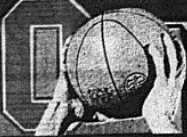


Buckeyes snap Iowa win streak
Page D1



Winning ways to stay warm
Warmer's Corner, page F1

Young women in Resnik mold
Beacon magazine



AKRON BEACON JOURNAL

Copyright © 1987, Beacon Journal Publishing Co.

Akron, Ohio

One Dollar

Sunday, January 25, 1987

Celeste campaign cashed in on bond issuers

7 firms shared unbid contracts

By John Kostrzewa and Melissa Johnson
Beacon Journal staff writers

COLUMBUS — Gov. Richard F. Celeste took in \$134,000 for his re-election campaign from Wall Street executives in investment firms picked by his administration to get lucrative, no-bid contracts in Ohio's multimillion-dollar bond business.

Celeste used the New York City connection to tap 95 executives in eight of the big-name brokerage houses from November 1985 through November 1986 which, according to campaign finance reports, brought in 87 percent of all the money the governor raised in New York last year.

Seven of those companies shared millions of dollars in contracts handed out by his administration to serve as underwriters in selling state bonds to build prisons, office towers, water and sewer lines and a telecommunication system.

The eighth firm, Lazard Freres & Co., has yet to become a big player on the Ohio scene, but has begun to pursue state and local contracts aggressively.

In fact, Michael R. Jacobson, vice president of municipal finance at Lazard, helped organize a fund-raiser in September at the swank, 59-story Citicorp Center in Manhattan, where Celeste was guest of honor, bringing in about \$35,000 more for the Ohio Democratic Party.

Bond underwriters are financial middlemen who charge a fee for helping state agencies set up and sell bond issues.

Such transactions allow the state to raise money for projects without immediately dipping into tax money. Bond investors are essentially loaning the state money and in return earn interest for a set period.

Soliciting contributions from contractors who do business with the state did not begin with Celeste. Governors have used it, to different degrees, for years.

And when Celeste took office for his first term as governor — after running in 1982 under the election-time banner of "No More Business As Usual" and harsh-

ly criticizing four-term Republican Gov. James A. Rhodes for tolerating no-bid contracts — there were indeed some changes made.

But those changes appear to have gone in the opposite direction of the campaign pledge — at least in the bond business.

Two companies that did much of the state's underwriting under Rhodes — the First Boston Corp. of New York and the Ohio Co. of Columbus — were excluded

See CELESTE, page A12

More Americans Kidnapped in Beirut

Abductors seize four professors

By Rodelma Kenan
Associated Press

BEIRUT, Lebanon — Four kidnappers disguised as policemen and carrying rifles seized three American teachers and an Indian professor at a west Beirut college Saturday and then fled with their hostages in a jeep, police said.

The kidnappers duped the foreign teachers into assembling in a Beirut University College office by claiming to have been assigned to protect them, police and school sources said.

The abductions came in an Anglican Church envoy Terry Wee was reported to have concluded five days of secret negotiations with Shiite Moslems who have held two Americans captive since 1985.

U.S. Ambassador John Kelly held crisis talks with senior aides at the embassy in east Beirut's Christian suburb of Askar to discuss the latest kidnappings. Embassy spokesmen declined to comment.

Twenty-five foreigners are reported missing and believed kidnapped in Beirut, including 10 seized since Walte arrived in Beirut on Jan. 17.

Police and university officials, all speaking on condition of anonymity, identified the Americans abducted Saturday as Alann Steen, 48, a journalism professor; Jesse Turner, assistant instructor of mathematics and computer sciences; and Robert Polhill, assistant professor of business studies.

The Indian was identified as Mithleshwar Singh, chairman of the business studies division. The college said he had an American green card, which makes him a legal U.S. resident alien.

Four men wearing olive-green police uniforms entered the campus at 7 p.m. in a police patrol jeep and said they were assigned to provide protection for all for-

See MORE, page A12



Coretta Scott King (above, second from left) marches with Southern Christian Leadership Conference president Joseph P. Kamp (center) and others. At right, marchers holding Confederate flags exchange shouts with marchers.

Thousands join march in Ga. for civil rights

By Jewell Cardwell
Beacon Journal staff writer

CUMMING, Ga. — An army of people estimated at up to 20,000 — haves and have-nots, black and white, young and old — moved quietly and fearlessly Saturday as part of the "March Against Fear and Intimidation" in all-white Forsyth County.

