

# REPORT OF RECEIPTS AND DISBURSEMENTS

For Other Than An Authorized Committee  
(Summary Page)

RECEIVED  
COMM. DIV.  
MAR 10 1995

104 27 11 41 AM '95

USE FEC MAILING LABEL OR TYPE OR PRINT

<b>1. NAME OF COMMITTEE (In full)</b> Direct Marketing Association Political Action Committee	
<b>ADDRESS (number and street)</b> <input type="checkbox"/> Check if different than previously reported 1111 19th Street, N.W., Suite 1100	<b>2. FEC IDENTIFICATION NUMBER</b> 000235309
<b>CITY, STATE and ZIP CODE</b> Washington, DC 20036	<b>3.</b> <input checked="" type="checkbox"/> This committee has qualified as a multicandidate committee. (see FEC FORM 13M)

## 4. TYPE OF REPORT

- (a)  April 15 Quarterly Report
- July 15 Quarterly Report
- October 15 Quarterly Report
- January 31 Year End Report
- July 31 Mid Year Report (Non-election Year Only)
- Termination Report
- Monthly Report Due On:
- |                                      |                                       |   |
|--------------------------------------|---------------------------------------|---|
| <input type="checkbox"/> February 20 | <input type="checkbox"/> June 20      | <input type="checkbox"/> October 20             |
| <input type="checkbox"/> March 20    | <input type="checkbox"/> July 20      | <input checked="" type="checkbox"/> November 20 |
| <input type="checkbox"/> April 20    | <input type="checkbox"/> August 20    | <input type="checkbox"/> December 20            |
| <input type="checkbox"/> May 20      | <input type="checkbox"/> September 20 | <input type="checkbox"/> January 31             |
- Twelfth day report preceding \_\_\_\_\_ (Type of Election)  
election on \_\_\_\_\_ in the State of \_\_\_\_\_
- Thirtieth day report following the General Election on \_\_\_\_\_ in the State of \_\_\_\_\_
- (b) Is this Report an Amendment?  YES  NO

9503009034

SUMMARY	COLUMN A This Period	COLUMN B Calendar Year-to-Date
5. Covering Period <u>10/01/95</u> through <u>10/31/95</u>		
6. (a) Cash on Hand January 1, 19 <u>95</u>		\$ 3,968.16
(b) Cash on Hand at Beginning of Reporting Period	\$ 30,004.04	
(c) Total Receipts (from Line 18)	\$ 12,245.57	\$ 52,060.57
(d) Subtotal (add Lines 6(b) and 6(c) for Column A and Lines 6(a) and 6(c) for Column B)	\$ 42,249.61	\$ 56,028.73
7. Total Disbursements (from Line 30)	\$ 6,000.00	\$ 19,779.12
8. Cash on Hand at Close of Reporting Period (subtract Line 7 from Line 6(d))	\$ 36,249.61	\$ 36,249.61
9. Debts and Obligations Owed TO the Committee (Itemize all on Schedule C and/or Schedule D)	\$ 0	For further information contact: Federal Election Commission 999 E Street, NW Washington, DC 20463 Toll Free 800-424-9630 Local 202-219-3420
10. Debts and Obligations Owed BY the Committee (Itemize all on Schedule C and/or Schedule D)	\$ 0	

I certify that I have examined this Report and to the best of my knowledge and belief it is true, correct and complete.

Type or Print Name of Treasurer: RICHARD A. BARTON

Signature of Treasurer: Date: 11/20/95

NOTE: Submission of false, erroneous, or incomplete information may subject the person signing this Report to the penalties of 2 U.S.C. §437g.

