

Mailing list rental is big business

By MICHELLE BURROWES
When you subscribe to a magazine, buy something through the mail, get a driver's license, or have a telephone listing, your name becomes one of millions that can be bought and sold.

An entire industry revolves around mailing lists, and profits come from the sale, or more properly, rental, of names and addresses. Industry officials disagree on the exact figures, but most say there are around 35,000 mailing lists available to sellers of mail-order products.

Lengths of the lists vary; some are 10,000 names long (the shortest most companies will bother with), and among the longest is one with 62 million entries.

Lists are rarely sold, but are rented for one-time use. The average price is about \$35 per one thousand names. List owners protect themselves by adding false names to the list and monitoring the mail to ensure that the lists are not abused.

Names can be obtained from telephone numbers, state records (such as licensing records), credit card companies, mail-order companies, book-of-the-month clubs, and magazine subscriptions.

Time magazine, for example, rents its list of four million subscribers through Clyde Co. of New York. Clyde can break the lists down to more specialized markets such as gender and geographic location. There is a list of doctors and a list of students. If a merchant wanted to reach Texas college students, Time could rent such a list of subscribers to him.

Some of the lists are more highly

specialized. They can be separated into high-income zip code designations. Or if a merchant were selling a sports product, there are lists of sports enthusiasts available. There is even a list of pregnant women available to sellers of baby products.

How can they get this information? The list of pregnant women, for example, is compiled by a New York firm with the help of certain doctors nationwide who fill out a postcard when they find a patient is pregnant. The card includes her name and address, as well as the date her baby is due, and the number and ages of her other children.

Doctors fill out the cards for the patient's benefit, as she receives free samples along with advertising. The list can be broken down by zip code to reach women in high-income neighborhoods.

There are also three mass-compiled lists, according to Leonard Aliano, vice-president of Metro Mail. Metro Mail owns the 62 million-address list, which consists of 56 million telephone households and six million "occupant" addresses.

When a seller wants to rent a mailing list, the brokerage companies representing list owners begin a screening process. Carl Bender, vice-president of Chicago's Dependable Lists, said the seller

must send a sample of the proposed offer to the broker.

The offer must be ethical, and it must not be pornographic or have misleading wording. The seller is then sent a list of recommended mailing lists. He chooses one and copies of the mailing piece are sent to the list owner for approval. Then the list may be rented.

Most list owners and brokerage companies adhere to Direct Mail-Marketing Association standards, which are designed to keep industry standards high. The DMMA also keeps a list of consumers who would like to get less mail, as well as those who wish more. List compilers are asked to consult these lists. Consumers wanting to get on or off a list may write to the DMMA at 230 Park Ave., New York, NY, 10017.

There are about 100,000 households that have requested that they be taken off the mailing lists, said Richard Dematteis, communications manager of the DMMA. He said, however, that approximately 97,000 households would like to get more mail. In the last two years, two people requested more mail for every person requesting less, Dematteis said.

"We feel that direct mail is effective if it lives up to its goals," Dematteis said, "and that is to reach the people who want to receive it." Ms. magazine and American Ex-

press are letting their subscribers and card holders choose whether they want to be on the company's mailing list or not. There has been some response. American Express reported in 1975 that they had reached two million card holders by mail, and that approximately 13,000 had asked to be taken off the list.

But lists can be compiled from other sources. Texas A&M University sells mailing lists to whoever requests one. They are required to do so under the Family Educational Rights and Privacy Act of 1974. The University can release a student's name, address, telephone number, date and place of birth, major, dates of attendance and awards or degrees received.

If a student wants his name removed from the list, he may do so by filling out a form in the Registrar's office. But Robert Lacey, registrar, warns students of the consequences.

"If a student requests that no information be given out, we won't tell anyone," Lacey said. "His name will not appear on the commencement program or in the campus directory." Also, the student's address and phone number cannot be given out by the student locator. About 125 Texas A&M students have re-

quested that their names be removed from the list.

Most requests for lists come to Texas A&M from insurance companies, banks and local businesses. For example, this semester the Protective Life Insurance Co. has requested a list of male seniors. The information the firm will receive includes the student's major, phone number, date of birth, residence and mailing addresses, marital status and home town.

you can learn
Calligraphy
the art of elegant penmanship
a classtime to fit your busy schedule
March 29th, 30th, & 31st
enrollment limited - for more information
call after 5 p.m.
#846-9198#

CAMPUS ACTIVITIES

Wednesday
University Art Exhibits, Canadian Tapestries, through March 31, Rudder Center Exhibit Hall.
Brazos Valley Food Coop, vegetarian dinner, \$1.50 per person, 6 p.m., Old College Station City Hall.
TAMU Handball Club, 7:30 p.m., 140 MSC.
Outdoor Recreation, canoeing seminar by Dr. Richard Bury, 7:30 p.m., 701 Rudder.
Pre-Law Society, 7:30 p.m., 607 Rudder.
Aggie Cinema, "Dr. Zhivago," 8 p.m., Rudder Theater.