They came to confront the racism that has been ingrained here since 1912, when three blacks were killed and the county's black residents driven out in retribution for the rape and subsequent death of a white woman.

No injuries were reported, but at least 60 were arrested on charges including carrying a concealed weapon, battery against an officer and inciting to riot.

A 500-bus caravan made the 40-mile caterpillar crawl from downtown Atlanta's Martin Luther King Center. The start

of the march was delayed for three hours by the huge turnout, which created a traffic jam halfway back to Atlanta.

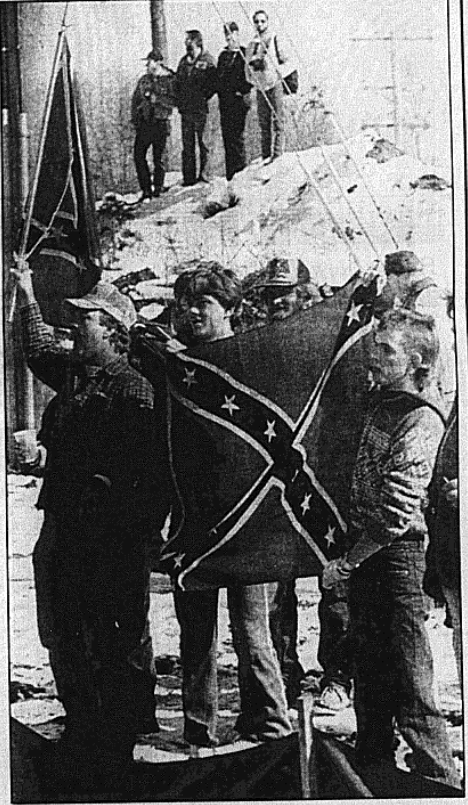
The march drew more than four times the number that organizers had anticipated. Organizers said that 4,000 had to be left behind in Atlanta because there were not enough buses to transport them.

Sheriff's deputies estimated the crowd at 12,000 to 14,000, while march organizers put participation as high as 20,000. A National Guard spokesman gave a crowd estimate of 15,000 to 20,000.

Hundreds of the marchers were from Ohio, and others came from as far away as New York and California. Several were from foreign nations, including four people from Nigeria.

A barrier of 2,300 Georgia National Guardsmen and sheriff's deputies sealed

See THOUSANDS, page A15



Shopping by TV a big turn-on for many buyers

First of two parts

By Betsy Lammerding
Beacon Journal staff writer

Combine two of America's favorite pastimes — television watching and shopping — and the result is a megabucks industry that is growing with every tick of the clock and ring of the phone.

Shop-at-home television shows bring brand-name merchandise — cameras, food processors, furs, toys, furniture, diamond rings — into homes 24 hours a day with more gusto than a blue-light special at K mart.

From the comfort of a favorite chair, a viewer can order an endless array of goods by simply dialing the telephone. A week later, a package is on the doorstep.

Once considered a fad, video buying is changing

INSIDE

COVERAGE of Super Bowl XXI between the New York Giants and the Denver Broncos begins on page D1.

Ann. Lenders	B6
Business	E13 to 19
Channel Update	C2
Classified	F6 to G20
Daphne Ginnings	B8
Deaths	F5, 6
Editorials	E2
Entertainment	C1 to 7
Lifestyle	B1 to 8
Lottery	Page 2
Movies	C4, 5
News and Views	E1 to 8
Region and State	F1 to 4
Sports	D1 to 10
Travel	E9 to 11
Weddings	B7
World, U.S. in Brief	A8

WEATHER: Partly cloudy today. High near 15. Low near 5. Mostly cloudy Mon-

Cleveland is no laughing matter

Downtown rebirth replaces jokes with respect

By Bill Ostank
Beacon Journal staff writer

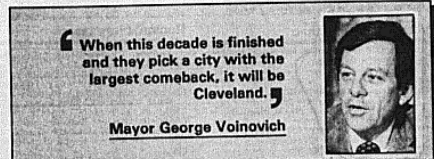
Downtown Cleveland is an old joke with a brand-new, billion-dollar punch line.

Up until a few years ago, Cleveland's burning river, bankrupt government and cellar-dwelling sports teams provided ample fodder to anyone who could see humor in the death of a great city.

Now, though, the air of cooperation between the private and public sectors is as fresh as the breeze off the cleansed Lake Erie. The Browns and the Indians are winning, and the nation is noticing. People actually feel good about being Clevelanders.