**DETAILED SUMMARY PAGE  
OF RECEIPTS AND DISBURSEMENTS  
PAGE 2, FEC FORM 3X**

(revised 1/1/91)

NAME OF COMMITTEE		REPORT COVERING PERIOD	
Direct Marketing Association Political Action Committee		FROM 10/01/95	TO 10/31/95
		COLUMN A Total This Period	COLUMN B Calendar Year
<b>I. Receipts</b>			
11.	Contributions (other than loans) From:		
a.	Individual/Persons Other Than Political Committees		
i.	Itemized (use Schedule A) .....	7,500.00	41,300.00
ii.	Unitemized .....	4,745.57	10,260.57
iii.	Total .....	12,245.57	51,560.57
b.	Political Party Committees .....	0	0
c.	Other Political Committees (such as PACs) .....	0	500.00
d.	Total Contributions .....	12,245.57	52,060.57
12.	Transfers From Affiliated/Other Party Committees .....	0	0
13.	All Loans Received .....	0	0
14.	Loan Repayments Received .....	0	0
15.	Offsets To Operating Expenditures (Refunds, Rebates, etc.) .....	0	0
16.	Refunds of Contributions Made to Federal Candidates and Other Political Committees .....	0	0
17.	Other Federal Receipts (Dividends, Interest, etc.) .....	0	0
18.	Transfers from Nonfederal Account for Joint Activity .....	0	0
19.	Total Receipts .....	12,245.57	52,060.57
20.	Total Federal Receipts .....	12,245.57	52,060.57
<b>II. Disbursements</b>			
21.	Operating Expenditures:		
a.	Shared Federal/Non-Federal Activity (from Schedule H4)		
i.	Federal Share .....	0	0
ii.	Non-Federal Share .....	0	0
b.	Other Federal Operating Expenditures .....	0	29.12
c.	Total Operating Expenditures .....	0	29.12
22.	Transfers to Affiliated/Other Party Committees .....	0	0
23.	Contributions to Federal Candidates/Committees and Other Political Committees .....	6,000.00	19,750.00
24.	Independent Expenditures (use Schedule E) .....	0	0
25.	Coordinated Expenditures Made by Party Committees (2 U.S.C. 441a(d)) (use Schedule F) ..	0	0
26.	Loan Repayments Made .....	0	0
27.	Loans Made .....	0	0
28.	Refunds of Contributions To:		
a.	Individuals/Persons Other Than Political Committees .....	0	0
b.	Political Party Committees .....	0	0
c.	Other Political Committees (such as PACs) .....	0	0
d.	Total Contribution Refunds .....	0	0
29.	Other Disbursements .....	0	0
30.	Total Disbursements .....	6,000.00	19,779.12
31.	Total Federal Disbursements .....	6,000.00	19,779.12
<b>III. Net Contributions/Operating Expenditures</b>			
32.	Total Contributions (other than loans)(from line 11d) .....	12,245.57	52,060.57
33.	Total Contribution Refunds (from line 28d) .....	0	0
34.	Net Contributions (other than loans)(subtract line 33 from 32) .....	12,245.57	52,060.57
35.	Total Federal Operating Expenditures .....	0	29.12
36.	Offsets to Operating Expenditures (from line 15) .....	0	0
37.	Net Operating Expenditures .....	0	29.12

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**SCHEDULE A**

**ITEMIZED RECEIPTS**

Use separate schedule(s) for each category of the Detailed Summary Page

PAGE 1 OF 3  
FOR LINE NUMBER 11a(1)

Any information copied from such Reports and Statements may not be sold or used by any person for the purpose of soliciting contributions or for commercial purposes, other than using the name and address of any political committee to solicit contributions from such committees.

**NAME OF COMMITTEE (in Full)**

Direct Marketing Association Political Action Committee

A. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Bill Blaha 4343 South 96th Street Omaha, NE 68127	The Pacesetter Corporation	10/06/95	250.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation President	Aggregate Year-to-Date > \$ 250.00	
B. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Kelly B. Browning 1759 R Street, N.W. Washington, DC 20009	American Institute for Cancer Research	10/13/95	250.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation Executive Vice President	Aggregate Year-to-Date > \$ 250.00	
C. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Frank DiMinno 101 East Gloucester Pike Barrington, NJ 08007	Edmund Scientific	10/06/95	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation Vice President	Aggregate Year-to-Date > \$ 500.00	
D. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Gary W. Guyton 3385 Orchard Park Road Orchard Park, NY 14127-1616	Marketing Resources of New York, Inc.	10/13/95	250.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation President	Aggregate Year-to-Date > \$ 250.00	
E. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
W. David McGonigle 101 East Gloucester Pike Barrington, NJ 08007	Edmund Scientific	10/06/95	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation COO, Vice President Materials	Aggregate Year-to-Date > \$ 500.00	
F. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Alton J. Oneil 205 Worth Avenue, Suite 201 Palm Beach, FL 33480	SYNERCO	10/20/95	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation President	Aggregate Year-to-Date > \$ 500.00	
G. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Jane E. Osman 1221 Avenue of the Americas New York, NY 10020	Columbia House	10/13/95	250.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation Vice President	Aggregate Year-to-Date > \$ 250.00	