Thursday
Town Hall Contest, "Best Comedian on Campus," 12:45 p.m., MSC Fountain.
Water Ski Club, 7 p.m., 406 MSC.
Texas A&M Sport Parachute Club, the Confederate Air Force, 7:50 p.m., 302 Rudder.
Aggie Players, "Carnival," 8 p.m., Rudder Theater.
Wildlife Lecture, "Alaskan Odyssey," 8 p.m., Rudder Forum.
Aggie Cinema, "The Rocky Horror Picture Show," 8 and 10 p.m., Rudder Auditorium.

Friday
Aggie Cinema, "Silver Streak," 8 p.m., Rudder Auditorium and "Cabaret," midnight, Rudder Theater.
Aggie Players, "Carnival," 8 p.m., Rudder Theater.

Saturday
Moses Hall Talent Show, 7:30 p.m., MSC 201.
Aggie Players, "Carnival," 8 p.m., Rudder Theater.
Aggie Cinema, "Silver Streak," 8 p.m., Rudder Theater.

Sunday
Aggie Cinema, "Auntie Mame," 2 p.m., Rudder Theater.
Weightlifting Club, Texas State Novice Powerlifting championship, 9 a.m., Waco.
TAMU Motorcycle Club, Easter Road Run, 12 noon at the bus stop in Rudder Tower parking lot, for information call Perry Finger at 845-5202.

Tuesday
Society of Automotive Engineers, 7:30 p.m., 342 Zachery.

SOMETHING SPECIAL

- MONTEREY DINNER** 2⁹⁹ REG. 3.50
- FIESTA DINNER** 2⁶⁹ REG. 2.95
- ENCHILADA DINNER** 1⁹⁹ REG. 2.45



Monterey House
MEXICAN RESTAURANTS
WEDNESDAY ONLY

Pizza inn.
HAVE YOU TRIED OUR PARTY ROOM?
Our Greenfield Plaza location has a party room for 25 to 150 people. Call 846-1784 for details.
1803 GREENFIELD PLAZA (Next to Bryan High)



NEED CASH?
We pay cash for used books!
Loupot's Bookstore
Northgate - Across from the Post Office

Pizza Express
Free Delivery
846-7785

Embrey's Jewelry
We Specialize In Aggie Rings, Diamonds Set - Sizing - Reoxidizing - All types watch/jewelry Repair
Aggie Charge Accounts
9-5:30 846-5816

Mon.-Fri. 10-9 • Sat. 10-7
The Fair
Manor East Mall Texas Ave. at Villa Maria
...for fashions you can afford.

Junior Headquarters for Knit Tops and Jeans
Choose from the widest selections in the area

Jeans
Fashion and western styles in regular and pre-washed cotton denim. White and indigo blue in sizes 5 to 15.
14⁹⁹ to 26⁰⁰

Knit Tops
Soft, cool, comfortable knit tops in pastels, stripes, and solids. Lace and eyelet trims. A great assortment of styles in cotton or cotton blends. S-M-L.
5⁰⁰ to 16⁰⁰



How can our special offer help you calculate your decorating needs?



Come see for yourself
Get this \$14.95* pocket calculator for just \$8.49 when you visit your GTE Phone Mart during our "Decorator Days Celebration."
This brand name, mini-size pocket calculator can help you figure out your decorating expenses, or do your taxes quickly and accurately. It also makes a super gift.
So if you're interested in this specially priced calculator (supplies are limited) come see for yourself at the GTE Phone Mart. It's a whole new way to see your phone company.

Culpepper Plaza at the **GTE PHONE MART**

Offer good only while quantities last. *Suggested list price. Batteries not included.

Aggie Cinema
The following is the Aggie Cinema film poll for the Spring Semester 1978. Please turn in the polls at the Student Programs office (Rm. 216, MSC), or the Ballot Box in front of the Aggie Cinema display case on the first floor of the MSC.

Would you attend a discussion/interview following a Popular _____ Classic _____ International _____ series film?