And the reversed perceptions are matched by the new reality of downtown.

• Since 1980, about 70 major construction, renovation and restoration



When this decade is finished and they pick a city with the largest comeback, it will be Cleveland.

Mayor George Voinovich

about 25 percent, a greater increase than in any previous 10-year period.

• In the last three years, Cleveland has gone from receiving hardly any federal development-incentive grants to being among the top three cities in the country for these awards.

• In 1987, in a downtown that used to be essentially devoid of nightlife, more

velopers and planners from around the nation and the world will gather in Cleveland for the annual convention of the International Association of Downtowns. Traditionally, the host city for the convention also serves the association members as a laboratory and model for downtown development.

None of the corporate executives, city

Shopping by TV a big turn-on for many buyers

First of two parts

By Betsy Lammerding
Beacon Journal staff writer

Combine two of America's favorite pastimes — television watching and shopping — and the result is a megabucks industry that is growing with every tick of the clock and ring of the phone.

Shop-at-home television shows bring brand-name merchandise — cameras, food processors, furs, toys, furniture, diamond rings — into homes 24 hours a day with more gusto than a blue-light special at K mart.

From the comfort of a favorite chair, a viewer can order an endless array of goods by simply dialing the telephone. A week later, a package is on the doorstep.

Once considered a fad, video buying is changing the way Americans shop. If the trend continues, it could take a 15-40 percent bite out of retail store sales, industry experts say. So it's not surprising national chains such as Sears Roebuck and Co.

See **MILLIONS**, page A15

Millions of viewers turn on to shopping

Continued from page A1
are climbing on board.

In less than two years, shop shows have attracted an audience of 50 million daily viewers, who bought \$450 million of goods in 1986. This year, sales are projected to exceed \$2 billion. The average shopper spends more than \$500 a year on 15 purchases.

Competition is keen. About 25 shows — most clones of the popular pioneer, Home Shopping Network — vie for viewers around the country. The shop phenomenon, originally geared to cable television, has now moved to the mainstream. WJW-Channel 8 in Cleveland began such a show Monday.

All shop shows operate the same way: Items are displayed, described and often demonstrated, and viewers may order by calling toll-free numbers and using credit cards or checks as payment. Most shows offer money-back guarantees if merchandise is returned within 30 days.

For some folks, watching the shows is a diversion. They tune in during commercials on other stations, using a remote tuner to zap back and forth. Others get hooked.

Avid watchers

In a recent look at the trend, ABC's news feature show *20/20* found a number of viewers who have run up huge credit-card bills. Some shoppers admitted to being addicted, spending hours glued to the tube, plastic cards ready. One woman was "afraid to leave the house for fear of missing a bargain."

When the shows began, most of the merchandise was discontinued, marked-down items. Much still is. But now, more name-brand products are shown. Savings range from 20 to 70 percent off the retail price, the sponsors say, because they buy in bulk.

When an item is shown on screen, two prices are flashed — the suggested retail price and the show's price. On recent shows, a gold watch sold for \$295 retail, \$145 on television. A mink vest went for \$743 retail, \$297 on television. A diamond-ruby necklace was \$800 retail, \$375 on television. Not all merchandise has a

price under \$10.

How can shoppers be sure they're getting a bargain? The only way to be certain is to compare shop in local stores. Theresa Powers of Cuyahoga Falls did and her legwork paid off.

"I bought a set of pots and pans from TV," Ms. Powers said. "I had been pricing them for weeks and saved about 20 percent. I don't buy anything full price if I don't have to."

With more players in the market and the competition for viewers becoming keen, programming has become more sophisticated. Some shows have celebrity hosts who use a talk-show approach for selling toasters, tables and trinkets. Some offer entertainment. Such tactics are quite a switch from the hard-sell, carnival-like atmosphere — ringing bells, blowing horns, flashing lights — of the Home Shopping Network's *Home Shopping Club*.

In the beginning

The concept was launched by Home Shopping Network in Clearwater, Fla., in 1982. In July 1985, the show went national. This year, HSN is expected to generate more than \$1 billion in sales. HSN reaches more than 30 million households in the U.S., Puerto Rico and Canada, and sells 50,000 items a day.

To keep in the forefront of the movement, HSN has bought a number of UHF stations, including WCLQ-Channel 61 in Cleveland, now WQHS. HSN also plans to launch a syndicated television-shopping game show in September.

