
thas hclendow stations/imemorandun

To
Gordon McLendon
Date
January 2, 1966

From
Kevin Sweeney
Subject

This is that "Pepper Pot" classified feature I mentioned in my memo the other day. The gimmick
is that all merchandise must be priced at $\$ 25$ or less.
This was a slow day for this feature -- about 200 different ads. Incidentally, this Sunday edition of the Green Sheet ran 21 pages of classified.



GUARANTEED
Factory Distributor 7343 Canoga Ave. Dr $8-328$

TRAILER HITCHES Custom chrome \$12.95 up Bolts to frame. 14540 Oxnard ST 5 CHEATER SLICKS \$16 CHROME RIMS \$15 Wesco Tire Warehouse 8339 Sepulveda 894-3700

## LOOK!

Wholesale Prices on Slate Pool tables All sizes. terms. Open Five
PATS AUTO PARTS ${ }_{5}$ PATS AUTO PARTS 15956 Parthenia, $892-3860$
BRACE yourself for thrill the first time you use Blue Lustre to clean rugs. Rent electric sham Nursery, 21812 Sherman
PROBLEM DOG??

Don't give your dog away. For FREE consiltation | 1FOr |
| :--- |
| 7642121 APSE |

DESIGNER FABRICS
at remnant prices
SEW \& SEW'S
SEW \& SEW'S
19226 Ventura, Tarzana
Aluminum Awnings
40' $80^{\prime}$ PATIO- $\$ 165$ Mr Kr 99.50
GR 6-1632 ${ }^{\text {Mr. Kramer }}$ TR 9-0389
USED BICYCLES
$\begin{array}{ll}\text { All sizes. Will trade } \\ \text { PO } 4-2695 & \text { ST } 2-9335\end{array}$
Wheel Chair $\$ 29.50$
HOSPITAL BEDS, $\$ 39.50$. Light plant 3 -K-W-D-C. Martin. ST 4-5720 $20^{\prime \prime} \& 24^{\prime \prime}$ BIKES, "scratch \& dent" shipment FIRESTONE STORE
ST 5-11S4
REBUILT VACUUMS
Kirby, Electrolux, Hoover
GUARANTEED $786-2249$
Beautiful used
SCHWINN BIKES
PO 4-2695 ST 2-9335
JOE'S PLAY HOUSE
\& FENCE CO.
Gates, dog houses. Home hars \& stools. Orders tak- $\$ 50$. Several pair dra en. $367-9400 \quad$ S96-4218 $\begin{aligned} & \text { Feries. } \\ & \text { Fossil fish, minerals, \& ar- }\end{aligned}$ Diane \& Rudy's Pottery. $\begin{aligned} & \text { Fossil fish, minerals, \& ar- } \\ & \text { rowheads. } \\ & \text { Lincoln cents }\end{aligned}$ New gorgeous Rebeccal all dates. Lincoln cents 9.1464 statue with flowers. $1 / 2 / 2$ all dates. 6 mow Kirby vaccl-
price. Steren 5 ft combination nlayer. Must sell at ofce Cheap for cash... $981-228$.

## TOP SOLL \& COMPOST

 No toli New washers \& dryers New washers \& dryers.Slight freight damage. Very old gold filigreed \& white stained glass 1 fany type light hanging
fixture. \$115. ST 2 -5418 Philco apartment size re frigerator $\$ 50$. Good condition. Movie set floodilight
$\$ 950-3519$
$\$ 50$ $\$ 50$. Dishwasher, tables, chairs, lamps, dishes for restau
rant. All for $\$ 50$. 1908 Flower THI $5-9217$
Royal Albert English bone china, Pecit-Point pattern
service for $8+\begin{aligned} & \text { extras }\end{aligned}$
str

## CHILD'S PLAYHOUSE

S50. Ask for Stan. 346-9443 Custom Formica storage cabinet, 6' Norge refrigercabinet, ${ }^{\text {ator, }}$ Nenmorge washeer $\&$ dryer
Radio receiver \& 2 remote ramsmitters for garage
door opener, $\$ 20.1 \mathrm{~h} . \mathrm{p}$ motor, \$10. DI 6-0875 Furniture, dishes, utensils electric appliances \& tools. Antiques. Player piano Misc.
Nricern oak, wholesale prices. TH 2-4033 Tool boxes \& lumber rack for 65
pickup. RATTAN $1 / 2$ PRICE
Tools, bric-a-brac. MOV.
ING.
ISG-0435
HO CARS \& CAR KITS New $50 \%$ off. ST 4-6732 fARAGE SALE-Tools furniture, hoses, misc. Sun end. 13681 Polk, Syl. Kingsize Hollywood
$\qquad$ Garage sale Sun Misc items. 892-3519
Moved - Cameras, proector, cooler, sofa set etc Make offer. 762 -6911 Torro mower \& King o tion, $\$ 75$. ST 2-1723 $\$ 7.50$ New modern folding walker with seat. - ST 4.0679.Gas refrigerator \& stove,
place set. 761-6075
Polaroid land camera 800 ,

3 3n.
 1602s Slierman Way, V.N. Grinder is h. h. $\$ 75$. Cube

## 63A-Misc. Wanted

## I BUY JUNK

 all kinds. iron, copper, brass, batteries, radiators,
generators.
govely maple framed mir-
ror. $\$ 259$. Wanted: Metal sink cabi-TV, $\$ 10$. Plays. Gas range, Part poodle,
 or oak flooring, 100 ft . of 6 ${ }^{6}$ num roofing. EM $1-3677$
Need all types of house
nold furniture. Highest prices paid. $\quad$ WT $8-0074$
WE BUY
USED TVs, ETC.

## Pepper Pof

## 63B-The Green

Power mower $\$ 12.50$. Hand
Power mower $\$ 12.50$. Hand
mower $\$ 10$.
$21^{1}$ Packard Bell TV neepds 21 " Packard Bell TV, needs

work, $\$ 15$. | work, $\$ 15$. | $347-7145$ |
| :--- | :--- |
| Pressure cooker, camner |  | 400 No. 3 cans. $\$ 25.780-0194$ Upright vaculum with at- 2 maple end vis anity, lamp, new gift- tachments $\$ 25$.

ware $\$ 25$ all.
$997-1956$. Dining set, 6 chairs, hard
2 Canary, $\$ 2.50$
 Bookcase headboard $\$ 25$. Red frame $\$ 5 .{ }^{\text {W }}$ White $769-5060$ TV 21 ,
spring, frame. $349-2137$ Beautiful Husky Puppy 5 - Fox Terri,


 A-1. $\$ 25$. DI 2 -6638 3 old time radios $\$ 8$ ea $19^{\prime \prime}$ Portable

 $\$ 25 . \quad 342-8127$ Portable infra-ray lamp $\%$ size bod, bo: Swing set heavy duty, $12, \$ 25$.


Studio couch $\$ 20$.
tress $\$ 5$.${ }_{342-6072}$ Fi.50 ea. $\quad 894-7600$. Good condition
 $\$ 25$. Boys, girls coats. Each $\$ 7$, Lindings $\$ 15$. DI $7-4835$ Maple coffee
table. $\$ 20$. Teen sizes. 363-0080 Hand mower $\$ 8$, edger $\$ 3$. Hollywood be 5 pigeons, homers \& rol- Gas heater $\$ 7$ $\qquad$ used \&


$\qquad$ 300 sq. ft. $3 / 4$ " Oak flooring | $\$ 25$. | EM |
| :--- | :--- |
| Sealpoint | Siamese, 76 | 24 inch Magnovox x TV $\$ 25$ Desk, small | Sealpoint | Siamese, |
| :--- | ---: |
| weeks, $\$ 16$. | $341-3507$ |
| Slat fold |  | $\begin{array}{lc}\text { Automatic washer } \$ 15 & \$ 10 . \\ \text { Refrigerator, } \\ \text { Rorks. } \\ \$ 86-0436\end{array}$ Slat fold door, light fix- Babyline Crib, bathinette, Maple tahle, tures \$8 ea. 780-6926

$\qquad$
31 ft . $\$ 15$. 886-1086 Girl's $26^{\prime \prime}$ Bicycle $\$ 7$, boy's

## $26^{\prime \prime}, \$ 13$.

,chwinn 10 speed hike good. $\$ 22.50$. $\quad 892-7398$.
Continental, good coudi-Double maple book case Electrolux ..... Continental, good codi- Double maple book case Electrolux vacuum, like 59 Anglia. I
tion. Reasonable. $349-0466$ headboard $\$ 25$. ST $9-0608$ new, $\$ 25$. 5 TH 5270 tank. $\$ 25$.

$\begin{array}{r}\frac{1}{\text { tique gold }} \\ 892-1782 \\ \hline\end{array}$ Beautiful custom full cost $\$ 7.000$, sacrifice, make built-in Custom beige Homo mink
$\qquad$ Trifice s590.hunter883-3462 eves
348-1012 surde is cont, suld green
hove 3 ' $\times 2$, size 740$886-3893$
60 Ior
$360-4484$1 condition

## 67-Jewelry

 $n$| d condition |
| :---: |
| $783-6804$ |

CASH FOR JEWELRY
E DIAMONDS
${ }^{\mathrm{rd}} \mathrm{Pup}_{346-953 \mathrm{~S}}^{7}$
nale, AKC,Silver \& Wolfe 766-944
ad cur ringring.
1500.. Beautiful. Sacrifice.365-1988 Diamond ring 44/100 caranaple king solitaire. White gold. $\$ 375$. $372-6537$
ble, 1 Ieal
bles
68-Sporling Goods

$762-6911$Attention Fishermen. DisST 4PO 1-039dd condition Mon.-Thurs.-Fri. 'til 9 p.m766-0744pups. All 1 will accept boat as down$347-3751$ payment on 3 bedroomden, 2 hath, over 2000 sqomplete. 1| n Resed |
| :--- |
| SSt-3023 |

i condition.984-3022ST 9-9325 tique guns in stockwords helmets, relics.(10)$346-0342$ 14402 Oxnard $781-5809$X duty. \$15. 14402 OxnardG\& A SALES
sprin mat- 1903 - A-3 MODELDI 8-4730 -30-06 CALIBER RIFLESlonc $\quad \%$ BRAND NEW $\$ 37.90$
10ng. 820.
$343-9977$by Gavin.BARKLEY'S GUN SHOP$761-709$
able of end 20 Gauge Ithica shot gun
complete. target ..... woodsman
346-3117 Both like new. 360-4975

1. Complete. Dual 70 tanks, regulator
ar
with chair.
runs good. DISCOUNTS on anything

- trip to Hollywood. 1645 N
ustom pad, ${ }_{892 \text {. }}$ Highland.
Fnd tas Surfboard Custom Hansen
783-465
mots, $91 / 2 \mathrm{~B}$. PISTOLS, ANTIQUE \&

$267-4826$ Head skiis 210 cm . Ad
$360-55244$ ding. $\$ 35$.mah bird. 9 '2" Jacob surtboard $\$ 75$20. $780-554$
-82. 766 -0147 ${ }^{-1}$ CON SURFBOARD

805-527-1837. SelNew 90 h.p. regular ment, small or
207 , motor only $\$ 779$. ${ }^{\prime}$ amounts. Daviason + cash. $\$ 500$quipment. Also consign
amounts.

ST 1-5537 IBM ELECTRIC TYPE WRITER. GOOD COND

## TION.

## 70-Machinery-Tools

SALES \& WANTED
Tune up A.V.R. tack.Tuwell ignition testers, $\$ 2$each; welding \& cuttingelectric impacts, $\$ 35$ :ton hydraulic press, $\$ 95$on hydraunc press, $\$ 90$air compressor, tire changers, $\$ 40$; battery chargers\$50; 2 wheel trailer, steam
leaners, gas heaters. cleaners,
PO 4-2230

$\qquad$
Used Equipto \& Gemcoenches, stools, shelving,office desks, chairs, carvibrators, gas heaterscard files.
bellaire sales
7324 Bellaire, N.H. 983-0821
outfit, complete. Lempcodrum lathe \& Ammcoarcer. Bean off car balanc.er. Marquette arc welder180 amp \& spotter. Sioupolisher. Private party.360-5414 a.m.'s \& eves.$\frac{10}{}$ ' Table saw stand \& mo-tor \$125; 8" table , Savstand \& motor $\$ 85 ; 4^{\prime \prime}$ belsander $\$ 32$; ${ }^{1 / 2}$ heavy dutydrill $\$ 27$; B\&D drill $\$ 35$.days 'til 9 . Trades OK.
WELDING EQUIPMENTRepair. Buy, Sell, SwapAny type, New \& usedBurbank
BEAUTIFUL
PARTS CABINETSMetal, \$1 per drawer.Jacks School \& Office10333 San Fernando Rd.899-8000
ewalt 229 new salesService Delta $\$ 187$ tablerws \& radial saws \$100up. Open Sun. 'til 6 .

