

EDITORIAL

With Paul Nolan



Competitive edge!

Corporate results over the past several years clearly show Canada Post has lurched out of control. Losses in three of the last five years, including a \$69 million loss in 1994-95, have totalled \$427 million more than profits.

Over the past 15 years, Canadians have watched as service declined and postage costs increased. In 1981, it cost 17 cents to mail a letter across Canada. When Canada Post became a Crown corporation in October 1981 that cost jumped, in one step, to 30 cents and it was made illegal for anyone else to deliver a letter; today it costs 43 cents – and the federal government is expected to approve a two-cent hike to take effect later this year.

This June, the Crown corporation placed ads in daily newspapers lauding its improved service. The advertisement said this about Canada Post's service: "Since introducing the world's first independent testing of lettermail service standards, we've improved on-time delivery from 82% in 1987 to 97% today."

What the ad did not say was that in the early 1980s an obviously concerned Canada Post added a day to each of its "delivery standards," rather than attempt to improve its service. It then hired an outside accounting firm to measure its success in meeting the adjusted standards.

That same ad proudly announces Canada Post volumes have risen from 6.6 billion pieces in 1982 to over 11.4 billion pieces in 1994-95. A quick study of the 1994-95 annual report shows unaddressed advertising mail makes up 4.83 billion of the total volume delivered; total revenue was \$4.7 billion, with unaddressed ad mail revenue totalling \$246 million. Canada Post is getting only about 5.2 per cent of its revenue from unaddressed ad mail, which constitutes 41.7 per cent of its volume!

A group of companies and associations which are competitors to Canada Post in delivery of advertising circulars have formed the Coalition for Canada Post Accountability. The coalition includes the Canadian Community Newspapers Association, of which this newspaper is a member.

Members of the coalition believe Canada Post is using revenues generated from its high-priced lettermail monopoly to subsidize its unaddressed advertising mail program. What we are asking is that Canada Post be made to operate to the same business standards as its competitors, that its revenues and expenses be assigned by product category, and that its books be open to full examination.

The government repeatedly has rejected any suggestion there should be a full-scale investigation of Canada Post business practices. Instead, the government appears ready to approve a two-cent increase in the cost of first class mail.

And everyone who buys a postage stamp is paying the price for the Crown corporation's competitive edge over taxpaying private enterprise.

Our Team is Looking for Another Player.

The Acton Tanner, our area's leading community newspaper, is looking for an ad salesperson.

To qualify for this part-time position (two to three days per week), you should be familiar with advertising and retail concepts and love to work with people. Enthusiasm, organization and communication skills are valuable assets.

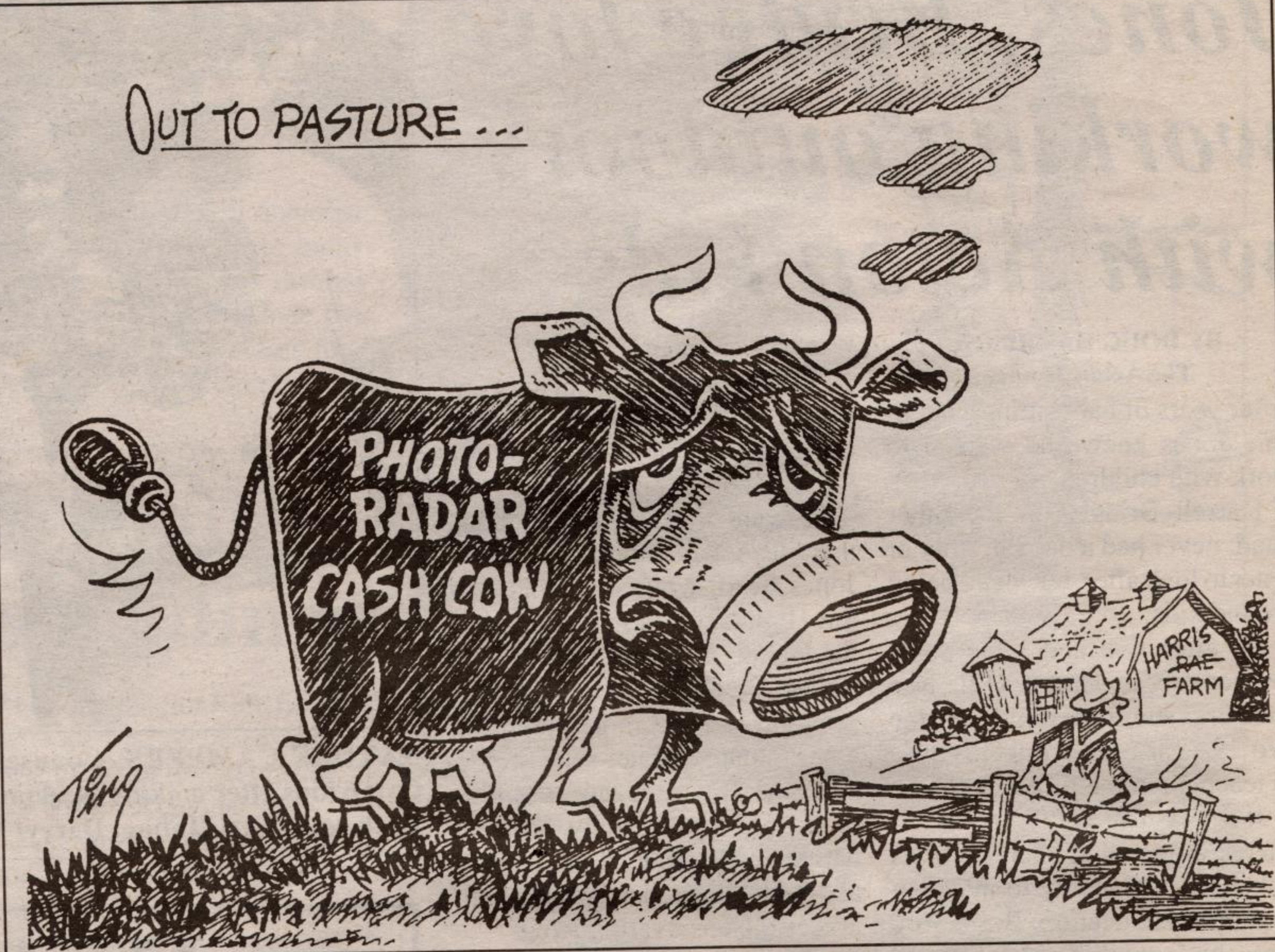
This is a good job, and it will give you an opportunity to work in your hometown with our dedicated team here at The Tanner.

