

# HONOLULU AD CLUB HEARS EXPERT TALK ON WORKINGS OF PARCELS POST IN HAWAII; URGES DELEGATE TO OPPOSE CHANGE IN ZONE PLAN

## Elmer M. Cheatham Gives Interesting Pointers on How System Will Operate

"That the parcel post system will prove of benefit to the business of Hawaii, that Hawaii should take a determined stand against the repeal of the plan or its weakening through a repeal of the 'zone' provision, was the contention made emphatically today by Elmer M. Cheatham of H. F. Ehlers Co. before the Honolulu Ad club at the weekly club luncheon.

"Backing up his arguments with facts and figures and a carefully prepared map showing pictorially how the system will work in Hawaii, Mr. Cheatham declared that it will stimulate business here and should be given support by Hawaii's delegate to Congress.

"As a result of his talk the following resolutions were introduced and unanimously adopted:

"Whereas, we, the members of the Honolulu Ad Club, believe that the Parcel Post Act as passed by Congress at its last session, particularly that part of said act which created postage zones with varying rates of postage, is a beneficent and wise piece of legislation, and

"Whereas, we are reliably informed that an effort will be made at the coming session of Congress to repeal this Act, or that part of it relating to zones, and

"Whereas, we deem it best for the interests of all residents of the city of Honolulu and the Territory of Hawaii that this Act as passed be given a fair and thorough trial,

"Therefore, Be It Resolved, that our delegate to Congress, Hon. J. K. Kahanui, do, and he is hereby urged to oppose any repeal or amendment of this Act at this time, and

"Be It Further Resolved, that the Honolulu Merchants' Association and the Honolulu Chamber of Commerce do, and hereby are urged to take similar action by resolution or otherwise as they may see fit, and

"Be It Further Resolved, that copies of this resolution be forwarded to the Hon. J. K. Kahanui, the President of the Honolulu Merchants' Association, the President of the Honolulu Chamber of Commerce, the Hon. Jamahua Burns, Senator, and another of this Act and to the Postmaster General of the United States."

Discussing his subject Mr. Cheatham said:

The Parcel Post act, so called, was approved by President Taft, August 24th last, as part of the Appropriation Bill of the Post Office for the fiscal year ending June 30th, 1913. Its provisions take effect January 1st, 1913, less than seven weeks from date.

Senator Bourne of Oregon, its author and the man who adamantly fought its way through Congress, made a very thorough study of similar systems in vogue throughout the world and held many meetings in all parts of the United States at which representatives of every interest affected were given ample opportunity

to present their views. The four assistant Postmasters-General assisted in many ways especially in ascertaining and supplying information of probable operation problems and costs.

Quoting from Senator Bourne's excellent article in the Saturday Evening Post of October 5th, he says "in the course of my investigation and study, which extended over many months, I learned that there were many intricate and difficult problems involved in the determination of the specific provision of a parcel post law. However, I believe that we have solved all those problems and have drafted and enacted a parcel post law that is open to as few objections as any bill that can be drawn, and that will, when in operation, give a much needed service at rates greatly lower than those that are now charged."

And again in the same article, "Months of studying this general question has convinced me that scientific accuracy would necessarily be sacrificed at the sacrifice of simplicity and convenience."

**Objection To Other Bills.**

The great sacrifice to all former parcel post bills was that one and all provided for a flat rate system similar to that now in existence, except at lower rates and permitting larger packages. Under such a system, a small order house in Chicago would be able to deliver a package to any post office on the island just as cheaply as could a Honolulu firm. You can readily see why local dealers all over the States have fought year after year the enactment of such bills containing flat rate provisions.

The Government has never been able, either for such a system, for the reason that the rates would necessarily be too high for the short hauls in order to equalize the high cost of the extra long hauls. The express companies would cut under the Government rates on the short hauls, get most of the business at a fair profit and leave the long hauls to the Government to handle at a loss. Of course, the Government could get around this by declaring a monopoly of such business and legislating the express companies out of existence, a move which would take years of litigation and result in the expenditure of numberless millions of dollars in condemnation proceedings.

If the new parcel post law cannot be made effective and generally satisfactory when perfected by such changes as may be found desirable from time to time, and in conjunction with the failure, the Interstate Commerce Commission finds itself unable to control the rates of existing express companies, then Government ownership of these companies will be necessary and will be quickly brought about.

Practically all the serious opposition to the parcel post expressed by those who attacked the various sections of the committee having the matter in charge was based on the assumption that if a parcel post law was enacted, it would be on a flat rate basis. From which its supporters clearly saw that some better scheme would have to be evolved, or their efforts would be unsuccessful.

for Bourne first thought that the problem could be solved by taking each postoffice as a center and drawing circles around it with different radii according to the zone distance desired. He quickly gave up this idea when he found that trying to place the 60,000 postoffices of the United States with their circles on a map ten feet square was like trying to print the Lord's Prayer on the head of a pin.