3070 Avon, Burbank 24 ft . Chris Craft Cabin Essick airless compressor Cruiser or will trade for for spraying emulsion \& late model pickup, regula- weed killer, 55 gal tank on tion pool table or Harley wheels, $\$ 195$. Cost over
$\qquad$
Call after 6, 805-526-6204 Bear wheel alignment kit
TORAGE: EQUIPMENT 4 stands, wrenches, platers
oats, etc. Commercial $\$ 700$. 365-4238
quipment. Also consign- Woodworking machine:y
$\frac{\text { ment sales. } \quad 349-6244}{\text { MUST SETT }}$ metal lathes, desks \& ma-

MUST SELL
$15 \frac{12}{2} \mathrm{ft}$. Burcheraft $30 \mathrm{~h} . \mathrm{p}$. Johnson Gator Tilt traile Custom cover $\$ 395$, phone er cutoff saw on trail

.Must 343-7196Partner on 21' Sloop. Cost
equal share of Anchoragerent'2"' Quig $\$ 34,9$ Wardy$9^{\prime} 7^{\prime}$ Jacobs $\$ 55 . \quad 892-1757$20 ft cabin cruiser on steel20 ft cabin cruiser on steel${ }_{360-2750}$ Phese metal lathes, desks \& ma
chinists tools.
$781-5552$ 15251 Sherman Way

Double air tire changer Completely reconditioned new boot. \$150. $\qquad$ Wanted-Small shop open ime for lathe, mill, grind ing, welding. RO 7-8796 Welding \& cutting outfit welding \& cutting outfit,

used once. Full tank, rods | ri20. |
| :--- |
| $769-3033$ | $360-2750$ these columns. ST $6-7111$

ROTOTILL-IUK su
Lawns planted \& cleanup TH 8-9137
LET GEORGE DO IT ROTOTILLING Grading, skip loading.
$\qquad$ Home Service Co. Specia!zing in Hybrid Bermuda Dichondra lawns. Free samples \& estimates. $785-0844$
SPRINKLERS ST 0.0035 11 YEARS EXPERTENCE Estimates -Guaranteed.

## ROTOTILLING

Dirt moving. Top soil. Skip oading. Clean up.

894-4719

## IVY CUTTING

Removal. Hillside cleanup. ST 0-0082 985-112 Sprinkler's \& Repairs
Need work. Contractor

## 71 A-Garden Scrvice

## TREE SURGERY

 MAINTENANCE \&SPRINKLERS 349-4293
New method-Low cost Free estimates. Guarantee. FILIPINO GARDENER Experienced gardening \& landscaping - Free esti mate. $348-0657$ HO 4-884 Complete monthly हervice awns, trim trees, shrubs.
Reasonable rates.
Free estimates
PO
\$15 MONTH
Mow, edge, trim \& prune 20 years experience. De pendable. 346 -3234 896-4541

## Landscape Gardener

Tree pruning-trimming. Cleanup. Monthly mainte.
$\qquad$
LAWNS MOWED

AVERAGE SIZE 50 C
ST 1-4049

## LAWN CLEANUP

Ivy cutting-Rototilling Reasonable 892-2263

LAWN CARE
Full maintenance. Mow, edge, clean-up. ${ }^{396-1005}$ JUNGLE? We fix
DI $5-1606$ We maintain

## Storm Damaged Trees

Removal \& repair
Free Estimates. ST 3 - 0810 GARDENING SERVICE ST 4-5837
GARDEN CLEAN-UP Remove. ST 2.9800, 7827440
ED'S TREE SERVICE
Toping, pruning, removal 348-3424

## Maintenance Garclener <br> 20 years experience

 $341-5607$January 18, 1966

Mr. M. I. Lukins
The Market Place Inc.
2317 Bardstown Road
Box 5151 Cherokee Station
Louisville, Kentucky 40205

Dear: Mr. Lukins:
In Mr. McIendon's absence from the city, let me thank you for your most interesting letter of December 29 th. I expect Mr. Mciendon to return in about a week or ten days and shall call his attention to this correspondence the moment he returns.

Cordially,

Ursula Schweitzer,
Sec'y to Gordon McLendon

## The Market Place, Since

2317 Bardstown Road


Box 5151 Cherokee Station
Louisville, Kentucky 40205
B ID RADIO NETWORK
29 December 1965

Mr. Gordon McLendon Radio Station KL IF Delis, texas
dear Mr. McLendon:
I NOTICED AN ACCOUNT OF Your reprogramming efforts (Classified ADVERTISING) IN MY LOCAL NEWSPAPER, AS WELL AS, READING AN account in the December 20th and 27th edition of "Broadcasting". this letter is prompted by the fact that I am engaged in a similar task.

As you notice by this letterhead we propose to designate a certain radio Station in each major market as "real estate RADIO"; this being the biggest classified advertiser. Twenty TO TWENTY FIVE PER CENT ( $20-25 \%$ ) OF A MAJOR MARKET NEWSPAPER'S INCOME IS from advertising purchased by real estate owners. After having so designated a station, the right to participate is then sold to members of the real estate fraternity. In other words, I have learned to make the same solicitation useing the spoken word as Mr. Dow and Mr. Jones made useing the written word. The rewards, in fact, all of the statistics that surround this pursuit are awesome.

I have entree to the feal estate and banking fraternities; but, lack any solicitous advantage in the broadcasting fraternity. I have sample handouts, tapes and all information concerning the subject at hand; and, can demonstrate and, I think, prove that the largest trading market in the world, which is now invested in journalism, could be invested more efficiently in RADIO 。

I WOULD LIKE to meet with you at a convenient time and place and offer a full and detailed explanation. It is my opinion that there is a foint-pursutt between us that would meet WIth certain success.


## Classified-Ad

## Station Sought

## By Mclendon

L.A. Times-Washington Post Service

WASHINGTON-Gordon McLendon, a Texan who finds new ways to use a radio station, is at it again. This time he wants the Federal Communications Commission to let him buy an FM (frequency modulation) station and fill 112 hours a week with classified advertising.
Mchendon's petition to the FCC was filed yesterday. He wants to buy KGLA (FM), Los Angeles, for $\$ 400,000$. The FCC must approve the sale.
Broadcasters have learned not to laugh at MeLendon's seemingly strange plans. He's the fellow who re-created hroadcasts of Major League baseball games. Later. when television threatened to kill radio. McLendon broke traditional patterns with what is called "the top-40 formula." The technique is to rely on the 40 most popular recordings, broken occasionally with a long-time favorite tune and brief newseasts
(McLendon applied this formula to Louisville radio station WAKY, which he bought in 1958 and sold in 1961.)
His plan for "radio's first want-ad page of the air" might run into trouble at the FCC. The commission has recently been cracking down on "overcommercialization" and there have been suggestions that the time limitations on ads that are in the "code of good practices" ought to kn the FCC standard. The codo limits radio commercials to 18 min!t's per hour.

Mr. William McDowell
XTRA News
5455 Wilshire Boulevard
Los Angeles, California
Dear Bill:

## Engineering Job Shops

As stared to you on the phone today, Buzz Mahan, President of Aeromerhods, Inc. (they rent out engineers) said there are 150 to 165 job shop operations like his in Southern Callfornia, each of which will spend between $\$ 10,000$ and $\$ 50,000$ a year in classified ads for the L.A. Times for personnel.

Although I know you will be talking with Buzz, the thought occurred to me that there might be someway of featuring these advertisements during a stated period, to accustom people who are looking for jobs to listen to XTRA. I am sending a copy of this letter to Gordon with the thought that they will want to look into the situation for Chicago.

RBL:erg
cc: Mr. Gordon B. McLendon

the MCLEndon stationgmmorandume

To Gordon McLendon

Kevin Sweeney
From

Date
February 5, 1966

Subiet Attached article on Tieline Int ernational, KADS

The attached could be another very convincing supporting argument for the Los Angeles all-classified station.

It might also make a Business Briefly item.
When they get to computers and franchises costing $\$ 650,000$ to match people ${ }^{2}$ s needs and wants, then there is certainly a wide enough base to support the argument you are making to the commission.


## ${ }^{6}$ Tieline' Threat To Ad Revenue Grows

By Stan Finsness,<br>CAM, Providence Journal-Bulletin

Maybe classified ads (and the ternational is nearing its public revenue derived from them) debut when 11 to 18 Northern aren't so lifeless and dreary after all. Now a new attempt is being made to capitalize on ways of serving this tremendous marketplace that has so far remained almost an "exclusive" with newspapers - this time via computers. -
Radio stations are applying for licenses to broadcast want ads, magazines have unsuccessfully tried to sell zoned classified, "pay-if-you-sell" publications are making some intoads.

Now, starting on the West Coast, an organization called "Tieline International" is busily selling local franchises, and indications are that operations will be moving across the country fairly soon.
A recent Tieland International news release states: "Tieline In-

California Exchanges (answering up to $3,000,000$ telephones) will go 'on-line' to a central computer complex capable of instantly locating exactly what anyone might want to buy, sell, lease, or rent (among other things).

## No Cost to User

"Tieline's San Francisco Franchise Exchange will give every telephone in the city (some 623,000 ) instant access to a computer full of pertinent information vital to every businessman and consumer: exactly where to find precisely what they want; whether that be a job (or applicant) ; apartment (or tenant); lost (or found); buyer (or seller) ; et cetera. . . . It will cost nothing to ask the computer anything, and very little to list

NOW AVAILABLE

- Por

A-B-E METRO AREA DEMOGRAPHIC STATISTICS

## olso

A FHLE POLDER
Giving you latest distribution break-down on all towns and cities in this 9 County Market. It also contains vital Market Information.

* Allentown-Bethlehem-Easton Metro Area


## THIS IS PENNSYLVANIA'S 3rd Market

screncelly
THE MORTNNE CANL
EVENTNE CHRONICHE SUNDAY CAML-CHRONICH: Allencom Po:
Whocithone zo rov tre cop:


Cw
whatever it is people wish to sell, rent, lease or just know about. (Exact rates, based on a ten-day, 14 -heur-a-day exposure have not been set, but a company spokesman expects they will be 'a much less costly as well as much more efficient means of exchanging classified goods and services than the only other alternative.' ")
The cost of the franchise was reported to be $\$ 650,000$, while the price for a second franchise, this one in Hayward, Cal., was. put at around $\$ 150,000$ Franchise prices are based, roughly, on $\$ 1.00$ per telephone subscriber, with some discounts offered to original franchise-holders to locate in similar-sized cities elsewhere.
Tom Bogardus, CAM of the Palo Alto (Cal.) Times, attended Tieline International's introductory meeting in San Francisco and said they put on a show that was "exceptionally high in quality", and "very professionally done."
"James P. Storm, Tieline's' executive vicepresident," says Mr. Bogardus, "wasn't' exactly complimentary regarding newspaper classified, making treferences to 'archaic.methods,' 'horse and buggy days,' 'undecipherable abbreviations' and a few able abbreviations' and a few
other things, but he did predict that this space-age wonder will come to the rescue of the public as well as business people and that our billion dollar business will soon be handled by computers and will be the exclusive business of Tieline."

Sixteen franchised Tielines are planned for the Bay area. Mr. Bogardus says that Mr. Storm expects them to be in operation by March or April, with more outlets planned in addition.

## April Debut

Tieline's news release provided this information: "Tieline's Northern California debut is set for April, when several million people will awake to the news (via commercials and advertisements) that while they slept, something a little hard to believe happened to their telephones: they were connected to an electronic memory bank that knows all the details about all the things that people want to buy, sell, et cetera.
"Tieline International expects to be Northern California's biggest advertiser for at least this three-month announcement period. In addition, the local Franchise Exchanges will mount their own advertising and promotion campaigns to supplement (and complement) the Regional effort," it was stated.

And here's a quote from the

October, 1965, issue of Datamation: "Tieline, a new San Francisco outfit, kicks off a big promotional campaign Oct. 27, offering 16 Bay Area franchises for computerized classified ads. Using Sanders Associates display terminals and an RCA 3301, the franchises will sell 'space' for classified listings on the computer, which will match phone-in requests against the appropriate file, displaying the phone number of listings which meet the requestor's specifications.
"Later, Tieline plans to offer a total of 58 franchises covering 111 cities, broaden the scope of services to include hotel reservations and the like, eventually aims at a universal credit card. A franchise will cover a telephone exchange area; prices will be based on the number of phones, and are expected to be 'extremely competitive' with classified rates. If Tieline succeeds, Sanders expects to sell 1,000 CRT's with the computer orders going to RCA."
One interesting problem: will newspaper accept all or any of the directly competitive Tieline promotion copy offered to them?
We'll be watching Tieline International with interest, but without the help of Mr. Bogardus, who on Jan. 1 became business manager of the Palo Alto Times. His assistant, Robert Powell, replaced him as CAM. As previously reported (E\&P, Jan. 1), Gene Giddings, formerly CAM of the Oakland (Calif.) Tribune, has joined Tieline to organize franchise offices.

