

ORIGINAL AGGIE MUSIC!

Texas A&M Composers Spotlight
 Sunday, April 28, 3:00 p.m.
 All Faith's Chapel

Wayne Starks
Concert Series

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MSC ALL NIGHT FAIR

Informational Meeting

April 30 7:00 p.m.

402 Rudder

Please plan to attend if you're interested in helping with
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For more information call
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Plant your ad in The Battalion Classified and harvest the RESULTS!



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Photo by SUE KRENEL

Just Hanging Around

Until recently, passersby near Davis-Gary art. Also dangling from the tree were three Hall were treated to an unusual display of bicycles and another shopping cart.

Junk

Iowa town not complaining about extra mail

Associated Press

MOUNT PLEASANT, Iowa — Mailboxes crammed full of "junk mail" may cause you to complain, but this small southeastern Iowa city has an 80,000-square-foot warehouse full of the stuff — and no one complains.

Metromail Corp. is one of Mount Pleasant's largest employers, with 325 full-time workers out of a population of 7,320.

It sends out 400 million pieces of mail a year, generating more than \$20 million for the city's post office.

Every day three or four post office trailers, laden with up to 40,000 pounds of third-class mail, roll out of Metromail's plant.

And every day up to 90 trailers filled with brightly colored brochures, sweepstakes cards, free samples and mail-order offers arrive at the plant to be processed for mailing.

Keith Koch, vice president and plant manager for Metromail, wants it known first and foremost that his company is not in the "junk mail" business.

The preferred term, he said, is "advertising mail."

"We feel very strongly that we're servicing a large part of the advertising industry with a product that is not junk, with a product that is very expensive material," Koch said.

George O'Brien, vice president of the Mail Advertising Service Association in Washington, said the term "junk mail" was coined by newspapers when advertising mail cut into newspaper revenues.

Metromail is in the business of targeting markets for specific products.

The targeting is conducted at the company's headquarters in Lincoln, Neb., where a computer stores information on 75 million households and 85 million individuals, which may be the largest mailing list in the nation, Koch said.

Advertisers send truckloads full of their unassembled advertising mail to Mount Pleasant, where it is assembled, addressed, sorted and mailed.

Targeting has become so sophisticated that an advertiser can request that products be sent to a city, or just a ZIP code or even just to homes along one specific mail carrier's route.

Advertisers can also target to receive their mailings based on age and income, and whether own homes or regularly buy by mail.

Metromail, which is one of the largest mailing services in the country, has mailed orders from 20 million pieces, Koch said.

On a single day, more than a million pieces of mail may move through the plant.

O'Brien said that in 1984, the Postal Service handled 48.2 billion pieces of third-class mail, compared to 22.5 billion pieces in 1974.

Of the 1984 volume, Metromail accounted for about 10 percent, he said.

One of the myths that has been used to vilify "junk mail" is that the office is forced to subsidize third-class mail, O'Brien and Koch said.

Actually, third-class mail pays for itself and then some, they said.

Another myth, Koch said, is that people do not like junk mail. But after all is said and done, junk mail is still just junk to most people, and advertisers can remove names from their lists.

Opry celebrates 60th year of unrehearsed broadcasts

Associated Press

NASHVILLE, Tenn. — It has survived three wars, the Great Depression, floods and MTV. It has weathered rock 'n' roll, disco and New Wave. In this era of microchips, the Grand Ole Opry is as plain as a paper clip.

This folksy hillbilly hoedown, dressed up a bit through the years, is America's all-time musical smash.

This year the Opry celebrates its 60th birthday, an American institution as country as a rocking chair, as appealing as bacon and eggs frying on a bright spring morning.

"It's like a family reunion — all-day singing and dinner on the grounds," says humorist Minnie Pearl, who has spent 45 years on the show in her flowered straw hat with dangling price tag, always bounding up to the microphone and exclaiming: "Howwww-deeee!!! I'm just so proud to be here!"

The Opry bills itself as the oldest continuous live radio show, in the best of the tradition that holds that "the show must go on." This year,

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It has been staged hundreds of times more than "A Chorus Line," which is the longest running Broadway play ever — almost 3,900 performances.

About a million people a year, up to a capacity 4,400 at each performance, see the show in person, and millions in this country and Canada hear the live radio broadcast on WSM radio. The newly added television broadcast, on The Nashville Network on cable television, reaches 20.6 million households.

Fans travel an average of 100 miles round trip for the show and pay \$6 to \$10 for tickets for a one-hour show that typically features about 25 entertainers, each performing from one to three songs.

Despite its boondocks charm, the Opry is now presented in an elegant, \$13.5 million auditorium in a 120-acre, \$23 million park in Nashville, Tenn. It was moved from its old downtown Ryman Auditorium, which was too small, stuffy and unquated.

But even in the fancier surroundings, the audience can still see carpeted pews and hear tunes like songs like Roy Acuff's famous "bush Cannonball."

Interestingly enough, the show is not rehearsed. The performers know what time they're due, and orange-curtained stagehands and many songs to sing. The bands supplement the Opry member band, which uses live musicians necessary to play tunes they know. A quartet of backup singers, the Carol Lee Singers, can play charts if needed.

Funky V

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BROWNSVI help of state Gov. Mark Whists will square today to protes cination of to of Mexico.

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