

'Boys' Life' not dead

United Press International
IRVING — Boys in 1982 love sports and magic tricks and corny jokes just as much as boys did 20 or 50 or 70 years ago, and the publishers of Boys' Life are banking on that similarity to bring their magazine back to the attention of the youth market.

But because the 72-year-old monthly publication is owned by the Boy Scouts of America, don't expect an abrupt swing to the trendy approach.

"The interests of boys are pretty much the same," editor Robert Hood. "Sports, hobbies, adventure — the same staples we provided in the 1950s."

Boys' Life recently published

its first article on drug abuse and may do one on teenage alcoholism, but those are isolated examples.

"We'll touch on that sort of thing once in a while but it doesn't really grab the readers," said Hood.

"Their response is, 'Oh, come on. We get this in school.' They don't want their magazine to be lecturesome."

What they do want is a continuation of the same features Boys' Life has carried since it began publication in 1910 — the joke page, articles on stamp collecting and magic tricks, advertisements for bicycles, games and hobby kits.

Because Boys' Life is owned by the Irving-headquartered Boy Scouts of America, and 90 percent of its subscribers are Scouts, its fortunes rise and fall with the BSA.

Subscriptions reached a peak in the late 1960s, at almost 2.7 million, then plummeted in the 1970s and has lately leveled off at about 1.5 million.

Publisher Warren Young said that during the last decade institutions were looked at critically by America's youth. "Scouting took some whacks," he said. "As a result, the subscriptions to Boys' Life took some whacks."

Young believes the future health of Boys' Life depends on

increasing advertising sales and reaching a readership base of at least 3 million.

Young's predecessors had no luck getting Boys' Life on the newstands, but Young may try again. Direct-mail promotions are a recent innovation. Research is under way to find out how to lure advertisers away from the enemy — television.

The magazine's net advertising revenues will rise to \$2.5 million this year, up from \$2.3 million last year. Most of that is attributable to an increase in advertising rates, however, Young said. Only a fourth-quarter surge in ad sales saved them from losing hundreds of thousands of dollars, he said.

Boys' Life at least has the consolation of knowing that any potential losses will be absorbed by the BSA. By the same token, any profits also go to the Scouts.

Without that kind of security, Young said, Boys' Life years ago would have gone the way of Look and Colliers magazines.



staff photo by Octavian

'Tis the season

Christmas is here — almost — and the Christmas trees along with it. Mike Hudson, a biochemistry sophomore skips class to sell trees for the Lambda

Sigma honor society to raise money for their future activities. The sale is on a sidewalk between the MSC and Rudder

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Hungry horses spur charges

United Press International
PITTSBURG, Texas — A rancher who kept more than 170 wild horses obtained under the Bureau of Land Management's relocation program on barely one-quarter of the acreage needed to feed them may face federal charges, authorities say.

Joe Corbett of Camp County in east Texas was to go before a judge Monday for a hearing on a state charge of cruelty to animals, which carries a \$2,000 fine and a year in jail upon conviction. He was freed on \$200 bond after his arrest last Thursday.

Corbett's attorney, Michael Langford, declined comment on the charges, saying, "We're planning on putting on a defense at the hearing."

District Attorney Charles Cobb said the BLM also was considering federal charges.

Humane society workers labored through the weekend to strengthen the some 150 severely malnourished horses who survived since hunters found the starving herd last Tuesday.

Rescue workers went to the leased 275-acre pasture and found 10 horses had starved to

death and six others died to be destroyed while worked to save them.

Corbett obtained the program that allows citizens to adopt up to four horses from federal land. BLM spokesman said Corbett was granted powers of attorney from 43 other people, putting him legally to acquire additional wild mustangs.

Barbara King, president of the Humane Association nearby Titus County, said her herd would have required estimated 1,000 acres of pasture to graze. She said horses were stripped where they were kept.

"First they go down on side, then they make a trail the ground with their hooves just trying to get up," King said. "They try so hard. That's so pathetic."

Owens and King worked the weekend feeding horses so they would be strong enough to move to a new pasture. Owens estimated 10 to 15 animals would not survive the trip.

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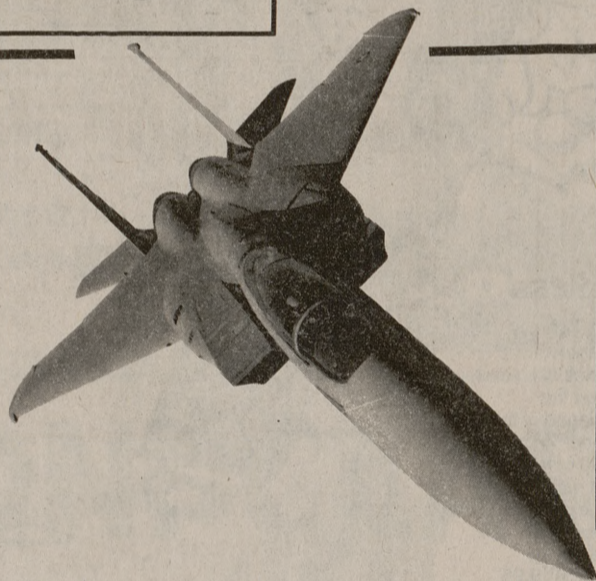
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