## L.A. TIMES SETS RECORD

The Los Angeles Times published its four millionth classified ad in 1965 on Dec. 23, becoming the first newspaper in the world to hit this mark. World-leader in classified advertising since 1952, the Times approached the 4 -million figure last year with $3,935,558$ classified ads.

Frank W. Lester, Times CAM, also pointed out that the Times is the only newspaper ever to publish 3 million classified ads in a year.

## Ad Director Named

Houston
Douglas A. Stark Jr. has been named advertising director of the Houston Tribune, publiclyowned metropolitan weekly here. Mr. Stark, a Texan, was on the retail advertising sales staff of the Houston Post for three years, then the Houston Chronicle for seven years. He was area advertising director for the News-Citizen newspapers, Pasadena, for four years prior to joining the Tribune.

EDITOR \& PUBLISHER for January 15,1966

## Mclindou stations:/imenorandum <br> THE

Gordon McLendon
Date January 16, 1966

Kevin Sweeney
Subject

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The attached that ran in today's (Sunday) Times attests
further to the uniqueness of Los Angeles -- 4,05?,96?
ads in one paper in a year while only three other papers
have published as many a.s 2,000,000.
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Winner of the Times Classified " 4 Million Contest" which ran from Oct, 25 to Dec. 5, 1965, is Joseph D. Millier, 847 Daley St., Edmonds, Wash., a Seattle real estate broker.
Mr. Millier's estimate of the number of classified ads which would be published in The Times during 1965 was only 14 off from the actual 1965 total of $4,057,967$ classified ads.
This total is the largest number of classified ads ever published by any newspaper in a single year. The Times is also the only newspaper ever to publish more than three million classified ads in a single year: and only three other newspapers - the San Francisco Examiner, New York Times and Houston Chronicle have published a and many as
year.
Mr. and Mrs. Millier will receive a week's vacation in New York as their Grand Prize - trans portation via American Airlines Astrojet, acconnotations at a leading hotel, tickets to top shows, dint drew right crab entertainment The contest drew entries from all over the na tion and even some from abroad.

## BoRage Two...Cor

4 Themis 31000
$\frac{\text { THE }}{\frac{\text { don McLendon }}{\text { Holt }} \text { ( }}$
Endow stationsfigemorandum

To Gordon McLendon
Date December 31, 1965

From Kevin Sweeney
Subject
Classified advertising FM

Your proposal probably already covered the major point -- that Los Angeles regards classified advertising as a way of life. Hence, the classified volume of the Times outstrips every other newspaper by millions of lines.

But two sidebars occur to me that might strengthen your presenttation: (1) It is the sheer volume of different advertisers that makes this a public service. Over 4,000,000 different ads are placed in the Times alone. (2) Classified is huge in all papers in this area. The Van Nuys Green Sheet (free distribution, San Fernando Valley) regularly runs 24 pages of classified and has thousands of different advertisers.

If you haven't already said it this way: The number of advertisers using classified (not to mention the tens of thousands who read it every day) is a larger number than most FM stations audiences. Your "fraction" could be larger than any of thecurrent stations" fractions. Suggest further that your proposal could be even more in the public interest if you incorporated an idea like the Green Sheet "Pepper pot" -- classified for private citizens, two lines for $\$ 1.00$. They regularly run 300-500 of these, ads in each issue in just one section of the city.


## THEE

Gordon McLendon

Mitch Lewis

Date December 10, 1965

Subject

Here is the first batch of material regarding classified advertising. Mo Tierney at the Chicago Tribune said he would send me a plethora of information but as yet it has not arrived.

You will find that the Ancam Exchanges publications contain all sorts of variet material, including the rates, number of employees, circulation, etc., of various newspapers, success stories, some figures on volume and indications of gains and losses.

In the Classified Executive you will note on the inside front cover where classified advertising passed the billion dollar mark and also by nearly three hundred million, exceeded total radio, including spot and local and national business. This seems like a fantastic field to explore.

One thing I noted (in trying to second guess what you were aiming at ) was the family want ad rates which are quite interesting and should do much to accelerate week-end business.

MIL: lr
Attach.

January 27, 1966

Mr. Richard N. Meltzer, President Richard N. Meltzer Advertising, Inc. 165 Past Street
San Francisco, California 94108

## Dear Mr. Meltzer:

In Mr. McLendon's absence from the city I'take the liberty of acknowledging receipt of your letter of January 18th, as well as thanking you for sending us the brochure.

Please be advised that Mr . McLendon will be awgy from his home office base for another week or two, and I shall have to hold the material in abeyance until he returns. I know he will want to give this presentation and study his undivided and concentrated attention as soon as he can.

Cordially,

Ursula Schweitzer,
Sec'y to Gordon Mclendon

RICMARD N. MELTZER ADVERTISING,INC.

165 POST STREET • SAN FRANCISCO. CALIFORNIA 94108 - AREA CODE 415 YUKON 2.5877

January 18, 1966

Dear Mr. McLendon:
I have noted with interest the story in the December
27 issue of Advertising Age, concerning your request to the Federal Communications Commission for an all commercial FM radio station in Los Angeles.

We have been doing some work for a client who has perfected a system of automated classified advertising, using radio as its promotional medium. The attached brochure will give you more details about his plan.

It occured to both my client and me that his system might be readily adaptable to what you are trying to do in Los Angeles. If you agree, I should very much appreciate hearing from you so that a meeting can be arranged between the appropriate parties.

Very truly yours,


Richard N. Meltzer

Mr. Gordon McLendon
McLendon Corporation
KLIF Radio Plaza
2120 Commerce Street
Dallas, Texas 75201
Cc: Mr. Bernard Isenberg
RNM/mel
Attach.

## Automated Classiffied Adverilising

$A C A$

## Automated Classified Adverilsing



1



ANSWERING SERVICE


2

I.B.M. CARD FILE


4

I.B.M. MATCHING


MACHINE

SELLER


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Automated Classified Advertising (ACA) -- What it is and how it works

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## INTRODUCTION

The following pages describe a new electronic system for listing classified advertisements called AUTOMATED CLASSIFIED ADVERTISING (ACA).

ACA is now seeking sufficient capital to introduce this new electronic want ad concept in the San Francisco Bay Area.

This brochure tells what ACA is, how it works, its achievements to date, its plans for the future, its capital requirements, and its proposed capitalization. Shown also are projected expenses and income for the first year's operation.

## AUTOMATED CLASSIFIED ADVERTISING

## What it is and how it works

Automated Classified Advertising (ACA) is an exciting new system for listing classified advertisements. Unlike newspaper want ads, an ACA SELL ad is not printed; it is coded numerically, placed on an IBM card, and kept in a file ready for electronic matching with an ACA BUY ad.

ACA is fast, efficient and inexpensive for buyer and seller. It is a complete departure from newspaper classified advertising methods. ACA is designed to bring buyers and sellers together electronically. When matching has been accomplished by our electronic processing machines, pertinent information from the SELL ad is mailed to the buyer. The processing is entirely automatic. ACA will utilize IBM data processing machines in its operation.

The buyer pays nothing to have ACA search its file for his wants. The seller pays one charge of $\$ 3.00$ to list any item, service, rental, e etc., for sale. This listing will remain in ACA's file for a maximum of 33 days. It can, however, be removed sooner if requested. The $\$ 3.00$ rate for 33 days is a charge far below existing newspaper rates. ACA offers more than a month of advertising at less than ten cents a day.

BUY and SELL ads will be received over the telephone and through the mail. ACA's staff will include a telephone answering service, women for coding the ads, IBM data processing equipment and operators, supervisors, and a general manager. It will employ the services of an advertising agency to plan and execute the promotional campaign. This campaign will use all available media to introduce ACA to the public and make ACA a household name synonomous with classified advertising and want ads.

## WHAT ACA HAS DONE

ACA was developed by Bernard I. Eisenberg, a Berkeley businessman. Assisting him were Russell M. Koch, an Oakland attorney, and specialists in the fields of electronic data processing and newspaper classified advertising. *

A master code catalog has been prepared that will enable ACA to code and match any item that can be bought, sold, or rented, and any service that may be offered or sought.

For six months, from December 6, 1960, until June 6, 1961, ACA was pilot tested over radio station KFAX in San Francisco (under the name of ELECTRONIC WANT ADS ... EWA).

The first 89 days of the KFAX test brought a total of 784 ads ( 405 SELL ads and 379 BUY ads). During the remaining 91 days of the test, this figure increased to 1328 ads (both BUY and SELL). Experiments were made with the radio copy during the last two months of the test and the ads were directed only to buyers.

After the pilot test ended, an average of eight ads a month were received until December, 1961. As recently as March, 1963, phone calls inquiring about ACA's services have been received by ACA's telephone answering service.

The pilot test proved ACA's feasibility andacceptance in view of the ads placed with it. We decided, however, not to offer ACA to the public again until sufficient capital was available to do the promotion necessary to insure ACA's success.
*
Luis Morales. Data Processing Manager for San Mateo Junior College.
Blanche Crawford. For twenty-one years a member of the San Francisco Examiner's classified advertising department. For eleven years, manager of the Examiner's telephone classified advertising solicitors.

Data processing representatives for IBM.

## MARKET POTENTIAL

The best available statistics indicate that more than six million classified want ads are published annually in the San Francisco Bay Area. *

Projections used here for the first year of ACA's operation are based on a minimum $2.5 \%$ penetration of a six million want ad market, or just 150,000 SELL ads. ACA will seek, also, to obtain 300, 000 BUY ads during its first year's operation.

We feel that this is a conservative estimate since an extensive promotion is planned. Furthermore, this new classified advertising medium should expand the total market. ACA will make it profitable to advertise hard-to-sell items and inexpensive items that do not justify the high cost and short duration of newspaper classified advertising. This was shown by the kind of items listed with ACA during its pilot test, e.g., suit of armor, antiques, hub caps, bicycles, cameras, and boats.

After ACA demonstrates the effectiveness of its promotion and service in the San Francisco Bay Area, the entire nation will become a potential market. The expansion to other cities will be relatively easy, due to the experience gained here. Our expansion to other markets can be accomplished on a branch basis, or a franchise basis, depending on which seems most profitable after the San Francisco Bay Area promotion has been evaluated.

ACA's growth potential is virtually unlimited. In addition to geographic expansion, its share of the total market will grow as ACA becomes a familiar name and service to more and more people. The possibility of linking several branches together, particularly for the hard-to-sell and expensive items, will further increase ACA's service to its users, and consequently its volume.

ACA should have an immediate and favorable reception now that the public has become familiar with the terms and concepts of automation and electronics. The flights of astronauts, the use of the "quotron" by stock brokerage firms, and the greatly increased use and awareness of computers and other electronic equipment, all have prepared the public for AUTOMATED CLASSIFIED ADVERTISING.

## *

The San Francisco Examiner prints nearly two million ads, the San Francisco Chronicle prints over one million ads, and the Oakland Tribune prints about one million ads each year. When San Jose, Peninsula, Marin County, and other East Bay newspapers are added, the total want ads printed annually in the San Francisco Bay Area exceed six million.

## CAPITAL REQUIREMENTS

The detailed income and expense statements for the first year, shown on the following pages, forecast a promising future for ACA. It is anticipated that the break-even point will be reached in the fourth month. At that time the accumulated deficit will be approximately $\$ 16,000$.

We are conservatively allowing 45 days for receivables which at the end of the fourth month will be approximately $\$ 30,000$.

Capital expenditures, plus prepaid expenses, will total approximately \$15, 000. *

Thus at the end of the fourth month capital expenditures, plus deficits to date, and cash to carry accounts receivables will require $\$ 61,000$.

Net income of ACA before taxes for the first year, as projected on the following pages, should amount to approximately $\$ 149,000$ or almost $\$ 1.00$ per share.

Accurate forecasting of the speed with which this new classified advertising medium will attain volume proportions is difficult. We are, therefore, selling $\$ 100,000$ of stock to provide funds for the initial local promotion, the rapid expansion into new markets, and an adequate reserve for contingencies.

