

There are 3 ways to deal with advertising mail:

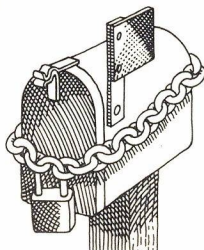


1. You can just throw it out, the good with the bad, without reading it.

But when you do, you could be missing out on some pleasant surprises...like discount coupons, money-saving subscription offers, or valuable free gifts. And chances are that most of your advertising comes directly from manufacturers, publishers, or retailers you've long trusted, who offer you top-brand products, many times with free-trial offers and money-back guarantees that you don't often get in stores.

2. Or you can mail the coupon below and get taken off many mailing lists.

You can stop most advertising mail from ever reaching your mailbox simply by mailing the coupon below (check the box marked "Name-Removal"). The Direct Mail Marketing Association, which represents 1700 companies who advertise and sell by mail, has set up a Mail Preference Service for your convenience. Send in the coupon, and we'll promptly mail you a simple form. When it's completed and returned, the companies participating in this program will remove your name from their mailing lists. Within 90 days, you'll notice what will become a substantial reduction in the amount of advertising mail in your mailbox. There's no way we can stop *all* advertising mail from reaching you—but we will do our best. Participating companies are glad to extend this courtesy.



3. Or you may decide for yourself which mail to read, which offers to accept.



Shopping by mail is like being in a big department store with many items on display. Some you pass by quickly, some look more interesting, so you stop to look and perhaps to buy—but the choice is always yours. You may even want to receive more mail about certain hobbies or interests of yours. The Mail Preference Service can help you get more mail in areas from cooking and gardening to books, travel, sports, and many others. Simply check the box marked "Add-On" below, and soon, you can begin taking even greater advantage of the extra opportunities you find only in mail advertising.

Direct Mail/Marketing Association
6 East 43rd St., NY., NY. 10017

- I want to receive more mail on my favorite interests or hobbies. Please send me an *Add-On-Form*.
- I want to receive less advertising mail. Please send me a *Name-Removal Form*.

Name _____

Address _____

City _____ State _____ Zip _____



MR

Technology

MILW Makes Progress

Work is underway on the overhaul of locomotives on the Milwaukee Road. Activity began in March with internal funds in anticipation of \$5.1 million in government-guaranteed loans applied for under the Emergency Rail Services Act of 1970.

Workers were called back at Milwaukee, St. Paul, Bensenville, Ill., and Mitchell, S.D., where work will be done.

Hot Boxes Plus Computers

Canadian National reports the operation of the world's first computer application for reading and analyzing data from hotbox detectors.

The computer system, developed by CN signal engineering and based at Belleville, Ont., handles readouts between Montreal and Oshawa. The system went into operation in mid-1977 on a side-by-side basis with the manual method, then became fully operational by the fall. The next location to be considered is Winnipeg.

Walter Friesen, senior design engineer in signals engineering, says the computer is more consistent than manual reading of detector data now displayed on tapes.



Bryan Smith monitors CN's computerized hotbox detection center at Belleville, Ont., first of its kind in use.

"Virtually no hotbox is missed by the detector," says Mr. Friesen, "but many are not recognized on the tape. That prompted the development of an automatic alarm and data analysis system which could accurately, and more importantly, pick out abnormal bearing conditions."

A spike caused by lightning shows up on tape as an abnormal reading calling for an alarm when none is needed. The computer can recognize this unusual data and will not issue an alarm.

Mr. Friesen said there had been a reduction in false stops—trains stopped due to a misread tape or false alarm—since the computer system started.