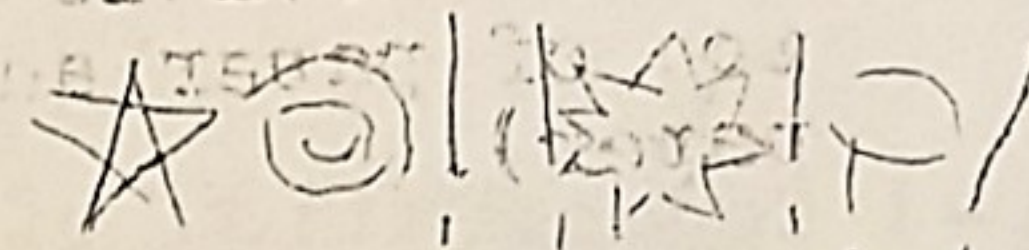


# NEWSPAPER TROUBLES



A stack of newspapers 36" high equals one tree, but often we can't even recycle that newspaper and keep more trees from being destroyed. Lately we have had to refuse the paper you bring us because our paper has to be bailed and sent to Japan and that is impossible as long as the dock strike continues. If you are one of the people who has been turned away you are probably as tired of the hassle as we are. If there was a plant in the Bay Area turning old newsprint into new newsprint we would have a ready market for all the paper we could get. There would be such a plant if the newspapers in the area created the demand for recycled newsprint. Right now the Chronicle uses no recycled newsprint and the Examiner prints one section a week, the classified ads on Sunday, on it. The Examiner says it would be impractical to use more recycled paper, but under public pressure would probably find it practical enough. Call the publishers of these papers and tell them you would like to see them using more recycled paper: The Chronicle and the Examiner (En1-2505) the Berkeley Gazette (843-4900) the Oakland Tribune (273-2000)

Newsprint is only part of the paper that makes up more than 50% of our solid waste. Only 20% of all our paper is recycled. This is partly because there isn't a large enough market for recycled paper and partly because of laws favoring the use of virgin fiber. It is also because of contaminants used in the paper making process that make it harder to recycle the paper-contaminants such as mercury which should be replaced with harmless, degradable substances anyway. Write your representatives in Washington and Sacramento urging that the depletion allowances be revised to favor recycled fibers, that dangerous chemicals be forbidden in the paper making process, and that laws favoring use of recycled fibers be passed. There is now a bill by Dunlap before the Assembly Ways and Means Committee proposing a tax on all paper with over 20% virgin fiber (AB 2912). Write your Assemblyman or State Senator to find out what other bills are pending.

Urge the city of Berkeley to buy only recycled paper. A list of manufacturers of paper products using recycled fibers can be obtained by writing Si Wekesberg, NASMI (National Associations of Secondary Material Industries, Inc.) 330 Madison Avenue, N.Y., N.Y. 10017 (telephone 212-867-7330).

A group in Buffalo, N.Y., H.E.P. (Housewives to End Pollution) has gone on a campaign to get major users of shipping cartons and paper packaging to use recycled paper. The Container Corporation of America, Packaging Corporation of America, Federal Paper Board, and Continental Can Company are all making cartons of recycled fiber. The main reasons they are using in their campaign are:

- 1) Reduction of Solid Waste
- 2) Reduction of air pollution caused by incineration and open dump burning.
- 3) Reduction of garbage disposal costs to the taxpayer.



4) Conservation of trees (it takes 2 3/4 tons of wood to make one ton of paper and only 1.1 ton of waste paper to make one ton of paper).

The companies which H.E.P. is concentrating its pressure on are

1. Sears, Roebuck-A.M. Wood, Pres., Chicago, Ill. 60607
2. The A&P Co. Inc.-W.J. Kane, Pres., Graybar Bldg., 470 Lexington Ave. N.Y.
3. General Foods Corp.-L.E. Larkin, Jr. Pres., 250 North St. White Plains N.Y.
4. Borden, Inc.- A.R. Marusi, Pres. 350 Madison Ave. N.Y., N.Y., 10017
5. Campbell Soups W.B. Murphy, Pres., 375 Memorial Ave. Camden, N.J. 08101
6. General Mills Inc. James Summer, pres. 9200 Wayzata Blvd. Minneapolis, Minn.
7. Quaker Oats- R.D. Stuart, Jr. pres., Mds, Market Plaza, Chicago, Ill. 60654
8. Scott Paper-C.D. Dickey, jr. pres. Scott Plaza, Philadelphia, Pa.
9. Proctor & Gamble-H.J. Morgan, pres., 301 E. 6th st. Cincinnati, Ohio
10. Colgate Palmolive-D.R. Foster, pres., 300 Park Ave., N.Y., NY 10022
11. Lever Bros-Thomas Carroll, Pres. 390 Park Ave. N.Y. NY 10022
12. The Pillsbury Co.-Terrance Hanold, pres. Pillsbury Bldg. Minneapolis, Minn.
13. Ralston Purina-A.J. O'Brian, pres., Checkerbd. Square, St. Louis, Mo. 63199
14. Standard Brands, Inc.-Henry Meigl, pres. 625 Madison Ave. N.Y., NY 10022

When you get tired of writing letters to these companies, and tired of the things they make, you may want to try solving your own paper problems on your own. After all, do you really need all the paper that you buy and accumulate? Here are some ways to use less paper:

- A. Take cloth bags to the store instead of accumulating more paper ones.
- B. Buy fresh food or food with a minimum of packaging (when you write the above companies urge them to reduce their packaging as well as change its content).
- C. Use both sides of all writing paper.
- D. Send back junk mail. Write "refused-wastes trees" on it and drop it in the mail box.
- E. Share magazines and newspapers and try to read them at the library.
- F. Try to avoid disposable paper products- paper dish cloths, diapers, napkins, etc.

Ecology Action  
3029 Benvenue  
Berkeley  
843-1820

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