[^0]| $\underset{\text { ITEMS }}{\text { EXPENSE }}$ | First Month | Second Month | Third Month | Fourth Month | Fifth Month | Sixth Month | Seventh Month | Eighth Month | Ninth Month | Tenth Month | Eleventh Month | Twelfth Month | Total Twelve Months |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Rent, Office 1/ Equipment and Other Expenses | \$ 1,487 | \$ 837 | \$ 962 | \$ 962 | \$ 962 | \$ 962 | \$ 962 | \$ 962 | \$ 962 | \$ 962 | \$ 962 | \$ 962 | \$ 11,944 |
| Administrative and Supervisory Salaries 2) | 2,400 | 2,400 | 2,400 | 3,300 | 3,300 | 3,300 | 3,300 | 3,300 | 3,300 | 3,300 | 3,300 | 3,300 | 36,900 |
| Receiving, 3/ Processing, and Other Expenses | 3,223 | 4,221 | 5,415 | 6,501 | 7,567 | 9,680 | 11,811 | 12,894 | 13, 960. | 14,807 | 15,039 | 15,240 | 120,358 |
| Telephone Charges | 124 | 122 | 149 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 1,286 |
| All Processing Machine Costs | 1,006 | 634 | 634 | 634 | 634 | 634 | 634 | 634 | 634 | 634 | 634 | 634 | 7,980 |
| Total Operating Expenses | 8,240 | 8,214 | 9,560 | 11,496 | 12,562 | 14,675 | 16,806 | 17,889 | 18,955 | 19,802 | 20,034 | 20,235 | 178,468 |
| Promotion Expense | 12,000 | 8,000 | 8,000 | 8,000 | 8,000 | 8, 000 | 8, 000 | 8,000 | 8,000 | 8,000 | 8,000 | 8, 000 | 100,000 |
| Total All Expenses | \$20,240 | \$16,214 | \$17,560 | \$19,496 | \$20,562 | \$22,675 | \$24, 806 | \$25,889 | \$26, 955 | \$27, 802 | \$28, 034 | \$28, 235 | \$278,468 |
| $1 /$ |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2/ Secretary, coding-phone supervisor, IBM supervisor (beginning with fourth month), two IBM operators, general manager (\$600). |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3/ Forms, payroll taxes, telephone answering staff salaries, coding staff salaries, postage (postage predicated on 150,000 SELL ads and 300,000 BUY ads plus $10 \%$ allowance for repeat invoicing). |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4/ Installation and monthly charges. |  |  |  |  |  |  |  |  |  |  |  |  |  |
| and rental prices when ordered.) |  |  |  |  |  |  |  |  |  |  |  |  |  |


| ACA'S PROJECTED INCOME FOR FIRST YEAR |  |  |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| MONTH | Sell Ads <br> Received <br> Daily | Sell Ads <br> Received <br> Monthly <br> (30 Days | Sell Ad Dollar <br> Billings Less <br> $5 \%$ <br> for Allowance Bad Debts | Total <br> Expenses <br> for Month | Profit or <br> Loss for <br> Month | Cumulative <br> Profit <br> or Loss |
| First | 100 | 3,000 | $\$ 8,550$ | $\$ 20,240$ | $\$(11,690)$ | $\$-$ |
| Second | 150 | 4,500 | 12,825 | 16,214 | $(3,389)$ | $(15,079)$ |
| Third | 200 | 6,000 | 17,100 | 17,560 | $(460)$ | $(15,539)$ |
| Fourth | 250 | 7,500 | 21,375 | 19,496 | 1,879 | $(13,360)$ |
| Fifth | 300 | 9,000 | 25,650 | 20,562 | 5,088 | $(8,572)$ |
| Sixth | 400 | 12,000 | 34,200 | 22,675 | 11,525 | 2,953 |
| Seventh | 500 | 15,000 | 42,750 | 24,806 | 17,944 | 20,897 |
| Eighth | 550 | 16,500 | 47,025 | 25,889 | 21,136 | 42,033 |
| Ninth | 600 | 18,000 | 51,300 | 26,955 | 24,345 | 66,378 |
| Tenth | 640 | 19,200 | 54,720 | 27,802 | 26,918 | 93,296 |
| Eleventh | 650 | 19,500 | 55,575 | 28,034 | 27,541 | 120,837 |
| Twelfth | 660 | 19,800 | 56,430 | 28,235 | $\$ 28,195$ | $\$ 149,032$ |
| Total |  | 150,000 | $\$ 427,500$ | $\$ 278,468$ |  |  |

## PROPOSED CAPITALIZATION

ACA will be incorporated with an authorized capital of $\$ 500,000$. A permit to sell 100,000 shares of stock at $\$ 1.00$ per share will be obtained from the Commissioner of Corporations, State of California.

It is proposed that Bernard I. Eisenberg be employed in a supervisory capacity by ACA at a salary determined by the Board of Directors.

Bernard I. Eisenberg will receive promotional stock, not exceeding $10 \%$ of that stock sold, as compensation for money spent during the development of ACA.

Further, it is proposed that Bernard I. Eisenberg be granted a stock option extending over a period of five years to purchase ACA stock, not to exceed $20 \%$, at par value or at some fair price determined by the Board of Directors.

## NOTES ON INCOME AND EXPENSE PROJECTION

Our calculations indicate that it would be less expensive to rent the processing equipment from IBM, and hire employees to operate them, rather than to contract for these services. Low estimates from data processing service bureaus are twenty cents for processing (ready for mailing) each BUY or SELL ad. At projected volumes, it will be advantageous to rent the IBM equipment and employ operators beginning with the second month of operation.

The cost of the IBM equipment and auxiliary machines is:

| IBM Collator: | Monthly Rental | $\$ 125$ |
| :--- | :--- | ---: |
| IBM Printer: | Monthly Rental | 235 |
| IBM Typewriter-Key Punch: | Monthly Rental | 110 |
|  |  |  |
| Pitney-Bowes Model RT Postage Meter: | (each quarter) | $\$ 36$ |
| Pitney-Bowes Model 4250 Mailing Machine: | 1033 |  |
| Pitney-Bowes Model 3300 FM Folding \& Inserting Machine: | 1750 |  |
| Moore's Forms-Bursting Machine: |  | 625 |

After down payment, the monthly payment on the Pitney-Bowes machines is $\$ 116$, and $\$ 48$ for the forms-bursting machine.

The advantage of doing our own processing is obvious when we compare the annual charges of an IBM service bureau ( $\$ 90,000$ ), with the cost of doing it ourselves $(\$ 26,163)$. In addition to the dollars saved, there will be greater speed and control in our processing and mailing the ads.

During the KFAX pilot test SELL ads were invoiced and acknowledged on the day received. (All processing during this test was done manually since the volume did not warrant the use of electronic equipment.) About $50 \%$ of the SELL ads were paid before the expiration of the ad. Some advertisers required reminder notices. Approximately $6 \%$ were uncollectable. This percentage probably could have been reduced with a strong collection letter.

# THECAMLACMER REPORTER 

230 PARK AVENUE, NEW YORK, N.Y. 10017 MU 9-9000

A Confidential Lefter
to Advertising, Marketing,
and Media Executives
Edited and Published
by Bernard P. Gallagher

## RECEIVED

JAN 191966<br><br>

New York. January 18, 1966
Volume XIV. Number 3.
(in two sections)

CREATIVE PEOPIE NEED STATUS. Critical ad agency problem. Higher salary not solution. Recognition needed. Mistake to reward top creative talent with management job. Executive duties stifle creative urge. Top copywriters, art directors become second-rate agency presidents. Former Kudner president Roger Purdon, ex-Bates president Rosser Reeves better-suited for creative work. Even when creative men have management ability -- BBDO chairman Charlie Brower, Ogilvy \& Mather's David Ogilvy, McCann-Erickson's Paul Foley -- agencies cant afford to waste them on noncreative jobs. Reason why David stepped down from chairmanship of U.S. agency. "Marvel" Harper promoted Chat Posey to assist Paul in the creative supervision of all McCain branches. Jack Tinker unhappy since he became head of full-fledged agency.

Partial solutions. 1) Give creative man top management title without administrative detail. At Doyle Dane Bernbach, president Bill Bernbach concentrates on creative work. Leaves administrative problems to executive $v-p$ Ned Doyle, $v-p$ \& general manager Max Dane. Plan works with well-balanced team. 2) Rotate chief executive. System in force at Ted Bates since 1955. Bill Kearns (1955-1959), Rudy Montgelas (1959-1962), Riser Reeves (1962-1963), Ted Bates (1963-1965), have taken turns in administration of agency. Archie Foster has just replaced Ted. Compromise system still keeps creative executive from his basic function.

Make top creative people part of management team. Staff, not line executives. Best title: $v-p$ \& chairman of creative board. DArcy chairman Bob Ganger gave this title to Roger Purdon. Howard Wilson was promoted from general corporate executive-creative services to vice-chairman of board at Geyer, Morey, Ballard. Grey Advertising has two executive $v-p s$ for creative services, Ben Alcock and Bernie Kahn. Creative people should sit on management council. Help determine agency policy. Be given recognition, not management responsibility.

OREN HARRIS' FINAL IV-RATINGS REPORT. More monument to House Commerce Committee chairman (who leaves to become Federal judge next month) than service to industry. Report praised Broadcast Ratings Council for efforts to accredit and audit ratings. Criticized ratings services for lack of initiative in policing themselves. Report sidestepped major problem: broadcasters' complete dependence on ratings which still do not adequately measure size and quality of audience.

SAIESMAN MANNY YELLEN TALKS TOO MUCH. New director Pete Levathes should caution Mann on p.r. Stupid for president of P. Lorillard to publicly state: "I think the American public is too intelligent to pay any attention" to health warning on cigaret packages. Aggravates Inter-Agency Council on Smoking \& Health. Invites further Congressional restrictions.

GEIERAL BAKING TURNAROUND EXPECTED THIS YEAR. Thi.rd-largest U.S. baking company (sales: $\$ 164$ million). After Continental Baking ( $\$ 493$ million) and American Bakeries ( $\$ 253$ million). Challenged by Ward Foods ( $\$ 163$ million) and Interstate Bakeries ( $\$ 157$ million). Company profits dropped to $\$ 1,037,000$ last year. Mere $0.6 \%$ of saies. Promoter Dick Pistell took control as chairman in May, 1965, through The Goldfield Corp. General Baking has three allied businesses: General Baking (Bond bread), Eddy Bakeries (wholesale baking), Van de Kamp Division ( 800 outlets in supermarkets, six coffee shops). Advertising minimal. Through house agency, Sage Advertising Services. Los Angeles branch of Lennen \& Newell handles Van de Kamp advertising. General's president Dick Clark has backing of Pistell to revamp setup. Will merge Eddy Bakeries into parent company. Seeks new marketing $v-\mathrm{p}$ in $\$ 40,000$ bracket. Will switch Bond bread to major agency. Set up substantial ad buaget.

AGENCIES CREATE PRODUCTS. Hicks \& Greist chairman Charles Skoog Jr. gave client Endicott-Johnson idea for 007 James Bond shoes. Recormended exclusive marketing by Montgomery Ward. Charlie suggested artificially flavored and sweetened nonfat dry milk product for Weldon Foods (Diet Milk). Worked on package design, price and promotion. Leber Katz Paccione's Les Leber developed new line of foundation garments (Piaza-3) for A. Stein \& Co.; Casino line of young-men's slacks for Henry I. Siegel. New product ideas generate agency billings.

NEW CBS-IV RATE CARD. Influenced by Congressional, Federal Communications Commission criticism. No more huge corporate discounts for major advertisers. "Grid" rate card retains minor price reductions for contiguous spots, 52 -week contracts, early primetime. Offers biggest savings for sponsors with own shows.

GENERAL FOODS JOINS TREND TO CREATIVITY. Chooses Doyle Dane Bernbach, Grey Advertising as new agencies. Account reshuffle from four to five agencies predicted by GR, Oct. 19, 1965. Foote, Cone \& Belding dropped. Chairman Tex Cook won't permit General Foods agency to handle primary products of GF competitors. FC\&B has Hills Bros. Coffee and Ralston Purina. Of tinree agencies GF retained, only Ogilvy \& Mather -- with successful $100 \%$-fee arrangement -- lost no accounts. Young \& Rubicam gave up Bakers Chocolate, Dream Whip, Brim. Benton \& Bowles lost Yuban Coffee, Gaines Meal dog food.

RECRUITING \& TRAINING DRUG SAIESMEN. Above average I.Q. required of salesmen in ethical drug field. Ability to converse intelligently with doctors. Must appear mature, reliable. Schering Corporation recruits salesmen through trade papers; recommendations in the trade; from pharmacists; among science majors on campuses. Gives recruit extensive training. Acclimates him to industry by introduction to drug wholesalers, druggists, doctors, hospital personnel. Sends him into field for week with experienced salesman. Takes six to eight weeks to evaluate his potential. After six months in field, trainee receives three-week concentrated training in main office. Two weeks of scientific, medical indoctrination. One week, sales training. Given status title "professional sales representative."

Follow-up training. Schering Corporation chairman Francis Brown keeps training process on almost continual basis. Sales meetings called to acquaint men with every new product or campaign. Plus four division meetings a year. Every three to five years, each salesman receives one-week refresher training at home office. Men in field kept up to date with pamphlets, booklets, brochures. Training, supervision, motivation keep turnover down to $10 \%$ a year.

