

Overnight Photo Processing

**color prints only
In by 2:30 p.m.
Out by noon**

SUPER VALUE COUPON
5x7 Oak-Framed Color Enlargement
• From your favorite C41 process 110, 126 or 136 color negative or slide only
• With genuine oak back-flasher frame for home or office
• One size slide or negative only
Limit 3 **\$4.98** Ea.
One Coupon Per Customer. Redeemable Cash Value 100 of One Card. Expires
COUPON MUST ACCOMPANY ORDER
Expires 11/5/83

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• 12 exposure color print film developed and printed
• C41 process 110, 126 or 136 slide only
• Standard print
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COUPON MUST ACCOMPANY ORDER
Expires 11/5/83

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• Or 5x7
• From your favorite C41 process 110, 126 or 136 color negative or slide only
• One size slide or negative only
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One Coupon Per Customer. Redeemable Cash Value 100 of One Card. Expires
COUPON MUST ACCOMPANY ORDER
Expires 11/5/83

SUPER VALUE COUPON
Quality 4"x6" Color Reprints
• From your favorite C41 process 136 color negative only
• Custom 4"x6" prints
Limit 20 **29¢** Ea.
One Coupon Per Customer. Redeemable Cash Value 100 of One Card. Expires
COUPON MUST ACCOMPANY ORDER
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SUPER VALUE COUPON
Borderless 11x14 Color Enlargement
• Or 11x11
• From your favorite C41 process 126 or 136 color negative or slide only
• One size slide or negative only
Limit 3 **\$3.99** Ea.
One Coupon Per Customer. Redeemable Cash Value 100 of One Card. Expires
COUPON MUST ACCOMPANY ORDER
Expires 11/5/83

SUPER VALUE COUPON
11x14 Oak-Framed Color Enlargement
• From your favorite C41 process 126 or 136 color negative or slide only
• With genuine oak back-flasher frame for home or office
• One size slide or negative only
Limit 3 **\$11.98** Ea.
One Coupon Per Customer. Redeemable Cash Value 100 of One Card. Expires
COUPON MUST ACCOMPANY ORDER
Expires 11/5/83

SUPER VALUE COUPON
20 or 36 Exposure Slide Developing
• Kodachrome or Ektachrome
• 110, 126 or 136 size only
20 exp... **\$1.59**
36 exp... **\$2.49**
Limit 1
One Coupon Per Customer. Redeemable Cash Value 100 of One Card. Expires
COUPON MUST ACCOMPANY ORDER
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Ol' Ma Bell's Divestiture

'Reaching out' for your wallet

Sometime during the first few months of 1984, Pacific Northwest Bell will reach out and touch all of its customers with bigger bills to pay.

The amount of the increase and the date of implementation aren't certain yet, but rates will go up, officials say.

Does this story ring a bell? Well, this time the phone company is passing the buck for the increase.

Breaking up is hard to do

Hiked-up rates, phone company officials say, will result from an anti-trust suit filed by the U.S. Department of Justice against American Telephone and Telegraph in the mid-1970s.

Ruling on the suit, a federal district court judge for the District of Columbia called for deregulation and divestiture of AT&T. In the interest of competition, Ma Bell had to split up.

The Modified Final Judgement of 1982, as it is called, ordered AT&T to relinquish control of local phone companies in 1984. The Bell Company will retain control of its long-distance service, its manufacturing subsidiary, Western Electric and its research subsidiary, Bell Laboratories.

But the nation's 22 local companies will break away from AT&T, falling under the control of seven regional, independent

Ma Bell's local customers can expect larger phone bills next spring, but in this barrage of rate increases lies one benefit: long-distance rates will go down — eventually.

companies.

For example, U.S. West, headquartered in Denver, will own Pacific Northwest Bell (serving Oregon, Washington and Idaho), Mountain Bell (serving the Rocky Mountain states) and Northwestern Bell (serving the Northern Plains states).

So every local phone company now mothered by Ma Bell will be out on its own next year.