- INTERNATIONAL**
- "Shop on Main Street" — Ida Kaminska
 - "Young Winston" — Anne Bancroft, Robert Shaw
 - "The Mime of Marcel Marceau" — Marcel Marceau
 - "Robbery" — Stanley Baker
 - "Cromwell" — Richard Harris, Alex Guinness
 - "The Great Bank Robbery" — Zero Mostel
 - "Zulu" — Michael Caine
 - "The Best of Enemies" — David Niven
 - "A Man for All Seasons" — Paul Scofield, Robert Shaw
 - "Romeo and Juliet" — Olivia Hussey, Leonard Whiting, Michael York
 - "Henry V" — Laurence Olivier
 - "Nicholas and Alexandra" — Michael Jayston, Janet Suzman
 - "Mary Queen of Scots" — Vanessa Redgrave, Glenda Jackson
 - "Anne of the Thousand Days" — Richard Burton, Genevieve Bujold
 - "Great Expectations" — Alec Guinness, John Mills
 - Roman Polanski Festival
 - "Death in Venice" — Dirk Bogarde
 - Ingrid Bergman Festival
 - "Barry Lyndon" — Ryan O'Neal
 - "A Special Day" — A. J. Liska
 - "Outrageous" — A. J. Liska
 - "A Day for Night" — A. J. Liska
 - "Deep End" — Jane Asher, John Moulder Brown
 - "Small Change" — Francois Truffaut, director
- POPULAR MOVIES**
- "Rolling Thunder"
 - "Gauntlet"
 - "Turning Point"
 - "One on One"
 - "Smoky and the Bandit"
 - "Julia"
 - "Rollercoaster"
 - "The World's Greatest Lover"
 - "MacArthur"
 - "Last Remake of Beau Geste"
 - "The Ritz"
 - "Sorcerer"
 - "Saturday Night Fever"
 - "Heroes"
 - "Bobby Deerfield"
 - "Scott Joplin"
 - "Cassandra Crossing"
 - "I Never Promised You a Rose Garden"
 - "Outlaw Blues"
 - "The Spy Who Loved Me"
 - Barbara Streisand Festival
 - "Three Women"
 - "Welcome to L.A."
 - "A Piece of the Action"
 - "Valentino"
 - Pink Panther Festival
 - "Other Side of Midnight"
 - "Semi Tough"
 - "Looking for Mr. Goodbar"
 - Neil Simon Festival
 - "Equus"
 - "Goodbye Girl"
 - "Another Man, Another Chance"
 - "Cross of Iron"
 - "Voyage of the Damned"
 - "You Light Up My Life"

- MIDNIGHT MOVIES FOR POLL**
- "Dog Day Afternoon", Pacino
 - "Car Wash", Pryor
 - "Five Easy Pieces", Nicholson
 - "Thunderbolt & Lightfoot", Eastwood
 - "Telefon", Bronson
 - "Billy Jack", Tom Laughlin
 - "White Line Fever", Jan-Michael Vincent
 - "Lords of the Flatbush", Sylvester Stallone, Henry Winkler
 - "Towering Inferno", McQueen, Newman
 - "Shampoo", Warren Beatty, Goldie Hawn
 - "Walking Tall", Joe Don Baker
 - "Catch 22", Art Garfunkel
 - "Taxi Driver", DeNiro
 - "I Will, I Will... For Now", Elliott Gould, Diane Keaton
 - "Papillon", Hoffman, Newman
 - "Outlaw Jose Wales", Eastwood
 - "The Last Detail", Nicholson
 - Monty Python Films
 - "Aloha Bobby and Rose", Paul LeMat
 - "Kentucky Fried Movie", Bill Bixby, Donald Sutherland
 - "Ode to Billy Joe", Robby Benson
 - "Bad News Bears", Tatum O'Neal, Walter Matthau
 - "The Bingo Long Traveling All Stars and Motor Kings", Pryor, Billy Dee Williams
 - "Buster and Billie", Jan-Michael Vincent
 - Woody Allen Films
 - "Executive Action", Burt Lancaster
- MATINEE MOVIES FOR POSS**
- "Daisy Miller"
 - "Other Side of the Mountain"
 - "Carnelot"
 - "Viva Max"
 - "Island at the Top of the World"
 - "Funny Girl"
 - "Judge Roy Bean"
 - "A Touch of Class"
 - "Oliver!"
 - "Endless Summer"
 - "The Sword and the Stone"
 - "Ten Little Indians"
 - "Winterhawk"
 - "Lost Horizon" (Musical)
 - "The Rescuers"
 - "The Sunshine Boys"
 - "Walkabout"

- CLASSICS**
- Judy Garland Festival
 - "All Quiet on the Western Front"
 - "All the King's Men" — Broderick Crawford
 - "On the Waterfront" — Marlon Brando
 - "To Kill a Mockingbird" — Gregory Peck
 - "For Whom the Bells Toll" — Gary Cooper, Ingrid Bergman
 - "A Raisin in the Sun" — Sidney Portier
 - Bogart Festival
 - Fred Astaire
 - "Easter Parade" — Fred Astaire, Judy Garland
 - "I'm No Angel" — Mae West
 - Elvis Presley Festival
 - "The Grapes of Wrath" — Henry Fonda
 - "Citizen Kane" — Orson Wells
 - Spencer Tracy Festival
- SUGGESTIONS**