

Teens' 'Hot Line' painful to parents

By LARRY NEELEY

"Are you a flirt, Donny?" asked the girl.

"Aw-w" replied Donny, and several other girls were heard laughing.

This was one part of a recording, about three minutes long, that I heard this morning after dialing a Los Angeles, Cal., telephone number listed in a teen magazine advertisement.

THE MUSHY-VOICED, often

indistinguishable recorded interviews with teen recording stars such as Donny Osmond and David Cassidy are causing pocketbook blues to some area parents.

Advertised in "Teen's Star!" magazine, the "Hot Line" offers teens the chance to hear the stars' voices on a rotating daily schedule. And on certain days a "concert preview" of Osmond Brothers music can be heard,

the ad says. A call can be made anytime.

But the rub is that some area teens have made several calls to the Los Angeles number — the ad doesn't state where you are calling but does say collect calls are not accepted and "we don't want you to run up your folks' phone bill."

TEENS, if you think hearing Donny or David is "heavy", wait till Dad lays the phone bill

on you!

Telephone toll rates from Ohio Bell here for a three-minute Los Angeles call — unassisted, self-dialed and station-to-station — are 70 cents during most of the weekend, \$1.35 from 8 a. m. to 5 p. m. weekdays, and 85 cents weekdays after 5 p. m.

George Martin, Massillon commercial manager for Ohio Bell Telephone Co., said "half a dozen" complaints regarding the

magazine ad have arisen in the last 10 days.

He said Ohio Bell appreciates the parents' feeling about the expensive toll calls, but is not adjusting dropping the charges.

THE NUMBER of calls parents have complained about ranged from three to 48, Martin said. He called the 48 calls "kind of ridiculous."

"We can't stop the magazine from placing the ads or people

from placing the calls. We are put in the middle," Martin said. "The ads do not say the calls are toll-free."

"This may be a publicity agents' one-time shot," Martin said. He agreed, though, that informing teens that the number is in Los Angeles might stop a recurrence of the problem.

Ohio Bell in Canton received similar complaints three to four weeks ago, Martin said.