**Next Plan Considered.**

The next plan considered was to make each state a unit, but this was found to be unsatisfactory on account of the great differences in sizes and in numbers of population; growing several small states to form units equal to the larger states was also found impractical; a plan of adopting each county as a unit was also rejected owing to their varying sizes and further that boundary changes were more or less common.

The next thought was to adopt a unit consisting of the quadrangles formed by the meridians of longitude and the parallels of latitude, having an average width of 55 miles east and west and length of 70 miles throughout the mainland of the United States; here in Hawaii, these quadrangles are nearly square, as we lie so near the equator. The only difficulty that arose against the adoption of this unit was the fact that the lowest rate would have to apply between any two offices in one of these units (the two offices being situated in diagonal corners some eighty miles apart, while the next higher rate would have to apply between an office near the boundary of one of these units and an office just across the line in another unit, the distance might be only five miles.

**How Difficultly Was Solved.**

It remained for Mr. J. H. Robinson, an employe of the bureau of the Fourth Asst. Postmaster General, to solve this difficulty; He divided each of these square quadrangles into four parts or units, each of one-half degree or thirty minutes length and width and advanced the plan of permitting every postoffice in any one of these units to send parcels mail at the same rate to all the other postoffices in its own unit and in all the other units immediately surrounding it. These nine units form a quadrangle of one and one-half degrees of longitude east and west and one and one-half degrees of latitude north and south, which becomes the first zone, having an average width in the states of 37 miles and length of 194 miles, an area having a mean distance of approximately fifty miles. This unit system did away with the most important objection to the parcel post, the fact that it had earlier sailing from that time on.

The Postoffice Department has been busy since the passage of the bill preparing maps or charts of the entire United States showing these units or half-degree quadrangles, of which there are about 3500; each of these units have been given an index number, and all postoffices located in any one unit will have the same number and the same zone arrangement. Concentric circles will be drawn on these maps of 150, 300, 450, 1000, 1500 and 3000 miles radii, using the center of

the circles, these circles describing the second, fourth, fifth, sixth and seventh zones respectively, the eighth zone being all beyond the 1000 mile circle. Thus, you will see, there will be some 2500 maps of the United States, each the same as far as the squares and their numbering are concerned, but different as to the location of the "zone" circles. Each postoffice will require but one particular map of the series, that map being one in which the center of its unit has been used in describing the zone circles. All postoffices in any one unit, in the more settled areas of the East there may be perhaps fifty located in one unit—will use identical maps, for their zones are identical.

Directories are being published, giving the states in their alphabetical order and under each state the names of all postoffices therein, with their index numbers—that is to say, after each postoffice will appear the number of the unit or quadrangle in which it is located. These directories will be identical in every office.

**New System Works.**

This is the way the system will work: A citizen enters the postoffice at Des Moines, Iowa, whose unit we will say is numbered 610; he has a package addressed to Galveston, Texas, and desires to know the amount of postage required. The clerk turns in his directory to Texas and finds Galveston and notes the number printed after, which we will say is 657. He then scans his map, the map which has been prepared for use in the Des Moines office, and finds the unit numbered 950; he quickly notes the circle which comes next outside unit 550, or which touches unit 550, which in this case, we will say is the 1500-mile circle. This place Galveston within the sixth zone distant from Des Moines; determination of the correct postage is then a matter of a moment. This operation will take considerably less than the time it has taken me to describe it, and will be no longer, perhaps less than is required by the average express agent to determine an express rate to any given point.

The last mail brought a copy of a very recent bulletin of the postoffice department stating that these maps and directories had nearly completed; it also contained a ruling of the postmaster general that all fourth-class matter mailed after the inauguration of the parcel post must bear distinctive stamps, and that all such matter mailed with the usual letter stamps affixed would be considered as held for postage and would not be forwarded to destination.

