarged program of intercollegiate athletics for women. And it was with this news just recently in its ears, that Texas A&M's Athletic Council was to discuss the matter with Student Government President Randy Ross and Battalion Editor Mike Rice in a 2 p.m. meeting today.

A proposal to change the SWC rule which allows only men to compete in SWC competition, reportedly on the SWC representatives' meeting agenda next week, was discussed in Austin not in the terms of women's rights, but with the thought that UT could lose "millions if we continue to discriminate and violate regulations of the Department of Health, Education and Welfare." It seems that the only thing between the law and an advocacy of chauvinism is those "millions." Nonetheless, legal battles seem to be the last resort to achieve freedom for women.

No one knows this better than A&M golfer Brenda Goldsmith, a San Antonio duffer, who failed to find any money for a scholarship to UT. TAMU Coach Emory Bellard's associate, Marvin Tate, found her a private scholarship to come here. This evidently shows where the hearts of our athletic department officials are, with men AND women.

Ms. Goldsmith's college golfing career could possibly have hinged on a recent decision regarding a golfer at the University of Florida. The female golfer was attending on a scholarship for her talents, but then found that she couldn't compete with those who were members of the Association of Intercollegiate Athletics for Women, the largest group of its type. The group didn't want publicity, obviously, but found it anyway when the female duffer won her case in court.

In other words, Ms. Goldsmith's search for school money may have gotten her nowhere.

"It's just like everything else, you've just got to have money first to get anywhere," Ms. Goldsmith told us. "And thinking we can compete against males is absurd. I've played them—they get to hate your guts because it deflates their ego."

"The time is right for a separate division of athletics for women in the SWC because women's sports are coming of age so fast," continued Ms. Goldsmith. "So many women have the ability and can't compete because no funds come their way from even the Texas Committee On Intercollegiate Athletics for Women. I never heard of that group until this week."

We urge the A&M Athletic Council to survey how other institutions—like the University of Chicago, Indiana University and the University of Michigan—fund and administer women's programs. Furthermore, we ask that the University authorize the council to study funding and administrative aspects of a women's intercollegiate program here.

A possible source of income could be from a one dollar increase in the Student Services Fee charge. The Athletic Department received \$170,000 for this year's operating budget from here plus over \$1.2 million from ticket sales and donations. As the budget is soon to be debated, we would urge the Student Advisory Committee to the council to study this possibility.

We think this type of situation will develop at many schools in the nation in the next few years. Texas A&M was one of the last holdouts in the creation of a women's ROTC program. Will it be one of the last to recognize women's intercollegiate athletics, too?

The Battalion

Opinions expressed in *The Battalion* are those of the editor or of the writer of the article and are not necessarily those of the University administration or the Board of Directors. *The Battalion* is a non-profit, self-supporting enterprise operated by students as a University and Community newspaper.

LETTERS POLICY

Letters to the editor should not exceed 300 words and are subject to being cut to that length or less if longer. The editorial staff reserves the right to edit such letters and does not guarantee to publish any letter. Each letter must be signed and show the address of the writer.

Address correspondence to Listen Up, *The Battalion*, Room 217, Services Building, College Station, Texas 77843.

Members of the Student Publications Board are: Jim Lindsey, chairman; Dr. Tom Adair, Dr. E. A. Albanese, Dr. H. E. Hierth, W. C. Harrison, Randy Ross, T. Chet Edwards, and Jan Faber.

Represented nationally by National Educational Advertising Services, Inc. New York City, Chicago and Los Angeles.

The Battalion, a student newspaper at Texas A&M, is published in College Station, Texas, daily except Saturday, Sunday, Monday, and holiday periods, September through May, and once a week during summer school.

MEMBER

The Associated Press, Texas Press Association

Mail subscriptions are \$3.50 per semester; \$6 per school year; \$6.50 per full year. All subscriptions subject to 5% sales tax. Advertising rate furnished on request. Address: The Battalion, Room 217, Services Building, College Station, Texas 77843.

The Associated Press is entitled exclusively to the use for reproduction of all news dispatches credited to it or not otherwise credited in the paper and local news of spontaneous origin published herein. Right of reproduction of all other matter herein are also reserved.

Second-Class postage paid at College Station, Texas.

EDITOR MIKE RICE
Assistant to the Editor Rod Speer
Managing Editor Greg Moses
News Editor T. C. Gallucci
Sports Editor Kevin Coffey
Ass't. Sports Editor Ted Boriskie

Listen Up—

'Manners Lacking' at Concert

Editor:

Johnny Rivers played for bonfire and, as in the past, the audience showed a complete lack of manners to the performers and the other members of the audience. I realize the sound system was lousy and Rivers needed his band, but considering that he was the only one that would come

here on such short notice, I think he deserved at least a bit of consideration. As the people streamed out and talking grew louder, it became impossible for those of us who wanted to hear the concert to enjoy it.

I would have enjoyed seeing America, but possibly it heard about the way in which other

performers have been treated and decided it wasn't worth it. After all, what's so attractive about an audience yelling and hollering and heading out the doors?

Pamela Kosarek '75

Editor:

The fact that many, if not most, of the students at TAMU's College Station campus do not realize that there are other TAMU campuses has prompted us to write this letter. The other campus we specifically refer to is TAMU's Moody College of Marine Sciences and Maritime Resources—Texas Maritime Academy. Though we happen to be located near the Gulf in Galveston, (for obvious reason) we wish to make it known to all that we, too, have that fightin' Texas Aggie spirit. As

many of our number have attended the College Station campus for a period of one to two years, we also know Aggie pride and the loyalty to school and low students.