CFECK WITH CLIENTS BEFORE AGENCY MERGER. Customers' attitude eritical. Agency principal should broach subject without mentioning name of other agency. Assure client his interest will be protected. Clyne Maxon president Terry Clyne informed major clients about desire to merge. Received go-ahead, provided Clyne Maxon retain autonomy. Former BBDO executive v-p Bob Foreman initiated talks between Terry and Charlie

Brower. Final arrangements: exchange of stock, seven years of autonomy for Clyne Maxon, five-year management contract for Terry. Stock exchanged on basis of book value, mutually-agreed-upon seven-year billings projection. BBDO book value, \$17 million. Clyne Maxon, $\$ 1.5$ million. Terry will become BBDO director next month.

ADVERTISING IN 100 IEADING CONSUMER MAGAZINES. 1965 pages rose $5.2 \%$ over 1964 for 99 comparable magazines. Gross revenue rose $8.7 \%$. (1964 figures for Skiing unavailable.) Total pages for 100 magazines in 1965: 93,373. Dollars: \$1,095,000,601. Complete data in Second Section.

Gains and losses. 68 magazines gained in advertising pages. Average gain: 12.5\%. 30 lost. Average drop: 7.4\%. Popular Boating had no change. Outstanding page gains in magazines billing $\$ 1$ million or more: Cosmopolitan $+42 \%$, Ingenue $+23.8 \%$, Flying $+22.7 \%$, Forbes $+22.6 \%$, Better Homes \& Gardens $+18.1 \%$, IV Guide $+17.7 \%$, Signature (formerly Diners Club Magazine) $+17.5 \%$, Argosy $+17.4 \%$, Harper's Magazine $+15.2 \%$, Woman's Day + $14.7 \%$, Family Circle $+13.6 \%$, Reader's Digest + $13.5 \%$, Outdoor Life $+13 \%$. Significant losses: Saturday Evening Post - $29.5 \%$, Scientific American $-15.9 \%$.

Outlook for 1966. Magazine industry did particularly well in last quarter of 1965. Will do better in first half of 1966. Level off slightly in second half. Should end year up $8 \%$ in ad pages, $10 \%$ in dollars. Magazines to take play away from television in 1966. Impress advertisers with effectiveness. Better, earlier selling. For first time, space salesmen will not wait until tv selling season has ended. 1966-1967 tv season opened with General Foods' purchase of 10 minutes on CBS-TV. Also ready to make tv buys: Procter \& Gamble, Bristol Myers, American Home Products, Lever Brothers, R.J. Reynolds Tobacco. Magazines will profit from cigaret advertisers' reluctance to use tv primetime before 9 p.m. Not enough time for all. Special ad projects will also help magazines. E.g., Ford Motor's new $\$ 50 \mathrm{million}$ corporate identity campaign.

GENEEN GIVES CONIRACTS TO ABC BRASS. International Telephone \& Telegraph's "Hungry Hal" Geneen agrees to five-year contracts for $A B C$ Inc. president Lennie Goldenson, executive $v-p$ Si Siegel, ABC-TV president Tom Moore, $v-p$ theatres Sam Clark, president owned \& operated stations Ted Shaker, v-p \& general counsel Ev Erlick. Still under consideration: ABC Radio president Bob Pauley, $v-p$ \& general manager tv network Julie Barnathan. Sam Clark exercised stock options for 541 more shares. Now owns 5,290. Tom Moore bought 4,330 -- for a total of 8,659. At option price of $\$ 23$. Tom has net capital gain of $\$ 325,000$ after taxes.

SAIES EXECUTIVES CLUBS PLAN MERGER. Sales Executives Club of N.Y. has committee to investigate rejoining Sales Marketing Executives International. Headed by John Emery, executive v-p of Emery Air Freight, and Joe Ardleigh, executive v-p of.n Research Institute of America. SME-I executive director Bill Driscoll sat on dais at last SEC meeting. Bill and SEC executive director Harry White good friends. Look for two clubs to get together within six months.

NEWSPRINT PRICE HIKE. Expected in 1966. Both Canadian and U.S. producers to take advantage of short supplies during peak periods of 1966. Blame rising production costs. New labor contracts raised cost per ton by $\$ 6$. U.S. newspapers increase use of offset printing. Require more costly newsprint. Many paper companies rush expansion plans. British Columbia Forest Products Ltd. to increase production capacity by 125,000 tons. Price Bros. \& Co. to spend $\$ 42$ million on expansion and modernization. Atlantic Sugar Refineries plans to build 250,000 ton newsprint mill. U.S. mills expect to increase capacity by $6 \%$.

GILIETIE ORGANIZATIONAL CHANGES. Chairman Carl Gilbert concentrates on consolidation of operations here and abroad. Boone Gross left when Carl chose Vince Ziegler as president. Carl considers Vince better organizer. Carl now has one marketing director in each country. Henry Garnett is managing director of United Kingdom and
affiliated countries. Vince will divide Gillette empire into 12 regions, each under $\mathrm{v}-\mathrm{p}$. Marketing personnel will report to v-ps. V-ps to Ziegler.

Diversification. Company sold only razors and razor blades until purchase of Toni Cosmetics, in 1948. Then, bought Paper Mate Pens in 1955. In 1962, company entered hospital supply industry with purchase of Sterilon. In 1960, Gillette Safety Razor entered men's toiletries industry with Right Guard deodorant. Then introduced Foamy shaving cream, Sun-Up Cologne and after shave, Heads Up hair dressing. Non-blade activities account for about $40 \%$ of total sales. Vince emphasizes foreign promotion. J. Walter Thompson represents Gillette in United Kingdom. Heumann, Ogilvy \& Mather in Germany. Charlie Brower, who handles domestic accounts, should beef up BBDO overseas setup.

## AD AGENCY IIEW BUSINESS. American Airlines. Beech-Nut Life Savers.

AGENCY BUSINESS. Young \& Rubicam may get P. Lorillard account. V-p marketing Pete Levathes old Y\&aR man. Lennen \& Newell president Dolph Toigo should lock in account on $100 \%$-fee basis immediately. . . . On way up: Gaynor \& Ducas. Chairman \& president Paul Gaynor expects $\$ 14$ million billings this year. $25 \%$ increase over 1965. In past six months, picked up American Express (campaign for Montreal's Expo '67), Norfolk \& Western Railway, Elizabeth Arden, Wallace \& Tiernan. . . . Poor Erwin Wasey president Marvin Corwin loses another account. American Enka switches \$2 million account to Delehanty, Kurnit \& Geller. . . . "Velvet-Trap Dick" Pinkham favors fewer accounts at Ted Bates. Agency lost part of American Home Products, all of Socony Mobil Oil. If losses continue, Dick can ask his buddy "Commissioner" Walter Thayer, publisher of New York Herald Tribune, to give him back his old job as circulation manager.

PUBLISHING. Time Inc. negotiates to buy $46 \%$ of Robert Laffont Editions, major French book publishing company. . . . Commentary, opinion monthly sponsored by American Jewish Committee, raised ad pages 51.6\%, dollars $68.8 \%$ in 1965 over 1964. From 258 pages ( $\$ 92,700$ ) to 391 pages ( $\$ 156,480$ ). . . . Hayden Publishing profits dropped $77.5 \%$ in 1965. From $\$ 310,474$ in 1964 to $\$ 70,000$ this year. Sales dropped $16.2 \%$, from $\$ 6,080,368$ to $\$ 5,098,065$. With recent management reorganization, president Jim Mulholland will show better picture in 1966 .

ACTIVITY. Look for Colgate-Palmolive executive $\mathrm{v}-\mathrm{p}$ Dave Mahoney to accept presidency of another company when his five-year contract expires in June. Colgate president George Lesch hasn't helped Dave's ulcers. . . . American Machine \& Foundry's Carter Burgess creates v-p post for Patricia Huff, formerly with Kenyon \& Eckhardt. Pat will develop female market for company's bowling, skiing, consumer products. . As predicted, GR Jan. 13, 1965, Straus Broadcasting (WMCA) president Pete Straus will enter New York politics. Plans to seek Congressional seat as representative from Manhattan's l9th U.S. Congressional district. . . . Expect new ABC affiliate, Audit Bureau of Marketing Services, to audit direct mail lists, other media. As recommended by GR, Aug. 26, 1964. . . Ethical drug advertising will drop off sharply, as close to $\$ 200$ million worth of tranquilizers and other drugs come under new controls of Food \& Drug Administration. . . A Although GR and Time magazine throught it would be success, Metro-Goldwyn-Mayer's Doctor Zhivago looks like biggest bomb of year. Could cost president Bob O'Brien his job. Phil Levin, largest stockholder, would like to be president.

Very truly yours,
The Gallagher Report, Inc.


THE GALLAGHER REPORT, INC. - 230 Park Avenue, New York, N. Y. 10017 - Published weekly - $\$ 24$ a year in U. S. \& Canada - Elsewhere $\$ 31$

## THE MC Ladon STATIONS MIEMIORE NDUMI

June 7, 1967

Advertising of Firearms Advertising for transportation

In looking through our files of Instant Want Ads (both paid and free) I notice a number of ads for pisols and/or revolvers.

I have checked the Code of Ethics and Standards of Acceptance for Classified Advertising and this is. what it says about such ads:

> "1015 Ads on pistols, revolvers and other concealable firearms, either wanted or for sale, unless placed by a dealer licensed to sell firearms.

This is required by law in some states. Some other states allow pistols and revolvers to be advertised by persons other than licensed dealers if the statement "permit require" is included. Ads on antiques or collectors' guns should be acceptable if properly described. "

With regard to advertising placed offering to share expense in travel, ads wanting a companion for travel, ads wanting a ride to some distant point -- again I quote from the Code of Ethics:
"1021 Ads offering to share expense in travel, ads wanting a companion for travel, ads wanting a ride to some distant point.
a. Too many cases are a matter of police record where either the advertiser or the respondent was defrauded of money, given no transportation, or met with harm.
b. Papers that do accept such ads should inform the advertiser of the perils involved, and record his signature, address and driver's license on the order. Advertisers who are transients or who use a hotel or motel for an address should be investigated.
c. Ads offering to drive a car to a distant point, or ads asking for a driver, are accepted by many papers, but the suggestions in "b" above should be followed.


GBM－－It＇s a man without a country．It can＇t go in the Natil Assn of B＇casters， Well，we do broadcast something，but it＇s not akin凶 to entertainment as we know it．What will happen，and maybe this is what Ancam will want to have happen－－I have no way of knowing－－but what will happen，if this nstation succeeds，you yourself can recognize that undoubtedly it will be emulated here and there，and then when enough of these stations come ingo existence，they＇ll form，in all likelihood，rather than going under the NAB，THEY＇LL form some trade organization of their own．（on about damage Mexican radio stations have done for b＇casting industry ．．．）There is no telling how much a KADS without guidance poorly run and with the type of inexperience that $I$ have in classified advertising，although I do come from somewhat of a newspaper background，there＇s no telling how I and fourteen others if we start selling prayer cloths，and there is no accepted code and no guidance，there＇s no telling what that image of classified advertising itself could take on in five or ten years．

L－－Well，there，you＇re absolutely right ．．．
GBM－－Let me suggest one other possibility for you that might be a darn good one In the Variety Clubs，I think the NAB has its ．．．you have a special classification of membership，．．．what is it，now ．．．

L－－Do you mean an Associate Membership？
GBM－－Associate Membership！or something like that．The radio station，of course， would like to vote，and that was my application，but since it＇s got nowhere to go it＇s beggars can＇t be choosers，and I was going to say that you guys are in a position to absorb this new embryonic industry literally on your own terms，and it just seems such a shame for you not to throw them a crumb out at the side，or something．

L－－Well，we don＇t want to be looked upon as throwing crumbs
GBM－－Well，nowx ．．．
$\times$
L－－We＇re working for the industry．
GBM－－Yes，and I didn＇t mean to imply that ．．．I＇m sorry for that statement ．．． What I meant to say was，at this point you can，as radio absorbed television， absorb them real easily and about all they want，we want，or the rest of them want，is to be able to call ANCAM once in a while and say，look，this gal over here wants to advertise so－and－so，and what do we do with it？

L－－Yeah，well you did 讽 get copies of our Code of Ethics．
GBM－－Yeah，I＇ve got it，but
L－－Well，alot of that is not much ．．there＇s as many faults in this type of business，and we havealot of young people coming into it，and they expressed the same opinion－－they don＇t know what to do with it after they get that Code，but after they work with it it works out pretty well．

[^1]（GBM asked $L$ to repeat the phrase as he was writing it down）．．．because I＇m assembling these things．We＇re very fortunate here in that we＇ve assembled about six possible definitions and we haven＇t got a single advertiser that satisfies any of them．

L－－You＇re biggest problem is the fact that you＇re going to have to establish a true format before you really get into our（fold？）as far as falling ž火火火 within the definition of classified．

GBM－－Well，I agree with that，and one good thing you＇ve got with me is an organization which is a）well financed，and b）a devoted radio man who has many other radio and television interests and could not afford to jeopardize them by sub－standard practice．And in fact，one of our early statements to the FCC was wear were going to attempt where possible to follow ANCAM＇s code，so you＇ve got this going for me．But，you may not have that with a guy going into St．Louis－－who knows who it is？ If I may ask a last thing，sir，（and some chit chat）is there any validity to a definition of a classified advertisement as being a specific offer to a specific buyer．

L－－Well，rearranging that it goes back to the original definition of an offer $ष \hat{Q}$ by a private party to another private party，otherwise a specific offer of something that I don＇t need and I＇m seeking somebody that needs it．That＇s about as close as I could lay validity on that definition． No，classified advertising is just what is says it is－－It＇s classified according to category for the ease of the person that is seeking a particular article or service．

GBM－－Mm Hmm，I see－－well，naturally were having the same problem that I know newspapers have been having for 25 years where you get a used car dealer who says come to Joe＇s used car stand，we have lower rates on＇36 Plymouth， And then of course，everything we know falls apart．

OFFICERS
President
PAUL C. SCHULZ
Star and News Indianapolis, Ind.