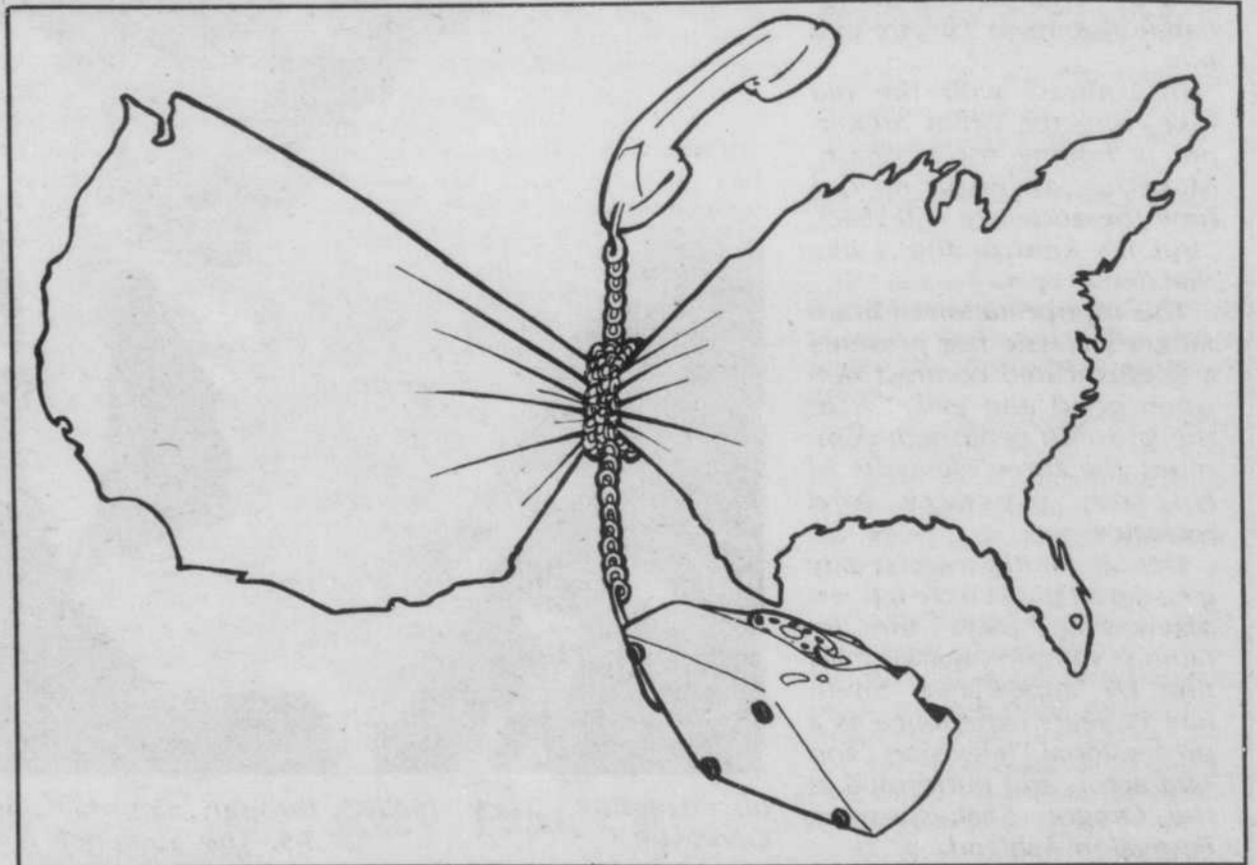
That's where the bigger phone bills come in. Currently, the Bell Company overprices long distance service to subsidize local rates, which then can be priced lower than cost, says Bruce Hall, PNB public relations director.

This benefits most telephone customers by allowing for lower rates on a basic-need service by raising the price on an optional service, Hall says.

After divestiture, local phone companies won't benefit from national long-distance subsidies. They will have to price local service to cover the cost of administration, Hall says. In the meantime, long distance rates should go down because they won't be hiked up to subsidize local service, he says.

"Competition is going to drive prices toward cost," Hall says. Both long-distance and local rates will reflect the actual cost of administration.

The phone company doesn't like this, Hall says.



"We fought very hard (against divestiture) because we felt there was an advantage to the consumers to leave it the way it was," he says.

The high price of competition

So the U.S. Department of Justice calls for a free market of competition, AT&T breaks up and every American who owns a telephone pays the price.

Currently, the price tag is the center of attention at PNB, the Federal Communications Commission and the nation's various Public Utility Commissions.

Hall says the FCC and the PUC have ordered all phone companies to file applications for "access charges," the additional amount customers will have to pay for local service after long-distance revenue subsidies are lost.

The PUC is still considering a rate schedule filed by PNB.

Meanwhile, the FCC is reviewing the whole concept of access charges. Last week, it delayed deciding whether the burden of access charges should be placed on consumers and how much the charge should be, Hall says.

Because of this delay, new rates may not be implemented until April, instead of the earlier Jan. 1 target, he says.

"We're down to just over two months before we're supposed to be splitting up, and we've got the FCC and the PUC and Congress still changing the rules. It's frustrating," Hall says.

"All we know is that, because of divestiture, access rates will go up," he says.

If the PUC approves PNB's suggested rates — and if the FCC doesn't radically change the whole process — customers can count on a \$5 increase in their phone bill, starting next spring, Hall says.

So the service that now costs customers \$13.05 will later draw \$18 from their pocket-books, Hall says.

If customers feel they don't make enough local calls to justify this increase, they do have an alternative. That option, called "measured service," works somewhat like long-distance rates.

Callers are billed five cents for the first minute and two cents each additional minute, so an average call of three minutes would cost nine cents, Hall says.

Customers currently pay \$7.65 a month for this service, which includes a \$3 allowance for local calls. Calls adding up to \$3 are free; anything after that will be billed in addition to the \$7.65.

Measured service customers who don't make many outgoing calls can choose a budget plan for \$5.65 per month, which doesn't include an allowance. Callers will be billed for each call.

Starting next year, however, these options will cost \$11.90 and \$9.90 if PNB's application is approved, Hall says.

In this barrage of rate increases, however, lies one benefit: long-distance rates will go down — eventually. Because long-distance rates won't be overpriced to subsidize local rates, they will more closely reflect actual cost of administration, Hall says.

But this decrease won't balance out the phone bill for most customers, he says.

Long-distance rate decreases supposedly will

'Competition is going to drive prices toward cost,'
— Bruce Hall, PNB public relations director

equal local rate increases for people who make the average number of long-distance phone calls per month, Hall says. But the majority of customers don't make that many calls. That figure is just driven up by the people who use long-distance excessively, he says.

Hall says divestiture will cause PNB to beef up advertising for peripheral services, such as telephone stores and special features.

By pushing sales of extras, PNB could create its own subsidy, in a way, Hall says.

"If we can generate more revenue through these services then we will less frequently turn to rate increases."

Story by Michele Matassa
Graphic by Shawn Bird

The Little Ocean
Liven up your home
This week's specials:
Black Neons 3 for \$1
29 gallon tank & hood \$59.95
15% off accessories with purchase of tank
1920 Franklin Blvd. Next to Radio Shack 687-0682

The Bushwacker
Precision Hair Cutting
\$11.50 haircuts now only \$6.50
Without shampoo & blowdry
966 Oak 342-7664