



Paul Chandler/Daily Nebraskan

## 'Junk mail' isn't garbage; it's billion-dollar business

MESA, Ariz. -- Wanna buy a cemetery plot, cheap? How about a free spinal exam by a chiropractor? Or 20 percent off on your first dental visit? Maybe a free appraisal of your house would interest you.

These offers and more, covering almost every aspect of life, including death (undertakers) and taxes (accounting firms), are a billion-dollar annual business.

If you have a permanent address, you've received coupons or business reply cards from advertisers as big as American Express and as small as your neighborhood pizzeria, promising to save you money or improve your life. It's called "direct mail," more commonly known as junk mail.

In 1988, more than 221 billion coupons, up from 215 billion in 1987, were distributed and 3.2 percent, or about 7 billion, were redeemed, according to American Advertising Distributors, Inc., the largest U.S. direct mail franchiser. With more than 100 franchises, the company distributed 650 million coupons last year.

While discounts on name brands and new products are appreciated, AAD says consumers prefer coupons from local mer-

chants. But what clicks in one area of the country may not do as well in another, and what works one year may wear off the next.

For example, according to AAD research in 450 cities, a year ago pizzerias reported the best results with coupons offering \$1 off a large pizza. More recently, customers preferred "buy one, get one free" offers. Likewise, last year's coupons offered 99-cent video rentals while this year they're of the "rent one, get one free" variety.

Other businesses find one type of offer works best year after year. For restaurants, it's usually "buy one entree, get one free;" drycleaners "clean one, clean one free." For car washes it's "\$1 off any car wash" and for dentists it's "\$25 off the first visit for any new patient."

American Advertising says a local merchant typically will contract for a mailing of 10,000 to 15,000 coupons at a cost of \$400 per 10,000.

A clothing store offer of \$5 off any \$20 purchase, according to AAD, will generate about 70 customers and from \$2,000 to \$4,000 in sales.

## Baker says Soviet talks fruitful

JACKSON HOLE, Wyo. -- Secretary of State James A. Baker III said Sunday that the success of his meeting with the Soviet foreign minister should silence congressional critics and dampen their appetite for unilateral arms cuts.

Despite progress on talks to cut strategic, conventional and chemical weapons and the signing of six accords Saturday, Baker said the Soviet Union still was "a military threat."

"I think it would be quite naive for the United States to talk about unilateral reductions of its strategic arsenal," Baker said on the CBS-TV program "Face the Nation."

The Bush administration, he said,

remains committed to the Strategic Defense Initiative and deploying new classes of long-range bombers and mobile missiles.

Baker's four-day session with Soviet Foreign Minister Eduard A. Shevardnadze yielded an agreement to hold a summit in the United States next spring or summer.

It will be the first meeting between President George Bush and Soviet leader Mikhail S. Gorbachev since Bush took office, although the two met in New York between Bush's election and his inauguration.

In the course of the Baker-Shevardnadze talks, the Soviets also

said they would withdraw a demand that the United States agree to curb work on "Star Wars" before conclusion of a Strategic Arms Reduction Treaty (START).

Baker told a news conference Saturday the Soviet decision could speed conclusion of START, which would cut long-range strategic arms by 30 to 50 percent.

Taking on domestic critics Sunday, Baker said, "There was a lot of criticisms in advance of this ministerial (meeting) that I hope is absolutely gone now because we have made some really fundamental progress."

## Colombian judges plan strike for protection

BOGOTA, Colombia -- Colombia's 4,600 judges, facing persistent death threats from drug traffickers, threatened Sunday to strike if the government doesn't give them better protection.

Also Sunday, the army said it had captured a suspected drug trafficker wanted by the United States for extradition. Carlos Gomez Zapata is not on the U.S. Justice Department's list of 12 wanted drug traffickers.

Residents of this capital city of 6 million endured another night of bombings Saturday as bombs exploded in a theater, a city bus company's garage and at a neighborhood headquarters of the ruling Liberal party.

The three bombs injured two people, national police said.

In the last month, 103 bombs have killed six people and wounded 130.

Colombia's judges, fearing for their lives, said in a statement issued through their labor union, the National Association of Judicial Workers, that they will go on strike if immediate action is not taken to address the dangers they face.

Since 1981, about 50 judges and 170 judicial employees have been killed. Antonio Morales, president of the Association of Judicial Employees, has said at least 1,600 of Colombia's 5,000 judges have been threatened with death in the last 12 months.

Union officials are to meet Monday with acting Justice Minister Carlos Lemos Simmonds.

"We don't see any will on the part of the government to increase security for our lives," the president of the judges' union, Antonio Suarez Nino, said in the communique.

The judges repeated previous

demands for bulletproof cars and vests, guards with metal detectors at their offices and other security measures.

Judges in Colombia earn about \$400 a month. In interviews last month many said they were forced to take buses to work because they couldn't afford cars. A compact car here costs \$20,000.

Monica de Greiff, who resigned as justice minister last week after being threatened by drug traffickers, said she was promised \$19 million in U.S. aid earlier this month for the purpose of protecting judges. But the union said it has heard nothing since about the aid.

The anti-drug crusading newspaper El Espectador, in a column by its editor, Juan Guillermo Cano, accused Colombia's congress Sunday of being cowardly and corrupt.

