

Security Analysts that television will increase its share of advertising dollars because of the expected increase in the number of color TV sets; the breakthrough to new advertisers, particularly major retailers and the increased flexibility in handling commercials. The trend from the 60-second to the 30-second commercial as the basic sales unit was cited as giving the advertiser greater cost-efficiency and the broadcaster more inventory to sell without increasing total commercial time.

Mr. Petersmeyer noted that although television is getting only 18% of the total advertising dollars now, "the year-to-year growth rate of television expenditures since 1958 (with the exception of 1967) has exceeded that of the gross national product."

He added that if the economy is healthy, Corinthian's TV revenues should continue to grow annually from 7½% to 10% and that the rate of profit growth should substantially exceed the revenue growth.

If cigarette advertising is banned on TV, either by the government or broadcasters themselves, Mr. Richdale said, "advertiser demand for television would appear to be sufficient to make up any loss in a relatively short time." He said cigarette advertising now accounts for about 3% of Corinthian's revenues.

More than half of Corinthian's TV revenues, it was reported, come from national spot business, with local spot currently making up about a third, and network, the remainder. Local sales have continually grown; in 1965 they accounted for 22% of the total; in 1969 they were up to 32%.

Earnings for the fiscal year ended April 30 were \$4,215,000 or \$1.25 per share. (BROADCASTING, June 30). During the past nine years, revenues of the company have grown from less than \$11 million to more than \$25 million.

Corinthian moved into publications in 1968 when it acquired Renaissance Editions Inc. (now called Corinthian Editions Inc.), and then added Standard Reference Works, publishers of the Funk & Wagnalls encyclopedia.

Merger is proposed by Rice, Turner

Rice Broadcasting Co. and Turner Communications Corp. have announced an agreement to merge. Turner President James C. Roddey said Rice will acquire Turner in an exchange of stock, and Rice will change its name to Turner Communications. Through the transaction, however, Turner will own about 75% of the merged corporation, he said.

Over one million shares of Rice stock

will be issued to Turner at the exchange rate of about three and a half Rice shares for each Turner share. Mr. Roddey placed the average price of Rice's stock at about \$7.25 per share since its issue. Rice has fewer than 500,000 shares now outstanding, he said.

Rice owns WJRJ-TV Atlanta, a channel-17 independent. It also owns Atlanta Telemeter Inc., a pay-TV firm. It reported a net loss of \$363,107 in 1968 (BROADCASTING, May 5). W. Robert McKinsey is president of Rice Broadcasting.

Turner, which owns WGOV Chattanooga, is purchasing WTMA-AM-FM Charleston, S. C., and WMBR Jacksonville, Fla., from Charles Smith for \$1 million-plus, subject to FCC approval. It also owns outdoor advertising plants and manufactures electric signs and plastic products.

Turner is principally owned by board chairman R. E. Turner III, Mr. Roddey and Louis Peterson, who owns WABR Winter Park (Orlando), Fla. Turner's latest statement reported earnings of \$219,497 for the six months ending last Feb. 28 (BROADCASTING, June 9).

Bassett will go public with 100,000 shares

Mort Bassett & Co., New York, radio station representative, has filed a registration statement with the Securities and Exchange Commission offering 100,000 shares for public sale at \$4 per share through E. L. Aaron & Co., New York.

According to the preliminary prospectus dated June 20, the net proceeds to the company are estimated to be \$310,000, of which about \$140,000 will be used to open additional sales offices in major markets. In addition, about \$85,000 will be used for hiring additional personnel for the New York office and the remaining \$85,000 will be devoted to working capital.

The company represents 26 radio stations located primarily on the East Coast. During the year ended Dec. 31, 1968, its three largest clients accounted for about 53% of its revenues and one client accounted for over 29%. According to the prospectus, WPGC-AM-FM Morningside, Md.-Washington is the largest producer of the company's revenues, which amounted to \$21,396 for the three months ended March 31.

The company has 150,000 shares outstanding; Morton G. Bassett, president and treasurer, is sole owner. After the offering he will own 60%.

Financial notes:

▪ Wometco Enterprises Inc., Miami, has declared regular quarterly dividends of 9½ cents on class A stock and 3½ cents on class B stock, both payable Sept. 16 to stockholders of record

This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these shares. The offer is made only by the Prospectus.

July 10, 1969

300,000 Shares



American International Pictures, Inc.

Common Stock
(\$20 Par Value)

Price \$14 per Share

Copies of the Prospectus may be obtained from the undersigned only in states where the undersigned may legally offer these securities in compliance with the securities laws thereof.

C. E. Unterberg, Towbin Co.

Bear, Stearns & Co.

Clark, Dodge & Co.
Incorporated

Francis I. duPont, A. C. Allyn, Inc.

Robert Fleming
Incorporated

Hayden, Stone
Incorporated

Hill Samuel Securities Corporation

E. F. Hutton & Company Inc.

Kleinwort, Benson
Limited

Ladenburg, Thalmann & Co.

G. H. Walker & Co.
Incorporated