Passing over the various means and methods of competition by which the rates were finally arrived at, I will give you a table of the rates themselves:

Distance	Local	1st zone	2nd zone	3rd zone	4th zone	5th zone	6th zone	7th zone	8th zone
Local	4c	5c	6c	7c	8c	9c	10c	11c	12c
1st zone, approximately 50-m. radius	5c	6c	7c	8c	9c	10c	11c	12c	13c
2d zone, approximately 100-m. radius	6c	7c	8c	9c	10c	11c	12c	13c	14c
3d zone, approximately 150-m. radius	7c	8c	9c	10c	11c	12c	13c	14c	15c
4th zone, approximately 200-m. radius	8c	9c	10c	11c	12c	13c	14c	15c	16c
5th zone, approximately 250-m. radius	9c	10c	11c	12c	13c	14c	15c	16c	17c
6th zone, approximately 300-m. radius	10c	11c	12c	13c	14c	15c	16c	17c	18c
7th zone, approximately 350-m. radius	11c	12c	13c	14c	15c	16c	17c	18c	19c
8th zone, over 350 miles	12c	13c	14c	15c	16c	17c	18c	19c	20c

These rates, although not so low as Senator Bourne advocated, owing to amendments and compromises in committee, are a great deal lower than the prevailing fourth-class rate of 10 cents per pound and, on an average, materially lower than prevailing express rates; they are especially low for the small-sized packages and their initials, a fact that local retailers (that cater at all to the island trade) will be quick to appreciate.

For the benefit of the merchants and others who are getting packages at present from San Francisco and New York by express, I present a comparative table of the parcel post rates from those points to Honolulu (they are the same from both places, as both are more than 1500 miles distant):

Distance	1st lb.	Each additional	Maximum of 11 lbs.
Local	4c	4c	10c
1st zone	5c	5c	11c
2d zone	6c	6c	12c
3d zone	7c	7c	13c
4th zone	8c	8c	14c
5th zone	9c	9c	15c
6th zone	10c	10c	16c
7th zone	11c	11c	17c
8th zone	12c	12c	18c

The following table shows the difference between present rates of fourth-class matter and the new parcel post rates, for purposes of comparison, I will give the rates for a 5-pound package, which is the limit at present.

Distance	Parcel Post Rate	Fourth-Class Rate
Local	20c	50c
1st zone	25c	50c
2d zone	30c	50c
3d zone	35c	50c
4th zone	40c	50c
5th zone	45c	50c
6th zone	50c	50c
7th zone	55c	50c
8th zone	60c	50c

From this you will see that the reduction from the present fourth-class rates varies from 35 to 85 per cent, or an average of 56 per cent; at the same time the weight limit has been raised from four to eleven pounds.

To show the exact rates from Honolulu to the various island offices I have prepared a map or chart with the unit of Honolulu as the center; other offices to which it is applicable are Healea, Waialeale, Waianae, Aiea, Waterloona and Pearl City. As these six offices are in the same unit as Honolulu, they will use identical maps; Waipahu, just across the 154th meridian, together with Ewa Mill, Waialae, and Schofield Barracks, will have identical maps, slightly differing from that of Honolulu; Waialua, Waikaloa, Haleiwa, Waialae, Maunaloa are in still another unit and have a different map; Kahuku, Lala, Haoula, Punaluu and Kahana form the fourth and last group of this island.

**Operation of System Here.**

Before discussing the zones of Honolulu, I want to call attention to the local rates, rates for packages either mailed at the Postoffice or given a letter carrier and addressed for delivery elsewhere in the limits of the Honolulu office. These rates are 5 cents for the first pound and 1 cent for each additional pound. A four pound package given a carrier on Judd street for delivery to the Mauna hotel will require but 5 cents postage, a saving of 55 cents over the present rates.

Now turn to the map and note the unit in which Honolulu is located; this unit, together with the eight contiguous units, all marked with the fig-