Drop off your resume, or phone us at 853-5100.

The Acton Tanner
12 Church Street East

THE ACTON
Tanner

OUT TO PASTURE ...



LETTERS

Show that you care

To the Editor,

"Halton Cable Systems doesn't care about its Rockwood customers." This is my main point and my opening statement in my letter to the editor published on June 14.

Mr. Ollivier's response to my letter reflects an attitude and tone which I have experienced from Halton Cable in the past and I referred to in my letter – *the customer is usually wrong*. It is this and only this attitude that disturbs me.

The fact that the hockey game was not shown was a minor irritant, but also for me, the straw which broke the camel's back.

So in response to Mr. Ollivier's letter of June 28, I feel he is partly right – the facts do need to be put on the table, without elaboration.

He is wrong to assume that I wrote the letter after speaking to him. I called first in the morning to ask on which channel the hockey was to be shown. I then wrote the letter. It was my second call placed to determine if anything had changed by mid-afternoon when I was put through to Mr. Ollivier. He called me back later with more information. Therefore my letter was not a "colourful recollection of our conversation" and I apologize for the confusion.

Camp Day success

To the Editor,

I am thrilled to announce that the results of Camp Day Canada 1995 exceeded our goal of \$1 million. This year, the event raised \$1,050,000 for the Tim Horton Children's Foundation.

The enthusiasm and commu-

Mr. Ollivier did explain the situation carefully and I thanked him for the explanation as to why Rockwood was without a hockey game on election night. It makes perfect sense and I accept it.

During Mr. Ollivier's call back to me he stated that he had checked the complaint files for any reference to my address and had found none. This was a surprise to me and to my wife, who had placed a number herself. In his letter Mr. Ollivier states that I never called, thereby implying that I am lying. I resent this and ask him what grounds he thinks I could possibly have to make up lies about such an inane topic.

As to the sound problem I had referred to in our conversation – it was fixed that afternoon. I had noticed it first the day before and my in-laws had noticed it two days before. I suppose his monitors in Rockwood had not been watching the same channel those couple of days. And as I have stated, we have given up calling to complain. As Mr. Ollivier puts it, "That's life." As we in Rockwood have sadly come to put it, "That's Halton Cable."

I don't need an apology from Mr. Ollivier for implying that I am a liar or dismissing me as a crank. I don't need a guarantee that we will never have service interruptions. All I want is polite, attentive, efficient and timely response to calls concerning service interruption. Show that you care about us, your customers, Halton Cable.

David Quaile
Rockwood

nity spirit displayed by the many members of the media who helped to promote the day's activities is greatly appreciated.

Accordingly, please accept our sincere thanks for once again making Camp Day Canada a very special day.

Don Schroeder, president
Campbellville

Get It Off Your Chest!

Let us know what you're thinking about – write a Letter to the Editor. Deadline is Monday at noon.

THE ACTON Tanner

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ADS SALES: Publisher is responsible for errors in advertisements to extent of cost of that portion of the space occupied by erroneous item.

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