

Like Death And Taxes, Junk Mail Is Inevitable



SAN QUENTIN Prison parolee Grant Edward Anderson loses his composure and sobs openly in the bedroom of the wealthy widow he is accused of fatally beating. Anderson was returned to Santa Monica, Calif. from Seattle, Wash., and was taken to the Judge Samuel Crawford home for a re-enactment of the crime. Anderson is flanked by police officers. Mrs. Charlotte Crawford on July 23 was beaten and strangled by an intruder. (UPI Telephoto)

WASHINGTON (UPI) — The most popular fellow in the whole United States is named "occupant." He gets a steady stream of mail, most of which he quickly conveys without opening to the waste basket.

This is what many embittered persons call "junk mail." The U. S. Post Office Department prefers to call it "bulk mail" and can advance several valid reasons why it is a good thing for the country.

Eighteen billion pieces of this third class mail flow into the mail boxes of Americans each year and a good bit of it does not even have their name in the address. It simply is addressed to "occupant."

Most Americans are resigned to their fate and do nothing about the things stuffed into their mail boxes, but occasionally a bold spirit revolts and takes up arms against the government. Such a one is Mrs. Robert L. Richard of Palo Alto, Calif., a sort of Joan of Arc who organized a crusade against "junk mail" by collecting 100 pounds of it and shipping it to the Post Office Department here in Washington.

"It all started with a begging letter I received," she said. "It came all the way from Alabama to Palo Alto. It contained a letter, a return envelope and two pieces of literature. It was from an organization I'd never heard of and I would never dream of contributing to it."

Mrs. Richard invited her neighbors to help and they responded by filling up her clothes basket, her garbage can, several cardboard cartons and a large box. Off went the "junk mail" to Washington where it landed with a dull thud. Nothing happened. Mrs. Richard is still getting "junk mail" and will continue to do so. Like death and taxes, it is inevitable.

The Post Office Department takes in \$94 million a year in third class mail revenue. It charges 2 5/8 cents a piece and next year the cost will go up to 2 3/4 cents. It probably could go

much higher without discouraging the people who send out bulk mail. The whole thing has become firmly built into the structure of the American economy and its removal would result in chaos and probably a sizeable number of bankruptcies.

It works this way: There are firms such as R. L. Polk & Co., which keeps lists of persons by classification — automobile owners, pet lovers, fishermen, golfers, chefs, do-it-yourself carpenters, motorcycle riders and anything else you care to name. Say a manufacturer of fishing rods comes up with a new product. He goes to R. L. Polk and Co., and rents their fisherman list and subsequently the advertising matter goes forward. In this case the third class mail is addressed to persons by name. But a soap com-

pany, for instance, may blanket the country with third-class mail addressed only to "occupant."

The size of a mailing by a business concern can vary widely. A firm selling bull dozers may send out only 5,000 letters, candy manufacturer may send out 60 million. And what about the response? Many charitable and non-profit organizations use third-class mail and they get the highest ratio of responses, sometimes as much as 75 per cent. Business firms which enclose coupons to be returned have achieved results as high as 20 per cent. But almost every user of third class mail considers it a worth while investment if five per cent of the people respond in some fashion.

The Post Office Department, of course, is strictly under the control of Congress which decides

how much money shall be appropriated each year. And Congress itself is a great lover of bulk mail because its members can flood constituents with letters at no personal cost.

This is known as "franking" and it is unnecessary to describe the contents of mail from congressmen because everybody has had experience with it, especially in the weeks leading up to an election. In return for the privilege of franking mail, Congress votes a lump sum each year to the Post Office. That makes it unnecessary for the individual congressman to stand up and be counted as to how many pieces of mail he is dumping on the voters.

Is there any way to get your name off mailing lists? Apparently not without considerable in-

convenience to yourself. Maxwell Sackheim of Clearwater, Fla., was advised by the St. Petersburg, Fla., Post Office to write to the mailers and ask them to eliminate his name.

In his reply, Sackheim gave the Post office Department both barrels: "You reveal a shocking ignorance of modern business sales methods. To remove my name from mailing lists I would have to:

"Cancel my subscription to Time Magazine, Fortune, Forbes, Reader's Digest, Saturday Evening Post, Advertising Age, American Home, Better Homes & Gardens, the Flower Grower and a dozen other publications."