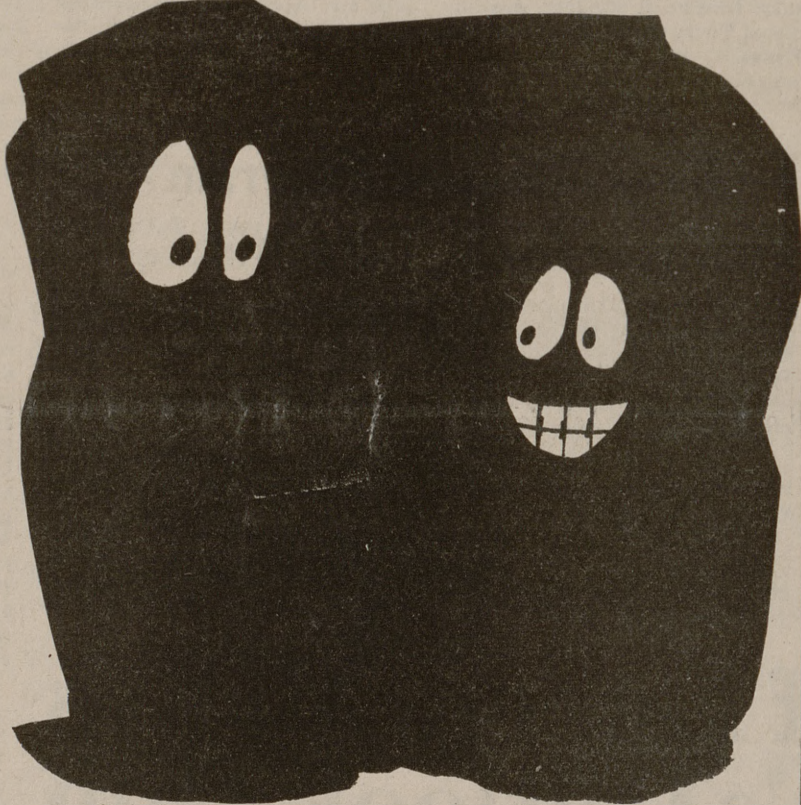
At the SMU march-in which we attended, we took the ribbon from the Corps and others in the same good spirit in which we were given. (Though we did get tired of people running to us and demanding two dips in strawberry.)

We hope this letter will make it known to all Fightin' Texas Aggies that we wear the same red receive the same diploma as have that same Aggie spirit in our hearts.

R. Fielder '74
K. Hughes '77
and 24 other Aggie

CADET SLOUCH

by Jim Earle



"But if we turn out the lights to save energy, how can we study?"

MAZDA
HARRY DISHMAN
Sales & Service
603 Texas Ave. C.S. across from campus — 846-3316

CHAPULTEPEC
Mexican Restaurant
1313 S. College
AGGIE SPECIAL DINNER — only \$1.45
After 5 p. m.
Includes — 3 enchiladas, refried beans, 1 taco, spanish rice, 1 chili con queso, tostadas & cheese dip, iced tea or coffee.
Special good Tuesday thru Friday
Under Management by: Mr. and Mrs. Cedillo

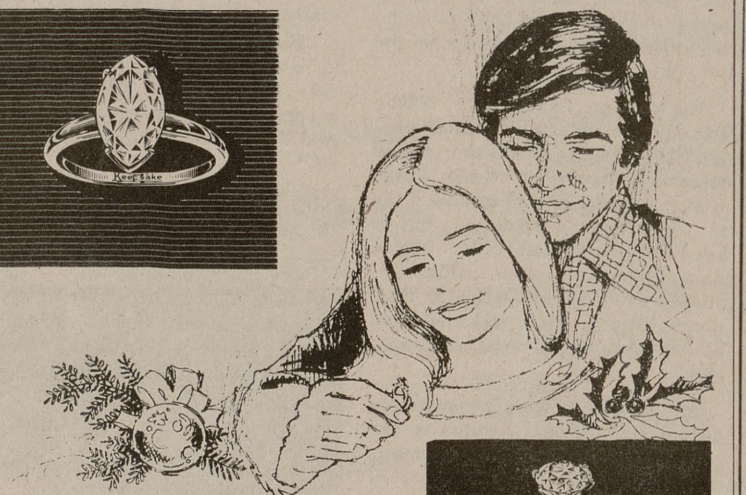
Peniston Cafeteria
Special Christmas
Candlelight Feast
Dec. 17, 1973 — 4:30 p. m. to 7 p. m.

- Roast Breast of Turkey
- Cornbread Dressing
- Giblet Gravy
- Chilled Cranberry Sauce
- Marshmellowed Sweet Potato Souffle
- English Peas w/Water Chestnuts
- Choice of Salad (Except Chef Salads)
- Pecan or Black Bottom Pie
- Home Made Hot Yeasty Rolls
- Choice of Beverage

\$1.90
plus tax

11:00 a. m. - 1:15 p. m.
4:30 p. m. - 7:00 p. m.

"Quality First"



This can be the Christmas she'll remember... always

Give her the gift of timeless love, a brilliant diamond ring from Keepsake. You can trust Keepsake diamonds—they're guaranteed, permanently registered, and protected against loss. You can pay more, but you can buy no finer diamond ring than a Keepsake.



Diamonds Set In Senior Rings
Featuring Aggie "No Interest" Charge Accounts
Plus Watch & Jewelry Repair.
Lay-A-Way For Christmas Now.

EMBREY'S JEWELRY
North Gate — 846-5816

Rings enlarged to show detail. Trade-Mark Reg.