SUBTOTAL of Receipts This Page (optional) .....

2,500.00

TOTAL This Period (last page this line number only) .....

9 5 0 3 0 0 9 0 3 6

**SCHEDULE A**

**ITEMIZED RECEIPTS**

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**NAME OF COMMITTEE (In Full)**  
 Direct Marketing Association Political Action Committee

9503090357

A. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Ronald L. Plessner 1200 19th Street, N.W. Washington, DC 20036	Piper & Marbury Occupation: Counsel	10/13/95	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Aggregate Year-to-Date > \$ 500.00		
B. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Stephen R. Polk 1155 Brewery Park Boulevard Detroit, MI 48207	R.L. Polk & Company Occupation: Chairman	10/13/95	1,000.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Aggregate Year-to-Date > \$ 1,000.00		
C. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Karl Steigerwald 3500 Lacey Road Downers Grove, IL 60515-5432	Spiegel, Inc. Occupation: Vice President	10/06/95	250.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Aggregate Year-to-Date > \$ 250.00		
D. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
William J. Totten 355 Riverside Avenue Westport, CT 06880	Reader's Digest Association, Inc. Occupation: President	10/06/95	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Aggregate Year-to-Date > \$ 500.00		
E. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
John Van Horn 2000 Arthur Avenue Elk Grove Vlg., IL 60007-6071	Alden Press/World Color Press Occupation: President	10/13/95	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Aggregate Year-to-Date > \$ 500.00		
F. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Joseph J. Ward 13033 Woodlands Parkway Des Moines, IA 50325	Retired Occupation: n/a	10/27/95	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Aggregate Year-to-Date > \$ 500.00		
G. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
W. Grant Williams, III 2025 Concourse Drive St. Louis, MO 63146	Knight's Ltd. Catalogs Occupation: President	10/27/95	250.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Aggregate Year-to-Date > \$ 250.00		

<b>SUBTOTAL</b> of Receipts This Page (optional) .....	3,500.00
<b>TOTAL</b> This Period (last page this line number only) .....	

**SCHEDULE A**

**ITEMIZED RECEIPTS**

Use separate schedule(s) for each category of the Detailed Summary Page

PAGE 3 OF 3  
FOR LINE NUMBER 11a(1)

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**NAME OF COMMITTEE (In Full)**  
Direct Marketing Association Political Action Committee

A. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Richard C. Wolter 1221 Avenue of the Americas New York, NY 10020-1090	Columbia House	10/13/95	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation Chairman & CEO	Aggregate Year-to-Date > \$ 500.00	
B. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Alice Zea 31 River Road Cos Cob, CT 06807	AZ Marketing Services, Inc.	10/20/95	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation Chairman	Aggregate Year-to-Date > \$ 500.00	
C. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
William E. McCarthy P.O. Box 10001 Dallas, TX 75301-7316	JC Penny Catalog Division, JC Penny Co.	10/13/95	250.00 *
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation President	Aggregate Year-to-Date > \$ 250.00	
D. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
*Earmarked Contribution: Richard C. Shelby Senate (R-AL) - Primary 1998			
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation	Aggregate Year-to-Date > \$	
E. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
William E. McCarthy P.O. Box 10001 Dallas, TX 75301-7316	JC Penny Catalog Division, JC Penny Co.	10/13/95	250.00 **
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation President	Aggregate Year-to-Date > \$ 500.00	
F. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
**Earmarked Contribution: Capitol Committee, The PAC - 1995			
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation	Aggregate Year-to-Date > \$	
G. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation	Aggregate Year-to-Date > \$	