In May, HSN went public, opening on the American Stock Exchange at \$18 and ending its first day at \$42 — a 137 percent gain on a 2.3 million-share offering. The stock split 3 for 1 in September and 2 for 1 Tuesday.

Earlier this week, officials of HSN and its chief rival, C.O.M.B. Co., announced that "preliminary discussions" were under way for "an exchange of stock." Industry observers say HSN is gearing up to buy out its major competitor.

C.O.M.B. (Close Out Merchandise Buyers) of Minneapolis, operates Cable Value Network in

CVN programming would probably be replaced by HSN.

Dial a car loan?

HSN also announced this week it is buying Baltimore Federal Financial, a savings and loan institution. If the sale goes through, HSN may offer insurance and car loans to customers.

While HSN is the clear leader, it has strong challengers. The competition includes:

- The Minnesota-based Cable Value Network is the largest cable TV-exclusive video retailer. CVN, which calls itself "the department store people come home to," began in June and has 12 million viewers. A spokesman said the 24-hour-a-day show is growing at a rate of "1 million new subscribers every 30 days."

- Shop Television Network of Los Angeles offers a one-hour show, which began in July and has 2.7 million viewers. Entertainer Pat Boone hosts.

- QVC Network of West Chester, Pa., began a continuous cable shop show Jan. 1. Chairman Joseph Segel hopes to reach 10 million homes by May.

HSN's purchase of television stations caused some cable companies to switch shop shows. Among them was Warner Cable in the Akron area, which switched to CVN, thus offering viewers another option.

Kickback on sales

To entice cable companies and stations to buy their shows, most shop shows offer a kickback (usually 5 percent) on all sales in their broadcast area to the local stations or cable companies.

Until recently, shop shows have aired on cable stations. But the market is expanding.

ValueTelevision, a new syndicated talk/home shopping show, made its debut Monday on Cleveland's WJW-Channel 8. The show is a venture of Lorimar-Telepictures, Fox Television and Hanover Companies, a direct-mail company.

The one-hour show airs weekdays at 9 a.m., replacing *Falcon Crest* reruns. *ValueTelevision* has a relaxed pace with attractive sets. Hosts Alex Trebek and Meredith MacRae interview celebrities and demonstrate merchan-



QVC Network of West Chester, Pa., has a four-set stage.

offer shop shows, but probably will soon. Networks are considering them for the hours between 2 a.m. and 6 a.m., said an ABC official.

Sears signs on

National retailers also see the value of television marketing. Sears was the first major chain to sign on, with an exclusive contract with QVC. James Podany, director of marketing for Sears, said QVC airs selected goods, including some not yet in stores and catalogs.

J.C. Penney Co. has an agreement with Shop Television Network for STN to use Penney's telemarketing system, and it is expected Penney's products will be on STN. K mart and Spiegel are also checking TV-shop options.

Originally, shop shows were denounced as a flash in the pan. That has proved far from true, said Eleanor Morris of Paul Kagan and Associates in Carmel, Calif., an industry consultant.

it will continue to burgeon. So feel discount merchandise sell best, others are going for luxury items such as travel."

Broad market base

The shows appeal to a broad market, including shut-ins, workers, retirees, bored or lonely television watchers, and increasingly, two-income families, who enjoy the convenience buying.

Linda Subich, associate professor of psychology at the University of Akron, said the shows satisfy a variety of needs.

Ms. Subich said, "People sit home alone can stay connected to the world, get involved in the lives of the people on programs, especially the chat shows."

A number of shoppers are repeat customers. On a recent afternoon, a woman named from Georgia phoned in three times, ordering dinnerware, jewelry and a blood-pressure kit. Obviously enjoyed interacting with the host, and chattered

Thousands join march against racism

Continued from page A1
rated the throngs who participated in the 1 1/2-mile walk into Cumming from the 1,000 who came to oppose the demonstration.

Marchers emptied from their buses at the Cumming city limits and walked six abreast along Old Buford Road, which was lined by the law enforcement officers.

From nearby hills, townspeople shouted, "Nigger, go home," and carried signs that praised James Earl Ray, who shot and killed civil rights leader the Rev. Martin Luther King Jr. in 1968.

