

ORIGINAL



Joseph H. Bourdow  
President

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POSTAL RATE COMMISSION  
OFFICE OF THE SECRETARY

May 21, 1998  
HAND DELIVER

The Honorable Sam Winters  
Chairman, Board of Governors  
United States Postal Service  
475 L'Enfant Plaza, S.W.  
Room 10300  
Washington, DC 20260-1000

Re: *Postal Rate Commission Opinion and Recommended Decision, Docket No. R97-1, Postal Rate and Fee Changes, 1997*

Dear Chairman Winters:

I am writing on behalf of Val-Pak Direct Marketing Systems, Inc., Val-Pak Dealers' Association, Inc. and Carol Wright Promotions, Inc., which respectfully submit their comments pursuant to 39 C.F.R. §9.2 concerning the Postal Rate Commission's May 11, 1998 *Opinion and Recommended Decision*.

Val-Pak Direct Marketing Systems, Inc. is the nation's largest firm in the subset of the hard-copy, direct mail cooperative advertising industry which is sometimes referred to as "coupons in an envelope." Virtually all of our customers are small, neighborhood businesses for which the only affordable source of advertising is direct mail.

The rates recommended by the Postal Rate Commission wisely perceive the importance of advertising mail to the small neighborhood businesses that we serve, as well as to the Postal Service, and respond to the competitive realities of the marketplace. Both mailers and the Postal Service will benefit from the recommended ECR rates, and we would urge their adoption by the Governors.

Sincerely yours,

A handwritten signature in black ink that reads "Joe Bourdow".

Joe Bourdow  
President

