

UNITED STATES OF AMERICA  
BEFORE THE POSTAL RATE COMMISSION  
WASHINGTON, D.C. 20268

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POSTAL RATE COMMISSION  
OFFICE OF THE SECRETARY

Postal Rate and Fee Changes, 1997

Docket No. R97-1

NOTICE OF APPEARANCE AS A LIMITED PARTICIPATOR  
BY HALLMARK CARDS, INCORPORATED

Hallmark Cards, Incorporated ("Hallmark") hereby gives notice that it will participate in the above-captioned proceeding as a limited participator, pursuant to the Commission's Notice in this docket, and to § 20a of the Commission's Rules of Practice (39 CFR § 3001.20a).

Hallmark has an interest in this proceeding in that -

1. It is the largest publisher of greeting cards in the United States. As such, its business is materially affected by the Postal Service's rates, classifications, costs and cost allocations, and operational and business development policies insofar as they either foster or discourage the use of First-Class Mail for personal communication; and
2. It is a substantial user of First-Class Mail in the conduct of its own corporate affairs.

Americans buy approximately seven billion greeting cards per year. Approximately five billion are sent to their intended recipients by mail (most often, First-Class Mail). Most of these greetings are sent by household mail users. They are in many ways the most characteristic type of individual, non-business, person-to-person postal communication. Many other greeting cards

are sent by small businesses; these, also, are important person-to-person postal communications.

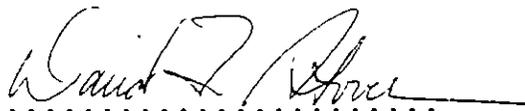
Hallmark intends to participate fully in this proceeding, including hearings held therein, within the letter and spirit of § 20a of the Rules of Practice. It is requested that service of documents be made upon:

Mr. Jack Mayer  
Vice-President, Strategic Planning  
Hallmark Cards, Incorporated - Mail Drop # 493  
2501 McGee Trafficway  
Kansas City, MO 64108-2615

David F. Stover, Esq.  
2970 S. Columbus Street, # 1B  
Arlington, VA 22206-1450

July 14, 1997

Respectfully submitted,



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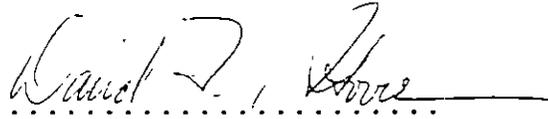
Attorney for Hallmark Cards,  
Incorporated

CERTIFICATE OF SERVICE

I hereby certify that I have this day served the foregoing document upon all participants of record in this proceeding in accordance with section 12 of the Rules of Practice.

Arlington, VA, this 14<sup>th</sup> day of  
July, 1997.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "David F. Stover", written over a horizontal dotted line.

David F. Stover  
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Attorney for HALLMARK CARDS,  
INCORPORATED