## Abortion debate becomes election factor

Pro-choice forces appear to have seized the momentum in the nation's renewed battle over abortion, but anti-abortion activists say they expect the tide to turn as legislatures -- and the Supreme Court -- return to session this fall and winter.

So far, a half-dozen states have emerged as early legislative battlegrounds, but most lawmakers appear reluctant to open the door that was unlocked by the Supreme Court in July.

"I would say it's basically a stand-off," said Lydia Neumann, a spokeswoman for the Planned Parenthood

Federation of America, which favors access to abortion.

In the nation's two governor's races this fall, pro-choice candidates have used their viewpoint for its potential political advantage, while anti-abortion candidates have sought to shift attention away from the issue.

In New Jersey, Republican James Courter moderated his strong anti-abortion views and is widely perceived to have been hurt -- either by his views or by his waffling. Democrat James Florio strengthened his pro-choice stance.

In Virginia, Democrat Douglas

Wilder is aggressively advertising his pro-choice position in hopes of gaining ground on Republican Marshall Coleman, an anti-abortion candidate who is considered the front-runner.

Burke Balch, state legislative coordinator for the National Right to Life Committee, insisted that a strong anti-abortion position was not a political liability. But in general, he conceded that pro-choice forces have had the upper hand in the 2 1/2 months since the Supreme Court upheld Missouri abortion restrictions.

# Hugo causes shortages for South Carolina

CHARLESTON, S.C. -- Churches appealed for emergency donations of food, clothing and money Sunday for victims of Hurricane Hugo. Lines for hot meals were blocks long and people waited up to four hours to buy gas and other supplies.

National Guardsmen with M-16 rifles patrolled the streets of the battered city of 65,000 people, guarding against looters and keeping order at locations where residents lugged coolers and plastic jugs to get fresh water.

An emergency law enacted Saturday night sought to keep profiteers from charging \$10 for a bag of ice and \$600 for a chain saw.

Without electricity for a third day, residents were unable to cook, boil water for drinking or get cash from bank machines. At stores that managed to reopen, people waited in lines for up to four hours.

The Red Cross dished out hot meals from lunch wagons. At the Citadel Square Baptist

Church, the line stretched for three blocks, spokesman Brian Ruberry said.

As a cold rain fell Sunday morning, church bells pealed above the hum of generators and the buzz of chain saws.

Hugo clobbered Charleston for six hours late Thursday and early Friday with 135 mph winds and a storm surge of 17 feet of water. It was among the 12 fiercest hurricanes to strike the United States in this century, based on internal pressure, which gives winds their strength, according to the National Hurricane Center in Miami.

Hugo was the worst storm to hit the U.S. mainland since Hurricane Camille killed 256 people 20 years ago.

The death toll from Hugo's six-day rampage stood at 51 -- at least 27 people in the Caribbean and 24 in the Carolinas, Virginia and New York. A South Carolina woman and

her two children died Sunday when their rural wood-frame house caught fire from candles, officials said.

Damage estimates were in the billions of dollars.

In the three-county area around Charleston, 75,000 people were still out of their homes, Mayor Joseph P. Riley Jr. said. Schools are closed until further notice, and a dusk-to-dawn curfew remains in effect.

At least 775,000 people in the Carolinas remained without power. Sections of Charleston County may be groping without lights and refrigerators for a month or more.

In Charlotte, N.C., which is 200 miles inland, 150,000 of the 375,000 residents were without power and some could be without electricity for two weeks.

North Carolina Gov. Jim Martin has asked for a federal disaster declaration. The National

Guard was sent to Charlotte on Saturday to help the police.

Fifty churches in the Columbia area asked congregants to make donations for the hurricane victims.

"The congregation has been asked to bring in food, clothes, brooms, cleaning supplies, bottled water, bedding - any household items that are transportable," said LeGrand Cooper, administrator at the First Presbyterian Church in Columbia.

More than half the homes on the Isle of Palms, a barrier island that took the brunt of the killer storm, are structurally unsafe and many stood on just one or two stilts. Propane gas leaked and power lines, trees and debris cluttered roads.

Because police drove their cruisers to the mainland before Hugo struck, the 15-member police department patrolled in garbage trucks, on golf carts and on bicycles.

## Cambodian leader pleads for end to meddling

PHNOM PENH, Cambodia -- Prime Minister Hun Sen on Sunday said a full-scale civil war can be averted if other nations stop arming the guerrillas once Vietnam withdraws its troops from Cambodia.

He said at a news conference that bloodshed is inevitable after the Vietnamese forces backing his government are gone; but that the level of fighting depends on foreign aid to the insurgents.

Officials on both sides of the con-

flict have predicted new offensives by the guerrillas after this week's withdrawal of Vietnamese troops.

Hun Sen also said that his troops still control Pailin, a gem-mining region near the Thai border reported under intense attack by the Khmer Rouge, the strongest group in the three-member guerrilla coalition.

Defense Minister Tea Banh acknowledged Saturday that the Khmer Rouge now control some territory near Pailin.

Vietnam, which invaded in 1978 to end a bloody reign of terror by the Khmer Rouge and installed a pro-Hanoi government, has pledged it will remove all its forces from the country by Tuesday. The guerrillas say it is a ploy and that Vietnam is hiding soldiers in Cambodia.

"After the withdrawal of Vietnamese troops the war will continue," Hun Sen told reporters. "As to the scope of the war, we think it will depend on foreign countries."

### Daily Nebraskan

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