

UNITED STATES GOVERNMENT

Memorandum

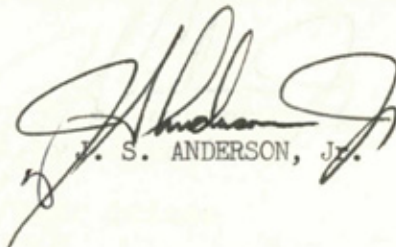
TO : (oan)

DATE: 23 December 1974

FROM : (f)

SUBJECT: LORSTA Sitkinak's Loran C Operations Report; information concerning

1. Beer and soda prices have recently been reduced as a result of a review conducted in November. Attached are copies of COGD17 (f) letter to Port Clarence and a list of revised soda/beer prices for Satellite exchanges supplied by Base Kodiak.
2. The only requirement for selling prices being within 10% of local outlets, pertains to the sale of Package Store Liquor. This is a longstanding requirement of the NAFA Manual, CG-146, but in no way effects Sitkinak LORSTA.
3. Beer and soda admittedly carry the highest mark up percentage of any category of merchandise. To address comments about prices doubling and tripling, let us take the highest priced beer item as a case in point. At 30¢ per can (retail), a case sells for \$7.20. If the cost is \$3.39 per case, then each can cost 14.1¢. If the unit had previously been selling Michelob at cost, (14¢ per can), then indeed the price has doubled. It is unlikely however, that the beer was being sold at cost, since under the independent exchange concept, a mark up was applied to pay the expenses of operating the store and to generate monies for the morale fund.
4. The 8% of gross sales returned to the unit has significantly benefitted the unit's morale fund. Attached, is a copy of FY 1973 exchange comparative data. Please note that LORSTA Sitkinak, under the old system transferred only \$775 to it's unit morale fund for \$41,711 worth of sales. Under the satellite 8% return method, these sales would have generated \$3336.88 for the unit morale fund, an increase of 436%. Also attached is an excerpt from Sitkinak's latest report, which would indicate that they have changed their opinion of the program somewhat.


J. S. ANDERSON, Jr.



5010-108

Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan



DEPARTMENT OF TRANSPORTATION
UNITED STATES COAST GUARD

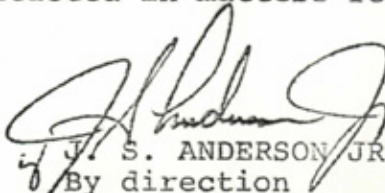
MAILING ADDRESS
COMMANDER (f)
17TH COAST GUARD DISTRICT
FPO SEATTLE 98771

4066

5 December 1974

From: Commander, Seventeenth Coast Guard District
To: Commanding Officer, USCG Loran Station, Port Clarence, AK
Subj: Satellite Exchange Prices
Ref: (a) Your ltr 4066 of 11 Nov 1974
(b) My MEMO of 20 Nov 1974

1. Your constructive comments and suggestions concerning subject prices are appreciated. Without input from the field units, it is difficult to monitor and evaluate how well a new program is functioning.
2. In reviewing the pricing with Base Kodiak Comptroller, LCDR CUTRIGHT, it was determined that soda and beer prices were established at "vending" prices based on a recommendation from one loran station. Evidently, this was a misunderstanding.
3. Base Kodiak exchange has established revised prices for soda and beer as a result of this review. A copy is attached as enclosure (1).
4. Base Kodiak Exchange desires to hear from the Satellite exchanges concerning problems and recommendations for improving the program. CWO MOORE, Base Kodiak Exchange Officer, should be contacted in matters relating to satellite exchange operations.


J. S. ANDERSON JR
By direction

Encl: (1) Revised soda/beer prices

Copy to:
COMPTROLLER, BASE KODIAK

BEER AND SODA RETAIL PRICES - SATELLITE

Coca Cola	20¢ per can	4.80 case
Tab	20¢	4.80
Fresca	15¢	3.60
Mug Root Beer	15¢	3.60
Hires Root Beer	20¢	4.80
Pepsi Cola	20¢	4.80
Dr. Pepper	15¢	3.60
7. Up	20¢	4.80
Shasta Soda:		
Diet	10¢	2.40
Regular	15¢	3.60
Sprite	20¢	4.80
Grape, Orange,		
Strawberry Crush	20¢	4.80
Miller	25¢	6.00
Olympia 12 oz.	20¢	4.80
Budweiser	25¢	6.00
Michelob	30¢	7.20
Hamms	20¢	4.80
Lucky	15¢	3.60
Pabst	20¢	4.80
Rainier	20¢	4.80

Copy to: USCG SATELLITE EXCHANGES: ATTU, CAPE SARICHEP,
OCEAN CAPE, PORT CLARENCE, SITKINAK, ST. PAUL

U.S. COAST GUARD EXCHANGES (CONT.)
FY 1973: Summary of Selected Data

(1)	(2)	7/31/73 (3)	FY73 (4)	# Sales/ full time employment (5)	salary monthly (6)	7/31/73 monthly (7)	FY73 payable (8)	# Saint manned (9)	# & district manned (10)
St. Petersburg	7	321,524	2,911,216	132,328	18.7	155,033	127,336	25,313	12,701
Traverse City	9	30,102	370,807	92,779	7.8	47,413	15,776	1,684	1,375
San Diego	11	8,524	31,318		3.7	8,358	2,401	900	240
San Francisco	12	10,320	112,927	112,927	8.4	13,318	5,579	2,728	580
Astoria	13	35,296	313,043	62,608	4.7	65,461	34,549	48	3,455
Port Angeles	13	36,476	397,259	132,419	8.7	45,413	14,255	2,400	1,656
Annette	17	21,535	158,693	158,693	11.3	13,948	5,837	1,650	342

LORAN STATIONS

Cape Athol	1	5,834	23,955		6.9	3,444	1,007	-	94
Cape Christian	1	4,621	7,775		1.0	7,366	730	-	73
Jupiter	7	34,301	554,591	184,863	17.2	32,174	41,437	10,759	4,144
Atlu	17	4,960	33,607		6.1	5,433	2,952	1,200	295
Biorka	17	1,393	6,835		10.5	649	727	-	72
Cape Sarichef	17	4,272	26,625		5.3	5,023	2,553	400	258
Ocean Cape	17	2,050	14,605		14.3	1,017	883	509	88
Port Clarence	17	4,386	18,609		5.0	3,658	1,734	1,400	173
Sitlinak	17	7,673	41,711		7.0	5,947	2,367	1,775	236
St. Paul	17	2,903	16,975		10.2	1,658	1,703	510	145
Estaca de Vares	A	1,161	17,833		225.7	79	1,242	667	124
Estabrit	C	3,280	20,481		13.2	1,545	1,632	367	163
Shetland Islands	T	735	6,725		6.8	979	182	154	11
Simeri Crichi	E	2,908	15,977		12.4	1,288	907	402	83
Sylt	U	2,419	19,676		7.3	2,670	1,445	963	144
Targbarum	R		10,944		17.1	639	307	490	130
Lampedusa		381	11,770		17.3	679	1,160	-	116

87% would have generated \$3336.88.
 a 436% increase