First Vice-President FRANK W. LESTER
The Times
Los Angeles, Calif.
Second Vice-President C. KENNETH WARD

The Courant
Hartford, Conn.
Third Vice-President Editor, ANCAM Exchanges JOSEPH P. LYNCH
The Post
Washington, D.C.

## Secretary

MAX O. TAYLOR
Oregonian and Journal
Portland, Ore.

## Treasurer

JOHN E. STEIN
Courier-Journal and Times
Louisville, Ky.

## DIRECTORS

EDGAR L. STANLEY
Oklahoman \& Times
Oklahoma City, Okla.

## ALFRED J. MARRANO <br> Post-Telegram

Bridgeport, Conn.
BLANCHE B. GATES News-Star \& World
Monroe, La.
HARLAND M. HENRY
Mercury-News
San Jose, Calif.
ARTHUR G. HODGINS
The Telegram
Toronto, Ont., Canada
ARTHUR S. KENISTON, JR.
Press-Herald, Express, Telegram
Portland, Maine
JERRY P. McLAUGHLIN
Times and Blade
Toledo. Ohio

[^2]July 14, 1966

Mr. Gordon B. McLendon
The McLendon Pacific Corporation
2008 Jackson Street
Dallas, Texas
Dear Mr. McLendon:

Thank you for your letter of July 12,1966 indicating the desire of Radio Station KGLA for membership in the Association of Newspaper Classified Advertising Managers, Inc.

As the name implies, the Association was established by newspaper classified advertising managers. Membership is controlled by the bylaws of the Association and in my opinion, this Station does not qualify for membership. However, I have forwarded your letter to our Membership Committee for study - they will submit their report and recommendations at the next meeting of the Board of Directors.

Welcome to Los Angeles and I sincerely wish you success in your newest endeavor.


[^3]

## IT M N INT An International Organization

ASSOCIATION OF NEWSPAPER CLASSIFIED ADVERTISING MANAGERS, INC.

## OFFICERS

July 14, 1966

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Third Vice-President Editor, ANCAM Exchanges
JOSEPH P. LYNCH
The Post
Washington, D.C.
Secretary
MAX O. TAYLOR
Oregonian and Journal
Portland, Ore.

## Treasurer

JOHN E. STEIN
Courier-Journal and Times Lowisville, $K y$.

DIRECTORS
EDGAR L. STANLEY Oklabonan \& Times Oklaboma City, Okla.

ALFRED J. CARRANO
Post-Telegram
Bridgeport, Conn.
BLANCHE B. GATES
News-Star \& World
Monroe, La.
HARLAND M. HENRY
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ARTHUR S. KENISTON, JR.
Press-Herald, Express, Telegram
Portland, Maine
JERRY P. McLAUGHLIN
Times and Blade
Toledo. Obio
CHARLES L. MOEL
The Gazette
Cedar Rapids, Iowa
Chairman. Board of Advisors
RAY J. GREENE
Statesman and Journal
Salem. Ore.
Mr. Gordon B. McLendon
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Welcome to Los Angeles and I sincerely wish you success in your newest endeavor.


FWL:mar

# THE McLENDON PACIFIC CORPORATION 

 200 B JACKSON S K R E E T DALLAS, TEXASJuly 12th, 1966

Mr. Frank Lester, President ANCAM
Classified Advertising Manager
The Los'Angeles Times
Times Mirror Square
Los Angeles, Calif.

Dear Mr. Lester:
The Federal Communications Commission has approved this corporation's purchase of Radio Station KGLA in Los Angeles and our application to program that station on a one-year experimental basis as the world's first all-want-ad radio station.

KGLA ( soon to be renamed K-ADS, subject to FCC approval) will be a curious, utterly unique little fish trying to find its way in strange waters where hundreds of older fish are sure to observe the tiny stranger with suspicion or hostility. Obviously, the writer's analogy refers to the many newspapers among your membership who will regard K-ADS as the newborn baby forerunner of a monstrous school of predatory, voracious and deadly piranhas.

Other newspapers, utterly content with healthy classified sections in an era of economic boom, will either pay no attention to the new station or dismiss it with a smile.

Neither approach seems to the writer in the best interests of either the public or the newspaper industry.

Classified advertising on radio, it is true, will have a time advantage over such advertising in newspapers, and that is certain to be important in many cases. If it is indeed important, this new type of station will be of substantial public utility and good and must then be successful. Other wantad or classified advertising stations will then follow in many cities.

But this in no way supplants the basic utility of ready and lasting reference provided by the newspaper's classified section. The mere advantage of time provided by radio news, despite the fears expressed by newspaper men in the twenties and thirties, hardly created an economic dent among newspapers. Similar dark prophecies in bygone years to the effect that radio would put movie theaters out of business, that television would destroy radio, that television would destroy motion pictures, all have proved wrong. Each of these businesses had its own utility for the public and thus the public provided economic sustenance for each. So it will always be. That which has public utility will live; that which does not, dies.

The newspaper industry has built its enviable image upon a history of encouraging that which provides a new and beneficial service to the public. It certainly should do so here. $T 0^{\circ}$ do so is not to be self-destructive at all. While both classified ad media share some basic public utilities, each also provides other and special utilities unique to the one or other.

There is no question in my mind that the basic utilities provided by the newspaper's classified advertising far outnumber and outweigh those which radio classified advertising can provide. But, even so, this new rądio service will provide enough unique advantages for the public to permit its acceptance and growth.

If this comparision of utilities be true, radio can never have more than a small fraction of the classified advertising dollar which newspapers enjoy. Yet, because of radio's far lower operating costs, that small fraction will be enough to support radio want ad stations in markets throughout the country.

Our new station to be is, in being so utterly unique and alone, a business without an industry. But should you agree with what the writer has said so far, little K-ADS is the forerunner of a new industry within an industry--in the public good.

The newspaper industry, and particularly its classified advertising component-a nearly autonomous entity of its own--would do well to direct itself now to the question of forming policies on how it wishes to deal with this newcomer in years to come.

The time for such a decision is now.
The new industry's usefulness to the public can be made greater, its growth can be made more orderly, mistakes can be avoided which might do harm to all classified advertising and a type of competitive harmony achieved if the newspaper's classified advertising "industry" at this very inception acts to bring the budding radio classified "industry" into its fold just as radio, under the National Association of Broadcasters, wisely took in television as a fellow member instead of deciding to attemt to suppress or ignore it and thus forcing television to form its own separate organization. Now, both the radio and television industries, although competitive, live under a single roof, fight their common problems with a united front and benefit greatly from the common channel of communication and interchange of intelligence provided them by the N.A.B.

The writer submits that, toward achieving similar ends and advantages, ANCAM would do well to consider taking in this new radio "competitor" exactly as radio itself and the N.A.B. took in television from the very first.

It is quite important to point out that when radio, as the N.A.B.,took in the fledgling television, it was done on a basis of equality in standing, respect and, in fact, in every other way.

Absolutely no purpose would have been served by an N.A.B. acceptance of television in name only. Equating that to the instant situation, the new radio classified industry must, if accepted, be accepted in every respect and must, above all, be given every help, guidance, advice and service that your organization can provide. Your counsel and direction would be very important to all in these early days in helping to set up codes of practice, safeguards, standards for acceptance and proposing for radio the adaptation and adoption of certain forms, systems and other procedures learned by newspapers in their long years of classified advertising experience. Your organization, in şo contributing to and assisting the orderly development of a new industry, can perform a public service of the highest order.

Since this corporation is totally alone and there is no one else, this corporation is for the moment the only party able to speak for this new industry-to-be. As its pioneer representative, the McIendon Pacific Corporation would appreciare your consideration of an immediate application for membership in the Association of Newspaper Classified Advertising Managers, Inc., of Station KGLA in Los Angeles, California.

Very truly yours,
The McLendon Pacific Corporation

Gordon B. McLendon, President
CBM:us

## the MC Lendon stations/memorandum

From
Subject
ANCAM

If you will recall, I mentioned to you that this organization holds re-elections of their officers in June. Therefore, Max Taylor (Sec'y) and Paul Schulz (Pres.) are not in office any longer. As of July lst the following are the 2 men we will probably want to have contact with:

Frank Lester, Classified Advtsg. Mgr. of the Los Angeles Times, ANCAN President

Gunnar Rovick, Start Tribune, Minneapolis, Minnesota, ANCAM Secretary

Their Annual Ner bership Fees amount to $\$ 25.00$ to $\$ 80.00$, according to city population. Since Los Angeles is a larger market, our membership would be close to, if not $\$ 80.00$. So, you are OK on that score--can't lose much here. I got this information from Max Taylor (former ANCAN Secretary), who ventured to say that they are a comparatively small organization. I am ordering the "Code of Ethics" booklet from Gunnar Rovick at $\$ 1.00$ per copy. Your letter--I shall send to the new President, Frank Lester at the Los Angeles Times. I think this is really some twist that they should just have elected a new President-- located in L.A.!
©
(c)

Near mu Moclendar.
If you can use a gal to sel "KADS" lim availabl! Lots of experinces $y$ no encumbermecs. Pleace entact me


Ruth face
4o1s.Crchena bre
Insunglen 36 enif
P.S. Amprenexth entlone
$\qquad$




To
Date July 11, 1966

From

When considering personnel for KGLA, I think it would be wise to take a look at Dick McGrath, the fellow who performed the surveys for us at KGLA and who struck me as a very sharp young man.

He is interested in pursuing the possibilities of employment at KGLA and has expressed same to Rose.
ys

Madourale
eagres
 Go ahead and cudvise.

January 27, 1966

Mrs. Lenore Kingston
14867 Round Valley Drive
Sherman Oaks, Cali上. 91403

## Dear Mrs. Kingston:

In Mr. McLendon's absence from the city, may I thank you for your letter of January 25 th, as well as the interesting and informative material you sent along.

As you know, the application for transfer of license of KGLA is now pending before the FCC. It is, therefore, if I may use the phrase "a little early in the day" to decide anything with regard to the operation of the station and its proposed format.

I shall call this correspondence to Mr. McLendon's attention when he returns. There is no doubt that he will want to give it his undivided attention as soon as he can.

Cordially,

Ursula Schweitzer, Sec'y to Gordon McLendon

Lenore T Kingston
14867 - Pound Valley Drive
Sherman Oaks, Calif. 91403

Mr. Gordon McLendon,
2008 Jackson St.,
Dallas, Texas
Dear Mr. McLendon,
As of today the enclosed letterhead is out of date, but it will indicate my experience in radio classified ads.

If you go ahead with your plans for KGLA, possibly I might be of help.
If so, I would be pleased to hear from you.

Sincerely,

January 25, 1966


Between 1957 and 1966, I produced for this station 12,202 recorded want-ads.

These were one-minute in length, including jingles, and featured the voices of the listeners plus my own. They were edited and recorded on my own equipment at my residence.

Earlier, on TV station KTTV, I produced the "Classified
Column" -- which was a daily half-hour live program during which I interviewed about 15 persons per day.... it ran about two years.

Also, I have done a great many conmercials over the years in my various other live TV shows (such as many women's programs over the years), filmed commercials and accompanying radio commercials on this station. I can write copy that is effective. For many years I was an actress in radio serials in Chicago and New York.

Lenore Kingston
14867 Round Valley Drive
Sherman Oaks, Calif. 91403
8721348
7636382

## "•"qiump $\partial$ дм

## 

"Purely Personal" is another good reason why more advertisers find the station to buy in Los Angeles is

- Immediate and gratifying...

Response comes from people of all income levels, all age groups, from all the communities within the KFWB coverage area of Southern California.