"Order my name removed from

Who's Who in America, Commerce & Industry, Rotary Club of Clearwater, the Chamber of Commerce, Poor's Director of Directors, Free and Accepted Masons, Mecca Temple, East Bay Country Club, YMCA, The Red Cross, the Cancer Fund, the Clearwater City Directory and the telephone directory, American Express credit card, Standard Oil credit card, several financial institutions and banks, the Book of the Month Club, the Literary Guild and the Columbia Record Club."

In case you are wondering how your name gets on mailing lists, Sackheim has provided the answer.

Tomorrow: Detectives of the U.S. Mail — The War Against Pornography.

Mon., Aug. 26, 1963 — The News-Review, Roseburg, Ore. 5

Goldwater To Decide By January If He'll Seek 1964 Nomination

WASHINGTON (UPI) — Sen. Barry Goldwater said today he will decide by January if he will be a candidate for the 1964 Republican presidential nomination.

The Arizona Republican said "I'm playing this thing by ear day by day. I wouldn't want to say 'yes' or 'no' now, because I think it's much too early."

Now considered along with New York Gov. Nelson Rockefeller as a leading candidate for the nomination, Goldwater said he would not run for the Senate if he decided to seek the presidential candidacy.

During a copyrighted interview with "U.S. News & World Report," Goldwater said that any candidate for the GOP nomination would have to enter primary races to convince fellow Republicans he could get votes. The first primary will be held in January in New Hampshire.

Claims An Asset
Goldwater said he had one asset over others who might want the nomination — the GOP contacts and connections he made while traveling the country as Republican senatorial campaign committee chairman.

"It's an asset that almost any other candidate would have to develop," he said. "And you don't develop a million miles and a thousand speeches just overnight."

Asked why Rockefeller had

been so critical of him in a recent statement concerning the "radical rights" and its influence in the Republican party, the Arizona conservative said he had no explanation, but that he considered the New York governor still his friend, "even though I had no advance warning" of the statement.

Hasn't Seen Rockefeller
Goldwater said he had not seen Rockefeller since the critical statement had been issued "and I don't expect to."

Regardless of who the GOP candidate is in 1964, Goldwater said his major problem would be in winning votes in large cities, especially in the East. Since 1948, an increasing number of Southerners have voted for Republicans which, he said, added to the Middle West from Pennsylvania to the Rocky Mountains, could help elect a Republican president.

Goldwater said a Republican could win without carrying California and New York, the two most populated states. Without them, however, he said a candidate would have to win majorities in Texas, Illinois, Ohio, Indiana, seven of the Southern states and the mountain states.

Names Campaign Issues
Issues in the 1964 campaign, he said, would be foreign policy, "the general growth of communism and our seeming inability to stop it . . . the slowness of the economy, and fiscal irresponsibility."

On other issues, Goldwater said he:

—Wanted more information on the political advantages over the military disadvantages of the nuclear test ban treaty.

—Opposed a tax cut without a cut in expenditures; but urged a complete overhaul of the tax code.

—Advocated a blockade of Cuba, the training of Cuban exiles and recognition of one Cuban government in exile as policies to overthrow Premier Fidel Castro.

—Increased U.S. private investment abroad and a curtailment of the foreign aid program with its application to projects only "where we can gain an advantage over the Russians."

RADIATION BLAMED
WASHINGTON (UPI) — The Public Health Service reported Sunday that radiation apparently caused a high rate of fatal lung cancer cases among uranium miners in seven western states.

The service said a 12-year study in Arizona, Colorado, New Mexico, Montana, South Dakota, Wyoming and Utah showed 11 cancer deaths among 788 uranium miners who worked underground for five years or more. This is 10 times the normal lung cancer death rate.

Polo Ground Civil Rights Rally Flops

By United Press International
A civil rights rally at New York's Polo Grounds flipped Sunday, but Negroes opened a small crack in one of the Deep South's more formidable racial barriers.

Negroes attended religious services at two white churches at Plaquemine, La., but were turned away at two others. Plaquemine has been the scene of numerous racial arrests.

Only 2,002 persons paid \$2 each to get into the New York baseball park which seats about 50,000. A crowd of about 30,000 had been expected to attend the rally to raise funds and stir up enthusiasm for Wednesday's civil rights march on Washington.

Sponsors, who invested \$40,000 to stage the rally, said it was "a tremendous loss." Most of the principal speakers scheduled to address the rally failed to appear.

About 50 Negroes staged a singing march at High Point, N. C., in a continuing protest against the town segregation policies. Fifteen demonstrators were arrested while picketing a High Point theater Saturday night.

