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606 new magazines in past two years

Special interests pushed in periodicals

NEW YORK — If you are bewildered by the array of new and seemingly obscure magazines on your newsstand these days, you aren't alone.

The explosion of new magazines has produced 606 new titles in the past two years for an astonishing total of 9,000 to 10,000 titles, according to the Magazine Publishers Association.

Circulation reached \$264 million and advertising \$2 billion last year.

But the new magazines bear little resemblance to the great general magazines such as the Saturday Evening Post, Colliers, Life, Look, the American and others of the golden age of magazines, says Carl Bloom of Bloom & Gelb, a New York direct response advertising

agency specializing in magazine launching and promotion.

Most of the new magazines are based on an admittedly esoteric idea or activity that is just starting to become popular. Only a minority are launched by established publishers. They are started by individuals or special interest groups. Few seek large circulations at low price. If people have an interest in these special periodicals they will pay more for them.

New magazines still look to advertising for their major revenue, as distinguished from the type of cheaper newsstand magazine that lives off circulation revenue alone, but the publisher only hopes to get

50 to 55 percent of his gross from advertising as compared to 70 to 80 percent a few years back.

Another difference, Bloom said, is that many of the new magazines are backed financially, at least to some extent, by investors who regard them as tax shelters.

This may happen from the start if a wealthy individual with a social, political or literary idea he wants to put across is involved.

More likely the new magazine is started on money raised by the ambitious publisher and his relatives and friends. Writers and artists will accept stock for their contributions and printers may accept a partnership. Then, if the first few issues

show promise, venture capital investors looking for tax sheltered speculations may put up money.

If the new magazine looks really successful, it may be snapped up at a good price by one of the established publishing companies.

But Bloom said his guess is that fewer than half the magazines really succeed and even if they do, it takes three to four years to turn the corner and start rolling towards real profit.

Not even the best magazines are immortal. Few last a human generation, but even those with shorter lives may return a good profit on the investment before they die.

Launching a new magazine re-

quires specialized knowhow as well as capital, Bloom said. You have to know how to test for format, for copy writing style, for price range and for allowable paper and printing costs.

Bloom & Gelb currently are working on several projected new magazines. One called Venture is intended to appeal to persons interested in launching new businesses. The others deals with aspects of amateur photography, multi-national business and banking.

The ideas for new magazines often are turned up as on-the-spot ventures by youthful couples and range from "Kosher Home" to "The Wild World of Skateboarding."

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Shire horses seen as possible returnees to brewery industry

United Press International
MAIDENHEAD, England — At first it is hard to credit that these monster animals are horses at all.

Stand next to the star exhibits at the Courage Shire Horse Center and you feel like a dwarf. Shires are the biggest horses in the world.

"They were originally war horses," center manager Robin Lucas said. "They were bred to carry heavy armor and an armored knight into battle."

There is still a monumental, almost warlike feeling about a full-grown shire. A cluster of them, as you can find at this center 26 miles west of London, has enough appeal to draw 150,000 visitors in an eight-month season.

"This is Barley," Lucas said, introducing a towering brown horse. "He was hit by a train once. Didn't do him much damage."

The impact — Barley was a straying two-year-old at the time — left a small scar under his tail. What happened to the train is not recorded.

But it figures that an iron horse could meet its match in a one-ton animal whose bulging eye looms eight feet off the ground. A shire's hindquarters are taller than a man. His silky nose is higher than many women can reach.

"The breed was dying a few years ago," Lucas said on a tour of the center's hollow square of stables. "Almost extinct, in fact."

Now these ponderous animals are as popular as Pekinese dogs. In 1960 only 19 pedigree foals were born in Britain. Now the country has more than 22,000 shires.

"There's a very big export trade building up to the United States and Canada," Lucas said. The Shire Horse Society has more than 1,000 enthusiastic members, and its patron is Queen Elizabeth II.

A few British farms have put shires back in harness, and some of the center's show horses do farm work in the winter "to work off a little fat," Lucas said. Other shires

Shires are the biggest horses in the world

haul coal wagons or brewers' drays. Courage, a British brewer, opened its Shire Horse Center three years ago when its old stables for heavy horse teams were requisitioned for redevelopment.

"We've got 13 horses here now," Lucas said. "Old Captain, the white one, is 25 years old, and Boxer, he's 18. They're retired now. But the others are all working."

Ten or 11 days each month in season, the center hitches four huge shires to a show wagon and parades them at carnivals, fairs, horse shows and charity events all over the country.

"They're all a little excited today," Lucas said of his charges. "They know we'll be making a trip, and they all want to go."

"This is Jester," he said, striding into a corner stable. "Hey, Jester, get back there now." He leaned on the horse's flank, and it was like trying to push over a barn.

Jester is a monster even among the center's shires. He weighs 2,464 pounds and stands 18½ hands (6 feet 2 inches) high at the shoulder.

"There are four breeds of heavy horse, and the shire is the biggest of

them all," Lucas said. All pure-bred shires alive are descended from Harwich, a horse foaled in 1881, but pedigrees go back to 1700 when the shire became a distinct breed.

This horse's power is hard to comprehend. At a recent London show two shires were hitched to an 18½-ton weight to see if they could move it. One horse pulled, and the weight moved even before the second shire took up the strain.

Yet these are "gentle giants" — the title of a book about them. Children scamper in perfect safety around "the pillared waterfalls of their legs." Even Jester moved when Lucas shoved.

Whether making an appearance or tethered in the center — there is a sound like thunder when they kick the walls — the shires always are the center of an awed crowd.

"Toward the end of the season they get a bit fed up with all the petting and attention," Lucas said. But shires have the temperament for that, too.

The Shire Horse Society says they have "docility, strength, good constitution, stamina, great power and

driver, Jim Lockwood, "has a magnificent pair of hands" and bulging muscles from controlling four shires with a set of reins. Blacksmith Harry Gregory gives each horse a new set of shoes every four to six weeks, "a very demanding job because of the weight," Lucas said.

"There's a very big export trade building up to the United States and Canada."

So the Shire Horse Center runs a loss — which is made up for in publicity and in prize ribbons by the hundreds.

Ribbons cram cases and cover walls in the center's Shire Museum, in its offices, and in the Shire Inn next door — a pub whose decor also honors this giant and appealing breed.

"We've got lots more besides," Lucas said. "We've won so many ribbons we don't know where to put them."

Woman found in Amarillo after amnesia

United Press International
TULSA, Okla. — A woman who was found suffering from amnesia at a traffic island at a busy intersection in Amarillo, Texas, returned home Monday with most of her memory back.

"It's a most weird feeling," said Linda Sue Wright, 35, who had been dubbed "Linda Jane Doe" by Amarillo authorities. "There aren't several days I don't remember."

"I'm at a standstill now," she said. "All I remember is from what I remembered Saturday afternoon. Wright said the last thing she could remember before the incident was talking to her mother on the phone the night of Sept. 15."

A Tulsa detective recognized Wright's picture in the newspaper because she was supposed to be a witness in the trial of a man accused of robbing the Matador Lounge, where Wright had worked. The trial was postponed to Oct. 2 when Wright failed to appear to testify.

Detective Bobby Morrison notified Amarillo authorities and then found Wright's relatives to have them call the Amarillo police.

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