

**BEFORE THE
POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268-0001**

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POSTAL RATE COMMISSION
OFFICE OF THE SECRETARY

POSTAL RATE AND FEE CHANGES, 1997

DOCKET NO. R97-1

**REQUEST OF AMERICAN BUSINESS PRESS, DOW JONES & COMPANY, INC.
MAGAZINE PUBLISHERS OF AMERICA, THE MCGRAW-HILL COMPANIES,
AND TIME WARNER FOR ADJUSTMENT OF PROCEDURAL SCHEDULE
AND NOTICE OF TOPIC FOR DISCUSSION AT PREHEARING CONFERENCE
(July 25, 1997)**

Pursuant to Commission Order No 1186, American Business Press, Dow Jones & Company, Inc., Magazine Publishers of America, The McGraw-Hill Companies, and Time Warner hereby (1) request that the Presiding Officer adjust the Procedural Schedule which is set forth in Attachment C to said Order, and (2) provide notice of their intention to raise the Procedural Schedule as a topic for discussion at the prehearing conference to be held on July 30, 1997.

The undersigned parties endorse the adjusted schedule proposed by Direct Marketing Association, Inc. ("DMA") in the Notice which it filed with the Commission on July 22, 1997. We also endorse, and adopt, the arguments made by DMA in support of its proposal. The need for more time to analyze the Postal Service's direct case, engage in discovery, and prepare for hearings is, in our view, compelling. The Postal Service has filed an enormous amount of testimony and supporting material presenting complex new theoretical analyses and methodologies founded upon a number of major new studies and previously untested databases. The potential ramifications of the Postal Service's direct case in this Docket reach far beyond the Test Year. Maximum time should be allowed for analysis and discovery.

In light of its scope and complexity, the undersigned parties are attempting to coordinate their analyses of the Postal Service's direct case. The magnitude, and importance, of the task cannot be understated.

The amended schedule suggested by DMA recognizes the true nature of this case. Its adoption would prejudice no party, including the Postal Service. We respectfully request that the Presiding Officer adjust the Procedural Schedule in the manner proposed by DMA in its July 22, 1997 Notice.

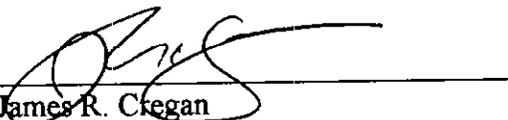
Respectfully submitted,



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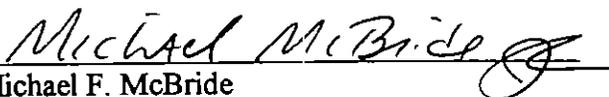
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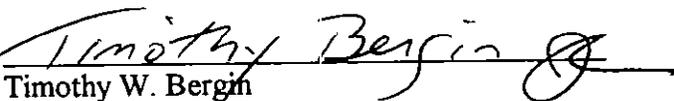
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CERTIFICATE OF SERVICE

I hereby certify that I have this date served the foregoing document in accordance with the Commission's Rules of Practice.



James R. Cregan

Washington, D.C.
July 25, 1997