

Should ads be stuck

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LOS ANGELES — Rep. Barry Goldwater Jr., R-Calif., thinks his idea will lick a \$1.2 billion national problem.

His idea is to sell advertising space on U.S. postage stamps.

Goldwater said in a recent interview that the idea "came came to me while I was taking a shower — that's when I do my best thinking."

Under Goldwater's "free enterprise postage stamp" bill, introduced last month, names or corpo-

rate symbols of businesses could be printed on stamps for a fee of 20 cents per stamp — Coca Cola, for example, or Budweiser. Or Brach's Jelly Beans or Jack-in-the-Box.

Goldwater estimated this would produce \$1.2 billion in additional revenue each year for the Postal Service, which hit a \$1.2 billion deficit in 1976.

The congressman said first reactions from the Postal Service were positive. However, first reactions from American stamp collectors accentuated the negative.

onto U.S. stamps?

Richard Sine, editor of American Philatelist Monthly, sounded fit to be canceled.

"I'd hate to see it," he said. "It could make American philately a laughing stock . . . Now we (the United States) are rather well respected around the world for our stamps . . . But this would certainly decrease the collectability of stamps."

Sine said that many nations use their postage stamps for propaganda, such as the Soviet Union, Cuba and the Republic of China. But he

said he knows of no nation that has ever used commercial advertising on the face of its stamps.

All in all, Sine said, he does not believe the nation's 25 million stamp collectors will go for the Goldwater scheme.

"I think he's opened up a hornet's nest he didn't expect," Sine said. "I guess that the idea is okay for somebody who's coming in from left field — pardon me, in Goldwater's case 'right field' . . . — but among collectors, stamp designs are not taken very lightly."