Here are sample "thank you's" from PURELY PERSONAL:
From Kathy McFarlane, Baldwin Park: "Thank you for putting our ad on KFWB... it came on at 10:15 and after 9 calls in one hour, the puppies were situated in new homes by 11:30."
From Rose Kritt, Los Angeles: ". . . sold my silverware from the radio ad which you helped me with. Thank you for your efforts."
From Frank Markley, Lomita: "I sold my piano the same day the ad was run .thank you for your help."
From Mrs. Haas, Los Angeles: "I sold all the equipment in my Launderette at 22 nd and Grand. I was in a desperate situation, the building having been condemned by the Board of Education. A man from Ojai came down, dismantled everything for me. My sincere thanks."
Mrs. Aron of Los Angeles also writes to say thank-you for helping her sell her dining room set. Mrs. Harris of East 104th Street expresses gratitude for the nice Toy Shepherd some listener gave her son, who was heartsick after his 12 -year-old dog died. Mrs. Muffoleto of Torrance sold her very large dining set and her 80 lb . freezer . . . and then asked if we could find a home for her dog!
Lenore also found buyers for the "dressy-dress-size 10 " in Norwalk, the fish acquarium in Highland Park, the house trailer in Los Angeles, a console record player and a deluxe cabin cruiser.
The variety of KFWB-Listener-Wishes is amazing. One lady wants an agent to book her at Women's Clubs as a lecturer, her secret ambition.
And then there was the girl who wanted to sell her engagement ring, the wedding called off ... and the man who inherited electric advertising signs, the lady who wanted a roll-top desk, another who had a 25 -year-old player piano to sell. One man claimed he doesn't need a car stereo tape player. The "Zoo Department" offered a monkey, pigeon, horse, pony, poodle, collie, cockateel and an "All American" pup.
Lenore's listeners have many requests, too. One in Garden Grove wonders if anyone can loan her a piano? Another in Whittier wants to rent a house at Balboa in exchange for its care .. young mother in Bell Gardens needs money and will baby sit days... Beverly Hills woman has a meat slicer to sell .. and a boy in Rosemead offers his boa constrictor if you're lonely ... the lady in Van Nuys had no trouble finding a refrigerator for $\$ 20$, and was snowed under with offers.
The "I-Want-Department" recently requested a Malamute, citizen-band radio, housekeeper, invalid-walker, tenant, passenger to go East, a horse, a job, an exercycle... a lost wallet...
All of which proves that Channel 98 listeners are interested in practically everything if it's advertised on "Purely Personal."


## More about Lenore

Lenore Kingston is a lively, gracious, unusually talented and well-qualified lady. She and her husband Joe Conn, who is a technical engineer in broadcasting, share a gadget-filled hilltop home devoted to electronics, from the huge revolving antenna on the roof to the shortwave radio in the family car. As just plain "W6NAZ," Lenore is known throughout ham radio circles for her work in PICON - Public Information, Convenience or Necessity - the informal public scrvice program of "hams" which comes into play in times of individual or widespread crises. Lenore has helped to re-unite families, locate rare types of blood, and relay messages from servicemen at isolated bases to stateside relatives. She maintains regular schedules with groups of servicemen in. Greenland and the small ice islands in the Arctic Ocean, including the farthest northern point inhabited by man. Lenore's "ham" work begins after 11 p.m. at night - when the airwaves are freest from interference.
Lenore also works as an actress in TV dramas and commercials, and conducts a class at the Pasadena Playhouse. She began her acting career with parts on daytime radio serials out of New York and Chicago, and traces her TV acting back to "pioneer" days.
Lenore was honored as a subject for Ralph Edwards' "This is Your Life" program. Guests were flown in from as far as Japan, offering testimony on the many unselfish good deeds performed by "W6NAZ." Emcee Ralph Edwards also noted two awards of which Lenore is justly proud: the Merit Award of the Radio \& TV Women of Southern California, and one from her servicemen friends in Sondrestrom Air Force Base in Greenland, "in gratitude for years of phone patch service." Recently the U.S. Air Force awarded her a Scroll of Appreciation for handling communica-
 tions between servicemen in Greenland and their families here in California
A good part of Lenore's day is spent among her electronic equipment, recording "Purely Personal" at home, reaching listeners by phone and recording ads at their convenience. "I don't think of it as work," says Lenore. "It's a real pleasure to meet so many people by phone; to hear their problems, gay or sad; to be able to assist them in getting their ad on the air and to achieve results. To be in a position where one can help others... that is the ultimate satisfaction."
Every year, discerning local and national advertisers have found "Purely Per sonal" on KFWB to be an unusual and effective showcase for reaching and selling Southern Californians. It also offers the worthwhile bonus of merchandising assistance by Lenore - purely personal, of course!


What would you do to find your lost dentures? Buy a quarterhorse? Borrow a piano? Sell a doghouse - complete with puppy?


Well, if you live in Los Angeles, chances are you'll call Lenore Kingston of KFWB, and advertise free of charge on her "Purely Personal" program.

Over 11,200 grateful KFWB listeners have been given the courtesy of their own radio want-ads on "Purely Personal." Now in its ninth consecutive year on KFWB, Lenore Kingston broadcasts five times a day, 25 times a week, inviting listeners to advertise products, requests, or messages, without charge.

## Results?

April 2, 1966

Mr. John Arthur
Box 764:
Palmale, California
Dear Mr. Arthur:
I certainly enjoyed receiving your postcard of December 29th. and wanted you to know that I had no intent of ignoring it. It is just that I am traveling around so much and thus, keep constantly behind in my correspondence.

As you probably know, we have to wait until the FCC approves the transfer of license to us before we can even begin to think of operational and administrative matters. Therefore, I would suggest you be in touch with me again as soon as the FCC has taken such action.

Cordially,

Gordon McLendon
GBM:1r


Pole

Re: article BROADCASTING, pg. 28, 12/20 issue, may I just simply say what a helluvan Idea... really great: The very best of luck thus.
(Incidently, I'm a kinda past-master on this on-the-air want-ad bit and'd be much interested in working with and for you accordingly. Why don't you file this card where it's handy and drop me a note when convenient?)
'Thanks,
John Arthur (Bloomquist)
Box 764,
Palmdale, Calif.

Mir. Rod Smith
910 Wiladona Drive
La Canada, Calif.

Dear Mr. Smith:
Thank you very much for your note of Augus $\ddagger 27$ th, together with background information on your career. I have studied your resume with great interest.

At this writing, we are still awaiting FCC approval on our purchase of KGLA-FM and, therefore, my hands are tied with regard to assembling a staff. I shall be glad to be in touch with you after the FCC has actually approved transfer of license.

In the meantime, I plan to be in Los Angeles a few days, beginning October 4th, and if you wish to call me at OL 2-4955, I shall be glad to hear from you.

Cordially,

Gordon McLendon

GBM:us

## spmerno from <br> Rod Pmith

August 27, 1965

Dear Mr. McLendon:
I read in Broadcasting of the purchase by your group of KGLA-FM in Los Angeles.

With over 12 years of experience in the administrative areas or station operations and group headquarters staff, I feel I have a. lot to offer and I am taking the liberty of anclosing a copy of my personal resume.

I am a resident of the Los Angeles area, would like to remain here, and am presently looking for a new executive position in broadcasting.

I hope my credentials will be of sufficient interest to make a personal interview desireable, and that I will hear from you within the next few days.


910 Wiladona Dr. La Canada, Calif. 790-0396

CAREER OBJECTIVE: A position in top company management as the result of promotion from increasingly responsible positions such as Controller, Director of Administration, Manager of Accounting \& Finance, Staff Administrative Asst., etc.

## BUSINESS EXPERIENCE

In my more than 12 years in the Broadcasting Industry - 11 of these years in responsible middle management supervisory and staff positions - I have functioned effectively as:
...Divisional Controller of an integrated Radio-TV station operation
.. Chief Financial Officer for a group owner of Radio and TV stations and CATV systems
... Staff Executive \& Systems and Procedures Director at the headquarters level for a nationwide group owner of broadcast properties
... Business (Accounting and Office) Manager of individual Radio and TV stations and of a National TV Station Sales Representative firm owned by a nationwide independent broadcasting company

In these capacities, I have become thoroughly familiar with - through both supervision and actual performance:

Budgeting and Financial Planning - General Accounting; including billing, receivables and collections, payables, payroll, general ledger, and financial statement preparation and analysis - systems and procedures analysis, unit record data processing and EDP feasibility studies - General Service activities; mailroom and replication services, reception and switchboard, building securit:y and maintenance, purchasing - personnel and office administration; inciuding employee relations and negotiation and administration of collective bargaining agreements - cost evaluation and control

## EDUCATION

J received a B.S. degree in Business Administration from the University of Oregon in 1952. As a Graduate Asst. at Oregon, I completed a year of graduate work toward an M.B.A. degree.

## PERSONAL

I am 35 years old, have been married almost 14 years, and have 3 children.

```
Mr. Russ Potter
1111 South Highland Avenue
Los Amgeles, California }9001
Deas Mr. Potter:
```

I have your letter of April 20th addressed to Gordon McLendon. Since Mr. McLundon has been traveling extensively, he has a sked me to make reply.

It is difficult to say at this time how our organization might utilize your ideas and talents. Since you are no coubt aware of our pending Fiv station in Los Angeles, I suggest you wait until anouncement of its approval has appeared in the trade press and then contact us again. It might be that something interesting might be available at that time。

DCKK/ys
cc:-Gordon McLendon
4. Beat the grountig bunglar mencuce. Revolutionany powew harn protectuirs product--SaféN Sound Wh - heeps your raluable jewelry, palicics, stochs, Qpo bonds, kepsohes and soforth, as we say, safe, sound, in a fireproof, waterproof, but most uiportant

- Aucdar proof home safe. Unigue, exclasive combination yon, personally, can change of will. SafeN Sound, just 39.95...ses a uvolel at Suite 415,9000 Sunsst Bonlsvarh --sall 273-8252. (Cmenen to 4)
5: Midas vuffleus, only antowobile verfflen with a iffetuin grarautee, vistallesd in unintss... as bous as 12.95. Midas vufflens arailable for sierg mahe car suice 1958. Dial 542-1126, day or night's until 10... That's 542-112,6 (compare to 5)

6. Large selection of formenky leased antorubile flat aroilatle hows fom John Porter Executiva Leasung Corporation, 215 west 7 岂. 1966 undels as low as $\$ / 795 \ldots$ all clean as a ping mechanically perfect. Ses the complete selcetion today ar yhis evening et 215 urst 7 走 in dousitons Los Angeles. Jolue Porter ExecDtiva leasum

Sales Person \#
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[^4]Return Date


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Return Date

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4. Beat the ground burglar menace. Revolutionary noe home protection product - SafźN Sound go ur bonds, keepsakes and so forth, as we say, safe, bonds, keepsohes and soforth, as we say, safe, sand, in a fireproof, waterproof, but must miportant buclar proof hume safe. Unique, exclusive combination you, personally, can change at incl. Safe Sound, just 39.95...ser a model at Suite 415,9000 Sunset Boulevard - -call 273-8252. (compare to 4)
5: Midas Mufflers, only automobile unefflew with a lifatuin grarantze, installed in unites... as lows as 12.95. Midas mufflers avsilatie for silvery wake car suice 1958. Dial 542-1126, day or nights until 10 ... That'' compere to (compare to 5)
6. Large selection of formerly leased antormbile flat arrailame now from John Porter Executive Leasing Corporation, 215 West 7 LH 1966 undels as low as $5 / 795 \ldots$ all clean as a pin, y ch mechanically perfect. Ser the complete selection today ar this Evening at 215 wurst $7 \frac{t}{t}$ in downtown Los Angeles. Joluw Porter Exeittiva Leasing


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## $25 P A$

K-ADS
sales order No
521


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Is your ploture tube dead? See mot Point Ploture Tube Company* We wh11 inote11 e take for fast 316,951 on 11 now + + $296 \mathrm{mo662}$

Days, niches, sundays, free installation in a matter of minutes, and only 316. 951 just call Jot Pt Point Picture Tube compony, 296-0662

Name
TBS. A. J. OM P
Firm
Phone $\qquad$


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Edited Copy:

REBUILT AS LOW AS 830 D TM (734) $620-3940$

Centrol Matars selles Cleurolets Buy yom Qurrlet fuom Cantral today

1. ORKIN, a lonsshald lyword acioss the nation, will rid your howe of Cisepiag cissets, teventss and othee pests-a also, euhane the value of your propenty--call $757-1345$ for aw fuentinine immediatz estrinatz - - Yhath 7571345
(Compue to 1 ) your
2. Add flamour to your life, monsy to your
pocketbook. Meles Norman cbsuefic shups
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3. Why tz a vallfflowst--or bz ort of the fun is the zew dance stzps. Frid Astair Dance Studio, 1060 Rodso prive is Bruerly Aills
Y técher all dane tirp world fawed, quopint "quick-learr"" mathed". Oly studio iL Los Augalss traching Th" Viat-Crugo-Conge"Frad astüre Damee Studio, $10-60$ Rodso Drive, in Bevelly Hills; call $242-2 g 00$ now! Cormpre to 3)
Hoyfo Aicuate. American Ahlives