Racial developments elsewhere in the nation during the weekend:

Nashville, Tenn.: The head of the Roman Catholic Church in Tennessee urged church members to do away with racial discrimination by meeting with Negroes and talking "openly and calmly about our mutual hopes and problems."

Atlanta: The Georgia Federation of Young Republicans condemned the planned Negro mass march on Washington as "unwise and detrimental to the nation's interest."

Atlanta: The trial of 17 persons arrested in integration demonstrations for violating Georgia's anti-trespass law was scheduled to begin today.

Brunswick, Ga.: Glynn County School Superintendent R. E. Hood said 17 Negroes have applied for transfer from a local Negro high school to the formerly all-white Glynn Academy here.

LAUNCHES SATELLITE
VANDENBERG AFB, Calif. (UPI) — The Air Force launched a secret satellite Saturday — probably of the Discoverer series — toward polar orbit.

In keeping with its policy of more than a year, the Air Force did not say what type of satellite orbit.

drive-n-save

FIRST-OF-THE-WEEK

Food Specials

Shop the Drive-N-Save Way and Save!

- | | | | |
|---|--------------|---|-------|
| DOXSEE CLAM CHOWDER 15 Oz. Tin | 4/89¢ | ARMOUR'S BEEF STEW 24 Oz. Tin | 39¢ |
| VAN CAMP'S PORK & BEANS 300 Tin | 6/69¢ | PREM LUNCHEON MEAT Swift's 12 Oz. Tin | 37¢ |
| NALLEY'S CUCUMBER CHIPS 48 Oz. Jar | 69¢ | FRISKIES PUPPY FOOD 4 1/2 Bag | 59¢ |
| PITTED RIPE OLIVES Oberti "Picnic" 1/2 Tin | 4/99¢ | Shasta Lo-Calorie Drink Assorted Flavors 46 Oz. Tin | 4/89¢ |
| CHUNK STYLE TUNA White Spray Light Meat 1/2's | 5/\$1 | CORNED BEEF HASH Bravo 16 Oz. Tin | 29¢ |
| KOUNTY KIST CORN Cream Style 303 Tin | 6/89¢ | ALL PACKAGE GUM | 6/23¢ |
| AA LARGE EGGS MILLERS DGZEN | 2/89¢ | | |
| Blue Bonnet Margarine 1 1/2 Carton | 4/89¢ | | |
| Gold Medal Flour 10 LB. BAG | 89¢ | | |
| Nestle's Quik Instant Chocolate Mix | 77¢ | | |
| U & I SUGAR 10 LB. BAG | 95¢ | | |
| COFFEE WELLMAN'S REGULAR OR DRIP 2 LB. TIN | 89¢ | | |

- | | |
|----------------------------|-------|
| White King "D" King Size | 89¢ |
| WHITE KING SOAP King Size | 89¢ |
| WATER SOFTENER Giant Size | 49¢ |
| Sierra Pine Soap Bar | 3/25¢ |
| Cold Cream Soap Bar | 3/25¢ |
| Lemon Soap Bar | 3/24¢ |
| White King Cleanser 14 Oz. | 3/29¢ |

- | | |
|--|------------|
| CORNED BEEF | |
| Old Fashioned, Irish Style LB. | 59¢ |
| GROUND ROUND lb | 69¢ |
| GROUND CHUCK lb | 59¢ |

- | | | |
|---|-----|---------------|
| Watermelons | LB. | 1 1/2¢ |
| Celery Crisp, Fresh Stalks | LB. | 9¢ |
| Fresh Bunches | | |
| Radishes & Gr. Onions | | 3/19¢ |
| Romaine Extra Large Bunches, Fresh Green | | 2/25¢ |
| Cherry Tomatoes | CUP | 25¢ |

VENETIAN BLINDS
Sales and Service
SERVICEMASTER
Of Roseburg 672-4601
We Give 5&H Green Stamps

WOOD All Orders C.O.D. **SAWDUST** (Blower or Dump)

- DRY OAK & LAURELWOOD
- Large PEELER CORE ● PLANER ENDS

ROSEBURG LUMBER CO. 679-8741 673-5508

Prices Good
Monday - Tuesday
Wednesday
Aug. 26, 27, 28

SPECIAL DRIVE-N-SAVE SERVICES

- Postage Stamps For Sale
- Payroll Money Orders
- Payroll Checks Cash
- Floor Polisher For Rent
- Film Processing

SPECIAL DRIVE-N-SAVE SERVICES

- Hunting & Fishing Licenses
- Duck Stamps
- Year Around Lay-Away