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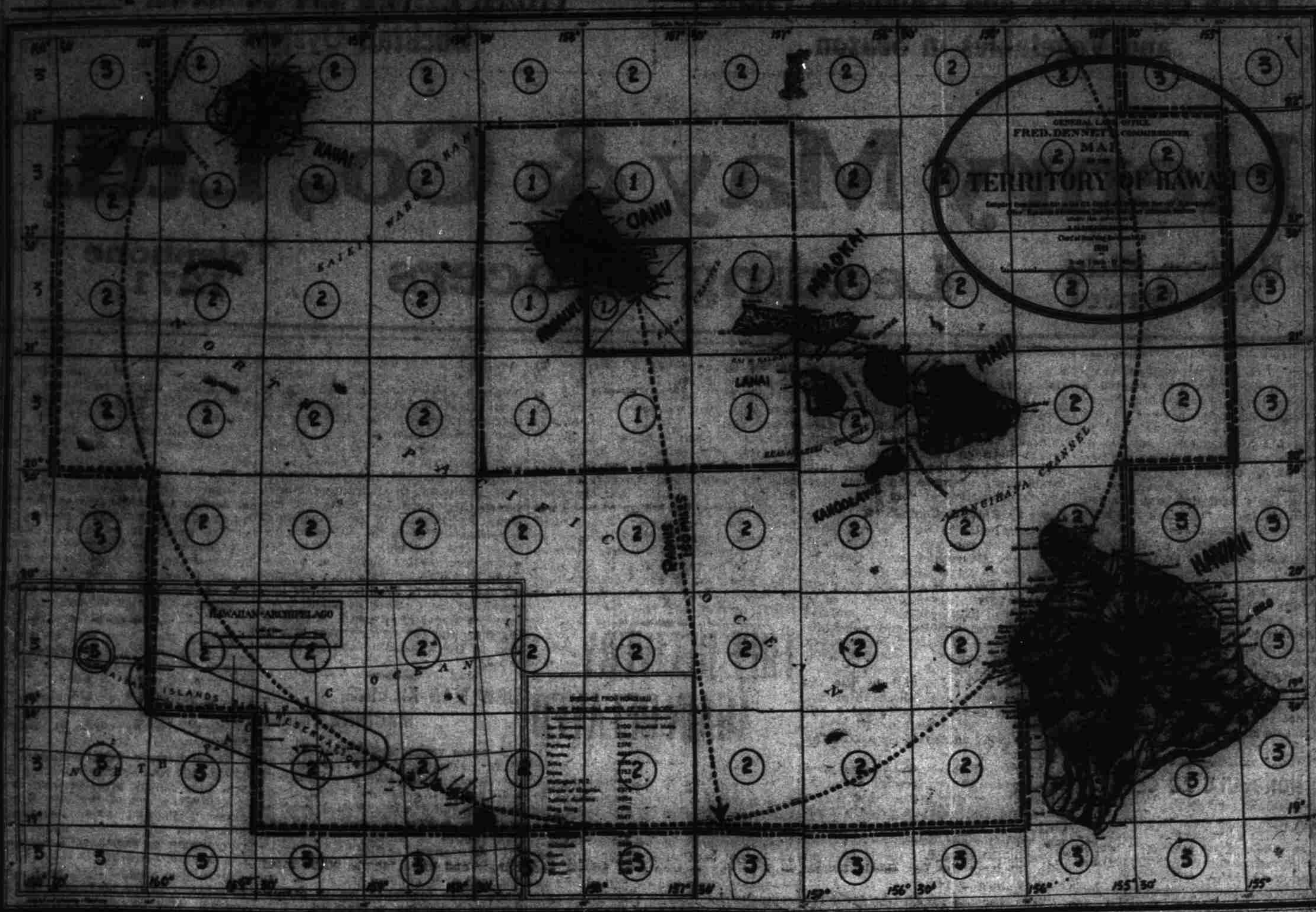
We have ever carried

These were personally selected by Mr. A. I. Silva during his visit to the South. They reached Honolulu Saturday last.

## M. M'INERNY, LHM

FOURTH AND MERCHANT STREETS

# Map Of Hawaii Showing How Parcels Post Works



Map showing how parcels post plan will work in Hawaii. Territory is divided into units within certain areas. All units inside the first zone will be served by parcels post at the rate of five cents for the first pound or fraction and three cents for each additional pound. Units in the second zone, marked "2," are served for six cents for the first pound and four cents for each additional pound. The third zone, the units of which lie entirely outside the big circle, is served for seven cents and five cents. The detailed workings of the proposed system were explained in a talk made today before the Honolulu Ad. Club by E. M. Cheatham of H. F. Ehlers & Co.

The second circle, which has a radius of 150 miles and encloses Honolulu's present zone, will be the fourth zone in the new parcel post plan and will be served at a rate of 12 cents for the first pound and 1 cent for each additional pound; a four-pound package will require 18 cents postage, compared to 44 cents at present, a saving of 26 cents; an eleven pound package will cost 46 cents.

Honolulu's third zone will include all the postoffices on the island of Hawaii from Nae'ae to the north through the South Kona district and the district of Ewa; Puna will be added as far northwest as Honolulu is Hawaiian district. The rate of postage for this zone will be 7 cents for the first pound and 1 cent for each additional pound; a four pound package will cost 23 cents, compared with 64 cents at present, a saving of 41 cents. An eleven pound package will cost 57 cents.

The new law defines fourth class matter as follows: Fourth class matter shall embrace all other matters including farm and factory products not now embraced by law in either the first, second or third class—(papers, newspapers, books and circulars)—not exceeding eleven pounds in weight, nor greater in size than 19 inches in length and 13 inches combined (this will permit a package 16 inches long, 3 inches wide and 3 inches high, or one 21 inches long, 12 inches wide and 12 inches high—now it is unlikely to injure the parceller if the parcel employs or damage the mail equipment or other mail matter and

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