

At Deadline

Demise of 'Life' attributed, in part, to TV competition

Official announcement makes no mention of radio-TV sale to save faltering magazine

Sixteen months after its competitor *Look* ceased publication (in October 1971) *Life* will follow. Publication will be discontinued with year-end double issue of Dec. 29. It was *Life* and *Look* that joined with *Readers Digest* and General Foods in anti-TV effectiveness study in early 1970 that showed, they said, need to supplement TV with magazine advertising. Later all three magazines mounted anti-TV campaigns.

Life in early 1950's clung to claim that it was world's largest advertising medium. Since 1954, however, CBS-TV network has claimed that distinction. *Life* in early 1960's continued to be profit-maker, moving upward in revenues and ad pages; in 1966, peak year, it had \$169.7 million in ad revenue and 3,300 pages of ads. Subsequently figures dropped: \$153.9 million and 2,762 pages in 1968; \$132.4 million and 2,043 pages in 1970, and \$111 million and 1,993 pages in 1971.

Official Time Inc. announcement Friday (Dec. 8) of impending demise said *Life* was published at "very substantial deficits in 1969 and 1970 and smaller deficits in 1971 and 1972," and that projections indicated resumption of heavy losses in 1973 and were even more unfavorable for 1974.

Blamed were TV competition for advertising dollars since late 1950's cost and competitive pressures including increased postal rates, and, said Time executive, "We have been running out of economies."

Announcement did not mention Time Inc.'s break-up of company's once substantial broadcast holdings in effort to raise capital, at least—one of which was earmarked for fight to save *Life*. Company sold four of its five television stations to McGraw-Hill Inc. for \$57,180,000. Eight radio stations were sold to different buyers for more than \$8 million; last radio station on market, KFSD(FM) San Diego, Calif., was sold last week, subject to FCC approval (see page 28).

In past two years *Life* reduced its circulation from 8.5 million copies to 5.5 million and increased newsstand price to 50 cents.

In statements, NBC President Julian Goodman said passing of "any great newspaper or magazine leaves each of us the poorer" and television bureau of advertising President Norman E. (Pete) Cash said "it's a sad day when a com-

munications medium loses one of its important vehicles to reach the public."

NBC's Mr. Goodman also said that passing of *Life* deprives public of publication "whose impact on American life has been unique, whose journalistic standards never ceased to be innovative and professional. With the last great national picture magazine no longer providing a news service to millions of Americans, the responsibility of broadcast journalism to inform and enlighten becomes even greater."

Mr. Cash said that *Life* apparently "no longer offered an editorial package which satisfied the changing tastes of the American people."

Also at deadline, in brief. Gillette Co., North America, Boston, has dropped Clinton E. Frank, Chicago, and reassigned products, from Gillette's Personal Care Division, to two of its other Chicago agencies. Tame Cream Rinse products, with billings of about \$1.8-million, has been given to J. Walter Thompson. White Rain hair spray and shampoo, billing about \$1.7-million, was assigned to Grey-North. Adorn hair spray, formerly with Grey-North and billing about \$3 million, was reassigned to J. Walter Thompson. ■ *Alfred W. McCann Jr., 64, who had conducted food program on WOR(AM) New York for past 41 years, died Friday (Dec. 8) of heart attack. He had succeeded his father on station's The McCann Food Hour in 1931; Later his wife, Dora, joined him on air and show became The McCanns at Home. Other survivors include daughter and son.* ■ Optical Systems Corp., Los Angeles-based private-channel cable-television firm, has worked out \$5.5-million loan agreement with First Pennsylvania Bank for financing pay-cable TV operations now underway in San Diego area. Financing consists of long-term revolving credit arrangement, with \$2.2 million borrowed initially. Indications are substantial portion of new financing will go into Optical's pay-cable projects, not only in San Diego, but also ones scheduled for Santa Barbara, Calif.; Bakersfield, Calif.; Toledo, Ohio; Chicago and Vancouver, B.C. Company is 89%-owned subsidiary of Pioneer Systems Inc., Hartford, Conn. ■ *FCC has warned broadcasters they are likely to be ordered into license-renewal or revocation hearings if they engage in fraudulent billings. Public notice last week reminded that commission 10 years ago had declared such activity contrary to public interest and that "appropriate proceedings would be instituted when "evidence of double billing by licensee is found to exist." Some such proceedings have resulted in fines, but some commissioners have expressed concern over apparent failure of forfeitures to put top to offense.*

Storer pays \$15 million for Boston sports holding

Storer Broadcasting Co., group TV and radio station and multiple CATV owner, announced agreement in principle to acquire Boston Garden Arena Corp. in stock transaction valued at more than \$15 million.

Boston Garden owns, through subsidiaries, professional hockey franchises for Boston Bruins of National Hockey League. It also holds franchise for Boston Braves of American Hockey League.

Agreement is subject to approval of boards of both corporations and of Boston Garden stockholders. Plan calls for Boston Garden stockholders to receive 1.6 shares of Storer common for each share of Boston Garden common.

Some years ago, Storer owned Miami Marlins baseball club in its headquarters city. Earlier this year it disposed of its controlling interest in Northeast Airlines.

Ohio UHF owner accused of receiving stolen gear

Lester W. White, owner of UHF wswotv Springfield, Ohio, has been charged with receiving and concealing stolen property in connection with theft of \$50,000 worth of video-tape equipment, monitors and other test gear from WHIZ-TV Zanesville, Ohio. Equipment was found at airplane hanger rented by Mr. White, local police said.

And, although not directly connected with arrest of Mr. White, First National Bank of Springfield obtained court order to lock up property of wswotv over alleged default on loan. Station was padlocked by Clark county sheriff's office late last week, effectively taking station off air.

IBEW musters added union support for its CBS strike

New York City Central Labor Union held mass demonstration in front of CBS headquarters in New York last Thursday night (Nov. 8) to show its support of International Brotherhood of Electrical Workers' strike against CBS. (Early story, page 24.)

Approximately 2,000 members of various unions marched outside building and handed out listings of companies advertising on CBS and with request that public boycott advertised products.

Both CBS and American Federation of Television and Radio Artists on Friday (Dec. 8) were still awaiting decision of appellate division of New York State Supreme Court on AFTRA's appeal of