Herb Caen SFChronicle

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"You remember those reassuring ads from Uncle Samuel: 'No one can ever find out anything from your census form. All the information you enter on your census form is a private matter between you and our computer. Even your age. ... Howevvvver! The trade paper, 'Computerworld,' discloses that in Aug., the Census Bureau begins releasing 1700 census data tapes, at \$60 per. And in that same issue, one firm advertises that its 'Analyses of the census information' will be available. Among this firm's clients: direct mailing houses. And so the junk mail will flow even faster."