Marchers were greeted at the Forsyth County Courthouse by Atlanta Mayor Andrew Young; Benjamin Hooks, executive director of the National Association for the Advancement of Colored People; political activist Dick Gregory; U.S. Sen. Sam Nunn and Wyche Fowler of Georgia; Southern Christian Leadership Conference executive director Jesse Jackson; King's widow, Coretta Scott King, and daughter Bernice; former Atlanta Mayor Maynard Jackson; the Rev. Ralph Abernathy and his wife, Janice; Democratic Sen. Gary Hart of Colorado; and Forsyth County officials.

"A week ago today, we had a group of people march in Forsyth County in the spirit of brotherhood," Nunn said. "A second group did not show up here today. So a third group is here today to let the world know that the second group does not speak for Forsyth County or the state of Georgia."

On Jan. 17, about 75 marchers who gathered in Cumming were pelted with rocks and bottles by Ku Klux Klansmen and their sympathizers. Eight were arrested in the incident and several others were injured.

"This is a great day to be alive," Ms. Abernathy told the assembly. "We want to let the Reagans and anyone else in Washington who is anti-black know that we are going to let nobody turn us around."

Lowry said, "We did not come here to scare you to death. We came to challenge you to a new day."

Up to 400 Ohioans from the Columbus area were among those who arrived in buses to participate. Cornell McCleary, vice president of the Columbus chapter of the NAACP, described the march as "peaceful, quiet, effective and totally overwhelming."

"It showed America's commitment to be what it's supposed to be," he said.

Also marching were four women who formerly lived in the Akron area. All now live in Atlanta, and all said they have very passionate reasons that motivated them to protest.

Michele Evans, 31, is a Massillon native and attended the University of Akron. She is a supervisor at Atlanta's Marriott Marquis Hotel. "This is part of history," said Ms. Evans, who is black. "I am disturbed to know that this could happen only 45 minutes from where I live. . . . This march will make the nation aware of what's going on."

Lynn Mischeff, 35, is a counselor at Metro Prison. The Akron native has a master's degree from Kent State University. She moved to Atlanta about a year ago, she said, "because of the 2 percent unemployment."

Ms. Mischeff, who is white, said her decision to march was fueled, in part, by an event last summer.

"The Ku Klux Klan was actually issued a permit to parade through Decatur," she said. "You see, this has been building inside me. . . . I can't understand a group based on hate it's just so far out of the realm of possibility."

Maggie Hartley, 32, a Warren native, worked in Akron from 1971 to 1986 as a medical technician at Akron Children's Hospital-Medical Center. She moved to Atlanta in March "because there are so many opportunities here."

It's a matter of right and



National Guardsmen separate civil rights marchers and hecklers holding Confederate flags in Cumming, Ga.

BACKGROUND / Forsyth County

Location: The Forsyth County line is about 30 miles from downtown Atlanta. Cumming, the county seat where marches were held Saturday and Jan. 17, is another 10 miles inside the county line.

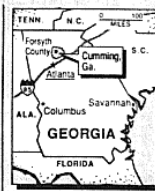
Population: About 38,000. Cumming's population is about 2,000.

Per-capita income: About \$10,000.

Economy: Among the companies with operations in Forsyth County are Oxford Industries and the Russell Corp., both clothing manufacturers; Fama Plastics; Tyson Foods and Mrs. Kinsler's Foods.

There were reports that the Dayton-based Mead Corp. was considering building a plant in Forsyth County, but Mead denies it ever was interested in Forsyth.

History: The Nov. 15



issue of Creative Loafing magazine, published in Atlanta, describes Forsyth this way:

"The county's racial intolerance began in the fall of 1912, when the whites there were hardly better off than former slaves, and 53 years of postwar poverty and ignorance came to a seething boil."

"Sept. 8 was a warm Sunday afternoon, and Mae Crow, an 18-year-old farm girl, was on her way to an

uncle's house to meet her mother and help bring several younger children home. She never made it. A search party found her the next morning, beaten, more than half dead and, worst of all by the standards of that day, raped."

As the story goes, before she died two weeks later, Mae Crow identified her assailants as three blacks. All were arrested and jailed. A mob dragged one from jail and lynched him; the two others were convicted and hung.

Whites forced all the black residents — about 1,000, or 10 percent of the population — from the county with threats. Their homes and churches were burned behind them. Today, Forsyth has its own Ku Klux Klan chapter and a White Patriot Party.

wrong as I see it," said Ms. Hartley, who is white. Explaining her decision to march, "I want to stand up on the side of right."

"You know, in a way, Cuyahoga Falls is not all that different from Forsyth County. I try to keep that in mind. The only thing is that probably no one will organize a march in Cuyahoga Falls," she said.