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K-ADS
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Central Malars selle Qlevroles Buy yom Quersit from Contral today

1. ORKIN, a housshald laywerd Genoss the mation, will rid your home of Cresping cissets, tervitss and othee pests-alss, exhance the value of your property--coll $757-1345$ for an of putionice

- Yhats 7575/345
(Compare to1)

2. Add slamour to your lif $\varepsilon$, monsy to your pocketbook. Mules Normea chsmetic shops
$?$ gow eng Eusry day. Now you cau th ow outside? soleswew, tecowe a shop-ow-foot. call our downtoun store in Whrod land Hills, Po- 953 , for full information - Me ell Norman cosmines. (Confone to 2 )
3. Why tz a wallffousr-or bz out of the fun in the rew dance staps. Frid Astair Pance Studio, 1060 Rodso prive ci Baverly Aills
 "quick-learn" meshe". Only studio in Los Augales trachinig Th" Viet-Crago-Conga"-Frod Astäre Damee Studis, $10-60$ Rodso Drive, in Beuselly Hills; call $242-2800$ now! (Cermpre to 3 )
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Sales Person \#
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Name $\qquad$ Billing Address
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7．The Nation］Busi ness Federation，with offices in 46 American cities，in cluding Los Angeles，New York，Chicago and Boston， announces the opening of itsxintin li th branch office in Los the
Angeles．National，fully accredited by the 佂mancman Better
Busi ess Bureau of every city in which it operates，ix offers to Angeleno a staff of more than 50 skilled tax experts to other experts to
help you in preparing your tax returns and／to offer advice on
how to run your business and how to achieve maximum efficiency ；
drop in to any National Branch（Cfichar call co sp ct 3864670 o
Block＇s，nationally recognized as America＇s most foremostonsultants tax
8．／See our di splay ad in this morning＇s Los Angeles．Tine s consul a on tax matters is asking for problems．If you are not asking for problems，but for peace of mind，consults your friendly Block＇s man． Black＇s has been the tax advisor to thousands of American busies men and housewives．

Compare to



Acme Collection Service，which furnishes collection aid to to over 75，coo Los Angeles citizens each year，specializing in the collection problems of large businesses with collection problems in excess of $\$ 50$ ，wy，urges that you call for an appointment．2；673，7
13．Do you need power tools for your machine shop？Call the worldwide facilities of Internation al Harvester or visit your International Harvester（coalgrecoplect，tiv e no．is 231112. 14．Your Dunno and Bradstreet rating is one of your most valuable that，it is a guidepost of confidence．Business men who need to know the finance al standing of other business men depend upon the more than 1000 Dunn and Bradstreet employees in Los Argos．Call 38．4．561．（ermpoue to 11
7. The Nation Bust ness Federation, with offices in 46 American cities, in eluding Los Angeles, New York, Chicago and Boston, announces the opening of itswhin li th branch office in Los the Angeles. National, fully accredited by the 伤tmonmil Better Bust es Bureau of every city in which it operates, ix s offers to Angeleno a staff of more than 50 skilled tax experts to other experts to help you in preparing your tax returns and/to offer advice on how to run your business and how to achieve maximum efficiency ; drop in to any National Brancheficpor call cog re ct $386 y^{\circ} 7^{\circ}$ tax Block's, nationally recognized as America's most foremostonsultants 8. See our di splay ad in this morning's Los Angeles. Tine s urges that you in which we say, "The man who seeks his own advice on tax matters is asking for problems. If you are not asking for problems, but for peace of mind, consults your friendly Block's man. Black's has been the tax advisor to thousands of American busies men and housewives.
q Compare to $7,8,10,11$ )
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11. Kimberly-Clark
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Acme Collection Service, which furnishes collection aid to to over 75,00 Los Angeles citizens each year, specializing in the collection problems of large businesses with
 for an appointment. 2,673,7
13. Do you need power tools for your machine shop? Call the worldwide facilities of Internation al Harvester or visit your International Harvester (dealgre Collect, ty no. is 231112. 111 Your Dunno and Bradstreet rating is one of your most valuable possessions, and one of your most valuable e assets. More than that, it is a guidepost of confidence. Business men who need to know the finance al standing of other business men depend upon the more than 1000 Dunn and Bradstreet employees in Los Angles. Call 38:4561.

BILL TO: $\qquad$
ACCOUNT: $\qquad$
AUTH. BY: $\qquad$
DATE: SALESMAN:

BANK REF.
BRANCH $\qquad$

START DATE
LENGTH OF SPOT
AA RATE
PACKAGE PLAN \#
A RATE
$\square$
SCHEDULE

| MONDAY |  |
| :--- | :--- |
| TUESDAY |  |
| WEDNESDAY |  |
| THURSDAY |  |
| FRIDAY |  |
| SATURDAY |  |
| SUNDAY |  |

COST PER SPOT $\qquad$ COST PER DAY $\qquad$ COST PER MONTH $\qquad$ TOTAL COST $\qquad$ LESS DISCOUNT $\qquad$ Approved (Advertiser) Approved (Station)
WRITE AD HERE (PLEASE COUNT 30 LETTERS AND SPACES TO A LINE OF COPY) 6 LINES $=10$ SECONDS
COPY + INSTRUCTIONS
(1) Own a small businese in need of advertising or promotion? Here's your answer.

Call Owner Operator Association. . . . . 244-4151 . . . collect.
(2) Small business man with many debts to collect $-\cdots$ call Owner Operator Association. Call collect - - 244-4151.
3) Small besiness man and need Legal counsel. Call Owmer-Operator Association. 4-4151 or 243-2166. Gall collect.
(4) Need quantity discounts for your small businese? Call Owner-Operator Association collect - - 244-4151.

Need credit checks run for your small business? Call 244-4151 collect. This is just one of the many services offered by Owner-Operator Service. Call 244-4151 today.

What is historically?
What is a ratirfally-distribaltid A3 anolicatio?
9. Planning on buildnig your draom howe wibdk soon, TErry Fox wiel build at from the ground up on a cost-plus basis. Expnienced, graduate architect, one of the city's top binidess... dial 462-1577 for an apporintwent ... discuss your dreawhouse of tomorrow, today, with Terry Fox, 462.7577 (Crmpare to 9')
13. Closcont of Mantz Telersion Floor Samples, console stereos, tathe uudebs and one sterso tape crusole with antrmatic thiver. Top our of a kind savings... Sdwards ....u Burbank, V1 9-5568...v1 9-5568
compore to 13)
15. "Affer-sex", the gnolity name in wens formal whar, arail atel for sale or rent avernight,
F over' Hee wrakend, over the weebs. Call', stop by Mr. Midnight... 9338 Sunsir, ow the fruige, or dial 273-8461.

## KADS-FM

BUL TO: $\qquad$

DATE: SALESMAN:
AcCOUNT:

$\qquad$

$\qquad$
BANK REF.
$\qquad$
AUTH. BY:
$\qquad$ BRANCH.

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\end{array}
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| SUNDAY |  |

COST PER SPOT $\qquad$ COST PER DAY $\qquad$ COST PER MONTH $\qquad$ TOTAL COST $\qquad$ LESS DISCOUNT $\qquad$
pproved (Advertiser)
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WRITE AD HERE (PLEASE COUNT 30 LETTERS AND SPACES TO A LINE OF COPY) 6 LINES $=10$ SECONDS
COPY + INSTRUCTIONS

1) Oyn a smant bocthees in rieed of advertising ba promotion?




202 or 213-2266. Gell comper.


cothect - - 244.m435t.



K-ADS

Sales Person \#
Date: $10 / 21 / 66$ Class 11480 By il Smith Name Dealt Pa3mon 1 at
Firm Tape Netwowlesat Inc. Billing Address 2616 Yletozv BI val

Phone _2464875
Ordered By DLelc Palmoutsit:
Key Account P.O. \# $\qquad$ Lead Source $\qquad$
Zip

New AccountPay in Advance Bill Please
Old Account $\square$

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Daily $\quad 2$
Weekly 14

Deadline for Payment

Price Quote: \(\begin{aligned} \& Daily <br>
\& Weekly \quad 3.50 .50 <br>
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\& Total\end{aligned} .\)| 38.50 |
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End Date October 30
Credit: Attached

Number of insertions:

Total

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Return Date

Edited Copy:
What do you need in the hi-fi, stereo or professional audio lines? We have used tape, speakers, used amplifiers, a multiplex stereo tuner, portable tone recorder and an imper three ffptymone dash tho. Heels your chance to save some money, Call 2464874. That le 2464874 .

What is, hirtorically? What is a votifually-distribated aty
9. Planning on buildning your dram howe soon. Terry Fox will build at from the grownd up on a cost-plus basis. ExpeniEnced, graduate architect, our of the cify's top bridless... dial 462-7577 for an appointweut ... discuss your drean-house of tomorrow, today, with Terry Fox, 462.7577 (Crmpare to 9 )
18. Clossont of Nantz Telersion Floor Somplas, console stereos, tatle nudebs and one stireo tape causoles with autrmatic thiner. Top our of a tivid savinigs... Edusards ....u Burbank, V1 9-5568... V1 9-5568
(compara to 13)
15. "After-Scx", 性 gnalif name in mens formal Whar, availath for sale or reat overnight, over the warkend, over the weebs. Call, stop by Mr. Midnuight... 8338 Sunser, ow the fruige, or $273-8461$.
(Compare to 13)

START DATE
LENGTH OF SPOT PACKAGE PLAN \#

SCHEDULE

| MONDAY |  |
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| WEDNESDAY |  |
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COST PER SPOT $\qquad$ COST PER DAY COST PER MONTH

TOTAL COST $\qquad$ 4.

Approved (Advertiser)
Approved (Station)
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Sales Person \#
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Name $\qquad$
Firm
Phone $\qquad$ Ordered By $\qquad$
Key Account $\qquad$ P.O. \# $\qquad$ Zip

New Account Old AccountPay in Advance $\square$ Deadline for Payment

Number of Insertions Daily $\qquad$ Price Quote: Daily
Weekly
Total

Start Date
End Date

> Credit: Attached Est.

Running Schedule: Days:
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Phone 705 He 7 ?
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P.O. \# $\qquad$ Lead Source Promin_Zip
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Weekly $\frac{119.25}{25.25}$

Total


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SALES ORDER


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By
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Date:
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By
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Firm Blue foter Servitoe Company Billing Address $\qquad$ - 90020

Phone 6623366 Ordered By W12218m Mhormton
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 To mops, no muss, no bxash, no Russ, DLa1 6623366 might now and nowar eloen goww toilet bowl agein. Kxclusive chemical.
 deodorises, and la mon-toxie - so itla safe fos pets and chiliden. bial , 1ue watem sozvice, 6623366 mow.
A. E. Nugent Chevrolet

Nugent, Nugent, I've been thinking,
What a great world this would be,
If all the Chevvies came from Nugent . . .
You'd save money. Yessirree!
A. E. Nugent Chevrolet. 939-2131.
A. E. Nugent Chevrolet

Nugent, Nugent, I've been thinking,
What a great world this would be,
If all the Chevvies came from Nugent ...
You'd save money. Yessirree!
A. E. Nugent Chevrolet. 939-2131.
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Sales Person \#
Date: $\qquad$ Class

$\qquad$
Name $\qquad$ Billing Address

Firm $\qquad$ Ordered By $\qquad$
Key Account $\qquad$ P.O. \# Lead Source 40 Zip
New Account $\square$
Old Account $\square$ Pay in Advance Bill Bill $\square$ Deadline for Payment
Daily $\quad$ Price Quote: Daily
Weekly 24
Weekly
Total 248
Start Date End Date


Running Schedule: Days: 7 DIT $4=0$

Key Word Word Count_L_ Line Count__ Length__

Rough Copy:
New $\square$
Sub.
Lift $\square$
Return Date

$\qquad$

Edited Copy:



$\square$





[^0]:    * 

    Forms, prepaid rent and insurance, down payment on office equipment and office furniture, and rental deposit on processing equipment.

[^1]:    Well I＇m sure it does．I suppose there＇s not any code，including the Ten Commandments，with which it is possible to live absolutely to the lettery， but may I ask this：Is there anywhere in the country or in the world a even half－way recognized definition of what constitutes a Classified Advertisement？
    L－－（this is garbled）．．．is an offer by a private party of something they had no further need for．That＇s originally what it is，but actually today Classified Advertising is advertisements classified by category for the ease of the reader．

[^2]:    CHARLES L. MOET
    The Gazette
    Cedar Rapids, Iowa
    Chairman, Board of Advisors
    RAY J. GREENE

    Statesman and Journal
    Salem. Ore. sum,

[^3]:    FWL:mar

[^4]:    Rough Copy:
    New
    Sub.
    Lift $\square$