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<b>SUBTOTAL</b> of Receipts This Page (optional) .....	1,500.00
<b>TOTAL</b> This Period (last page this line number only) .....	7,500.00

**SCHEDULE B**

**ITEMIZED DISBURSEMENTS**

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**NAME OF COMMITTEE (In Full)**  
 Direct Marketing Association Political Action Committee

A. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement	Date (month, day, year)	Amount of Each Disbursement This Period
Hobson for Congress Committee 82 West Columbia Street Springfield, OH 45502	David Hobson House (R-OH, 7th) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	10/17/95	500.00
People for Pate Domenici Committee P.O. Box 25707 Albuquerque, NM 87125	Pate Domenici Senate (R-NM) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	10/17/95	1,000.00
Nancy Johnson for Congress P.O. Box 1986 New Britain, CT 06050	Nancy Johnson House (R-CT, 6th) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	10/18/95	500.00
Stevens for Senate P.O. Box 100879 Anchorage, AK 99510	Ted Stevens Senate (R-AK) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	10/18/95	1,000.00
Friends of Clay Shaw 2600 NE 14th Street Causeway Pompano Beach, FL 33062	E. Clay Shaw, Jr. House (R-FL, 22nd) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	10/18/95	500.00
Shelby for U.S. Senate P.O. Box 1091 Tuscaloosa, AL 35403	Richard C. Shelby Senate (R-AL) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1998	10/20/95	250.00 *
*Earmarked Contribution by William E. McCarthy via Committee Check.			
Capitol Committee, The 257 East 200 South Salt Lake City, UT 84111	PAC Contribution Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input checked="" type="checkbox"/> Other (specify) PAC - 1995	10/20/95	250.00 **
**Earmarked Contribution by William E. McCarthy via Committee Check.			

SUBTOTAL of Disbursements This Page (optional) ..... 4,000.00

TOTAL This Period (last page this line number only) .....

95030090349

**SCHEDULE B**

**ITEMIZED DISBURSEMENTS**

Use separate schedule(s) for each category of the Detailed Summary Page

PAGE 2 OF 2  
FOR LINE NUMBER 23

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NAME OF COMMITTEE (In Full)

Direct Marketing Association Political Action Committee

A. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement	Date (month, day, year)	Amount of Each Disbursement This Period
Friends of Larry Pressler P.O. Box 77166 Washington, DC 20013	Larry Pressler Senate (R-SD) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	10/24/95	1,000.00
Sue Myrick for Congress 1430 Thermal Road Charlotte, NC 28212	Sue Myrick House (R-NC, 9th) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	10/24/95	500.00
Hoyer for Congress 7905 Malcolm Road, Suite 102 Clinton, MD 20735	Steny Hoyer House (D-MD, 5th) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	10/25/95	500.00
D. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)	Date (month, day, year)	Amount of Each Disbursement This Period
E. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)	Date (month, day, year)	Amount of Each Disbursement This Period
F. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)	Date (month, day, year)	Amount of Each Disbursement This Period
G. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)	Date (month, day, year)	Amount of Each Disbursement This Period
H. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)	Date (month, day, year)	Amount of Each Disbursement This Period
I. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)	Date (month, day, year)	Amount of Each Disbursement This Period

SUBTOTAL of Disbursements This Page (optional) .....

2,000.00

TOTAL This Period (last page this line number only) .....

6,000.00

95030090370

Federal Election Commission  
ENVELOPE REPLACEMENT PAGE  
FOR INCOMING DOCUMENTS

The Commission has added this page to the end of this filing to indicate how it was received.

Hand Delivered

DATE OF RECEIPT

First Class Mail

POSTMARKED

Registered/Certified Mail

POSTMARKED

11-20-95

No Postmark

Postmark Illegible

Received from the House Office of Records  
and Registration

DATE OF RECEIPT

Received from the Senate Office of Public  
Records

DATE OF RECEIPT

Other (Specify):

POSTMARKED

and/or DATE OF RECEIPT

JMN  
PREPARER

11-07-95  
DATE PREPARED

95030090371