Another former Akron resident, who asked not to be identified, explained her involvement: "I'm sick of all those 'Georgia racists' headlines. So, let's just say I'm doing a little spring cleaning for my own. This is my state now."

"A lot of people in Atlanta are freaked out to the point of tears by all this," she said. "They've worked so hard to overcome the old South's way of thinking. Yet, if you step one toe out of the perimeter of Atlanta, it's all over again. For that, I'm so ashamed."

The marches Saturday and Jan. 17 were organized by the Rev. Hosea Williams, a black veteran civil rights leader and Atlanta city councilman, and Dean Carter, a white who lives in neighboring Hall County.

Carter told the crowd Saturday, "I guess I opened up a can of worms. . . . You back me up."

Saturday's event was labeled the nation's biggest civil rights gathering since King's funeral nearly 19 years ago.

Thursday night, Williams had stood before a crowd in the Ebenezer Baptist Church in Atlanta

and pronounced the Forsyth County demonstration a new beginning for the civil rights movement.

"This ain't no march; we're

starting a movement," Williams told a racially mixed crowd that packed the church. "We have not been together this way since Martin Luther King was put in

that grave." King in buried near the church that served as his base of operations during the 1950s and '60s.

Millions of viewers turn on to shopping via TV

Continued from page A1
are climbing on board.

In less than two years, shop shows have attracted an audience of 50 million daily viewers. The bought \$450 million of goods in 1986. This year, sales are projected to exceed \$2 billion. The average shopper spends more than \$800 a year on 15 purchases.

Competition is keen. About 25 shows — most clones of the popular pioneer, Home Shopping Network — vie for viewers around the country. The shop phenomenon, originally geared to cable television, has now moved to the mainstream. WJW-Channel 8 in Cleveland began such a show Monday.

All shop shows operate the same way: Items are displayed, described and often demonstrated, and viewers may order by calling toll-free numbers and using credit cards or checks as payment. Most shows offer money-back guarantees if merchandise is returned within 30 days.

For some folks, watching the shows is a diversion. They tune in during commercials on other stations, using a remote tuner to zap back and forth. Others get hooked.

Avid watchers

In a recent look at the trend, ABC's news feature show 20/20 found a number of viewers who have run up huge credit-card bills. Some shoppers admitted to being addicted, spending hours glued to the tube, plastic cards ready. One woman said she would leave the house for fear of missing a bargain.

When the shows began, most of the merchandise was discontinued, marked-down items. Much still is. But now, more name-brand products are shown. Savings range from 20 to 70 percent off the retail price. Some sponsors say, because they buy in bulk.

When an item is shown on screen, two prices are flashed — the suggested retail price and the show's price. On recent shows, a gold watch sold for \$295 retail, \$145 on television. A television set

are under \$10. How can shoppers be sure they're getting a bargain? The only way to be certain is to compare prices in local stores. Theresa Powers of Cuyahoga Falls did and her legwork paid off.

"I bought a set of pots and pans from TV," Ms. Powers said. "I had been pricing them for weeks and saved about 20 percent. I don't buy anything full price if I don't have to."

"I had been pricing them for weeks and saved about 20 percent. I don't buy anything full price if I don't have to." Ms. Powers said. "I had been pricing them for weeks and saved about 20 percent. I don't buy anything full price if I don't have to."

In the beginning

The concept was launched by Home Shopping Network in Clearwater, Fla., in 1982. In July 1985, the show went national. This year, HSN is expected to generate more than \$1 billion in sales. HSN reaches more than 30 million households in the U.S., Puerto Rico and Canada, and sells 50,000 items a day.

To keep in the forefront of the movement, HSN has bought a number of UHF stations, including WCLQ-Channel 51 in Cleveland, now WQHS. HSN also plans to launch a syndicated television-shopping game show in September.

In May, HSN went public, opening on the American Stock Exchange at \$18 and ending its first day at \$42 — a 137 percent gain on a 2.3 million-share offering. The stock split for 1 in September and 2 for 1 Tuesday.

Earlier this week, officials of HSN and its chief rival, C.O.M.B. Co., announced that "preliminary discussions" were under way for an exchange of stock. "Industry

CVN programming would probably be replaced by HSN.

CVN programming would probably be replaced by HSN. HSN also announced this week it is buying Baltimore Federal Financial, a savings and loan institution. If the sale goes through, HSN may offer insurance and car loans to customers.

