based firm said its previous agency, San Francisco-based Hal Riney & Partners, resigned the account after Dell said it wanted to look at other agencies.

The four-year-old computer concern said it chose Chiat to handle the account partly because of its experience in working with other clients in the computer industry. For instance, Chiat client Intel Corp. makes the microprocessors used in Dell computers.

Times Mirror Co.

Times Mirror Co., Los Angeles, said it sold about 70,000 acres of timberlands, principally in Tillamook County, Ore., for about $32.6 million. The transaction is part of multiparty exchange agreement under which the lands will ultimately be owned by Simpson Timber Co., a Seattle-based unit of Simpson Investment Co.

Times Mirror, a publishing, broadcasting and cable television concern, said it will retain cutting rights to most of the mature timber on the lands. However, it granted the buyer an option, exercisable before Sept. 2, to purchase those cutting rights. The price wasn't disclosed. Times Mirror has been selling off its timberland holdings, and to date has sold 257,000 acres for a total of $140 million.

Cable T.V. Industries' Talks

LOS ANGELES—Cable T.V. Industries said it is engaged in discussions with a company it didn't identify pertaining to the possible acquisition of Cable T.V. at $5.25 a share, or a total of about $15.8 million.

George Acker, chairman and chief executive officer of Cable T.V., a distributor of products used to build and maintain cable television systems, said the companies haven't yet entered any formal agreement related to an acquisition.

the approval of 75% of the 100 million Class A shares outstanding. Even with approval, the shares can be sold only to other Class A shareholders, but no one holder can own a 15% voting interest. The Class A shares may be converted to Class B shares and sold on the open market, but even that transaction requires the approval of Class A shareholders.

Those provisions allowed the Australian-born Mr. Murdoch and other Australian newspapers to prevent a group of provincial British newspapers from divesting their stake about a year ago. Apparently, the rejection also reflected disagreements between the Australians and British papers over certain changes that the British wanted in Reuters bylaws or operations. In any case, industry officials speculate that now Mr. Murdoch, who publishes major dailies in England, may have the tables turned on him by his British rivals.

News Corp. said it owns a total of 16.3 million Class A shares and about one million Class B shares. About 6.8 million of the Class A shares are owned through its 48.8% interest in the Australian Associated Press, and those shares are subject to even more restrictions as a result of a recent agreement between News Corp. and Reuters. Reuters also owns 48.8% of the Australian Associated Press.

While News Corp. officials confirmed Mr. Murdoch's role in thwarting the British papers, they maintained that the company will nonetheless be able to sell its Reuters holdings. But one official said the company likely would have to sell its holdings at less than market value if it were pressed to come up with cash soon.

However, News Corp. is hoping for another solution. One official said Reuters holders are now quietly considering a proposal to convert all Class A shares to Class B shares. Under the plan, holders could sell their interests without any approval, he said. But no holder could exceed a 15% interest. He said Reuters itself is pushing the plan, but Reuters declined to comment yesterday on any plan.

Maxwell Communication Corp.

British Publishing Company To Buy London House Inc.

Maxwell Communication Corp. said it agreed to buy London House Inc. for $13.25 a share, or $17.4 million.

London-based Maxwell is British financier Robert Maxwell's printing, publishing and communications company. The purchase will be made through Maxwell's U.S. unit, based in Greenwich, Conn.

London House, Park Ridge, Ill., is a personnel-testing company. Mr. Maxwell said in a statement that the acquisition "is a natural fit" with another recent acquisition, Science Research Associates, which is involved in educational and vocational testing.

House Votes to Enlarge Manassas Battlefield Park

By a WALL STREET JOURNAL *Staff Reporter*

WASHINGTON—The House approved legislation that would expand a national park in northern Virginia in order to block a controversial proposed development.

The measure, passed on a 307-98 vote, would direct the federal government to buy about 600 acres surrounding the Manassas National Battlefield Park in Prince William County, Va.

A private developer wants to build a 1.2 million square-foot office, shopping and residential project on that land, which was the site of Gen. Robert E. Lee's headquarters during the two Civil War Battles of Manassas. The battles, in 1861 and 1862, and also known as the Battles of Bull Run, are considered the underdog Confederate forces' greatest victories against the Union army.

The cost of the purchase would be determined through negotiations or by the courts. The current assessed value of the land is $13 million, according to the Congressional Budget Office, but "the negotiated or awarded payment may be significantly higher."

In the Senate, Republican John Warner of Virginia, an influential voice on the issue, has said he would support the park expansion, which was the subject of a recent page-one article in The Wall Street Journal.

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