While HSN is the clear leader, it has strong challengers. The competition includes:

• The Minnesota-based Cable Value Network is the largest cable TV-exclusive video retailer. CVN, which calls itself "the department store people come home to," began in June and has 12 million viewers. A spokesman said the 24-hour-a-day show is growing at a rate of "1 million new subscribers every 30 days."

• Shop Television Network of Los Angeles offers a one-hour show, which began in July and has 2.7 million viewers. Entertainer Pat Boone hosts.

• QVC Network of West Chester, Pa., began a continuous cable shop show Jan. 1. Chairman Joseph Segel hopes to reach 10 million homes by May.

HSN's purchase of television stations caused some cable companies to switch shop shows. Among them was Warner Cable in the Akron area, which switched to CVN, thus offering viewers another option.

Kickback on sales
To entice cable companies and stations to buy their shows, most shop shows offer a kickback (usually 5 percent) on all sales in their broadcast area to the local stations or cable companies.

Until recently, shop shows have aired on cable stations. But the market is expanding. ValueTelevision, a new syndicated talk/home shopping show, made its debut Monday on Cleveland's WJW-Channel 8. The show is a venture of Lorimar-Telepictures, Fox Television and Hanover Companies, a direct-mail company.

The one-hour show airs weekdays at 9 a.m., replacing Falcon



QVC Network of West Chester, Pa., has a four-set stage and 150 phone order stations

offer shop shows, but probably will soon. Networks are considering the first major chain to sell best, others are going for luxury items such as travel."

Broad market base

The shows appeal to a broad market, including shut-ins, non-workers, retirees, bored or lonely television watchers, and increasingly, two-income families, who enjoy the convenience buying.

Linda Subich, associate professor of psychology at the University of Akron, said the shows satisfy a variety of needs.

Ms. Subich said, "People who sit home alone can stay connected to the world, get involved in the lives of the people on the programs, especially the chatty hosts."

A number of shoppers are repeat customers. On a recent afternoon, a woman named Val

Not everyone is satisfied, however. Bessie Huber of Akron believes she was "ripped off" by one show. She's been trying for two months to get a credit for merchandise ordered in the fall — a filing cabinet, telephone and some gold necklaces.

"They overrate their products," Mrs. Huber said. "I had a real hassle returning the merchandise and they didn't reimburse me for shipping. The gold was chintzy. It didn't look at all like what I saw on TV. Also, they sent me two filing cabinets when I ordered one."

Betty Patton of Cuyahoga Falls said she's an avid shop show watcher, usually during commercials for other shows.

"I hate to shop," she said. "I sit there with my Jewel Mart or Best catalogs, comparing prices

AKRON BEACON JOURNAL

No. 286, 149th Year

Published daily and Sunday by the
Beacon Journal Publishing Co.

The Beacon Journal's telephone number is (216) 375-8111. The mailing address is 44 E. Exchange St., Akron, Ohio 44328. The publication identification number is (USPS 010-720).

John M. McMillion, Publisher
Dale Allen, Editor
Donald L. Baker, Production Director
Richard D. Brouse, Advertising Director
Donald Clark, Circulation Director
Barbara Dean, Employee Relations Director
Glen L. McCaulley, Vice President/Finance
Robert J. Tigelman, Information Systems Director
Charles A. Vella, Promotion/Research Director

TELEPHONE NUMBERS:

Advertising.....	375-8210	Classified.....	375-8222
Business News.....	375-8065	Letters to the Editor.....	375-8129
Circulation.....	375-8140	Lifestyle/Entertainment.....	375-8160
City and Region News.....	375-8070	Sports.....	375-8050

Second-class postage paid at Akron, Ohio, daily. Subscription rates: Daily Beacon Journal 25c. Sunday single copy Beacon Journal \$1.00. Home delivered daily \$1.40 per week. Home delivered Sunday 75c per week. Home delivered daily and Sunday \$2.15 per week. By mail for 52 weeks in Zones 1-8 daily \$156.00, Sundays \$75.40. Mail orders not accepted from localities served by delivery agents.

POSTMASTER: Send address changes to The Akron Beacon Journal, 44 E. Exchange St., Akron, Ohio 44328.

ADVERTISING REPRESENTATIVES: Knight-Ridder Newspaper Sales, Inc., offices in principal cities.

The Associated Press is entitled exclusively to the use for republication of all the local news published in this newspaper as well as all AP news.

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.