

## FANFARE

### Tie-ins on 'Munsters'

A record number of contracts for merchandising tie-ins have been signed for Universal TV's new half-hour comedy series, *The Munsters*, which starts on CBS-TV Sept. 24, as a Thursday 7:30-8 p.m., program. A major promotional campaign is being planned for *Munster* items to be ready for distribution at that time, according to David Hammond, head of MCA's merchandising division. He listed model kits, comic books, novelty dolls, tee-shirts, hand puppets, talking dolls, lunch boxes, trading cards, molding sets, puzzles, charms and costumes as *Munster* products already set.

### Drumbeats . . .

**National winner** ■ WEAM Arlington, Va., was the co-sponsor of the Miss District of Columbia beauty contest leading to the Miss U.S.A. contest and the final Miss Universe contest at Miami Beach, Fla. The local contest winner, Bobbi Johnson, 19, from Alexandria,



Va., was selected Miss U.S.A. in Miami Beach, July 29. Miss Greece, however, was named Miss Universe. The station has been selected for the local sponsorship of the contest again next year.

**WHAT's fair** ■ WHAT Philadelphia's 3d annual carnival brought out about 25,-

000 people to the station's grounds, station reported. The festivities promoted by the outlet, which features all-Negro programming, included a wild animal show, a continuous stage promotion, a record hop and booths.

**Briggs fights fat** ■ Eddie Briggs, disk jockey for KSON San Diego, is trying to lose some of his 260 pounds, and the result of his efforts will be aired by the station. Listeners are mailing guesses on how many pounds he'll shed, and some are pledged to join in the fat fight. The promotion is being carried out in conjunction with Metrecal, a weight-control product.

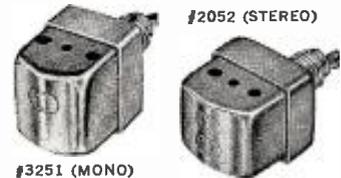
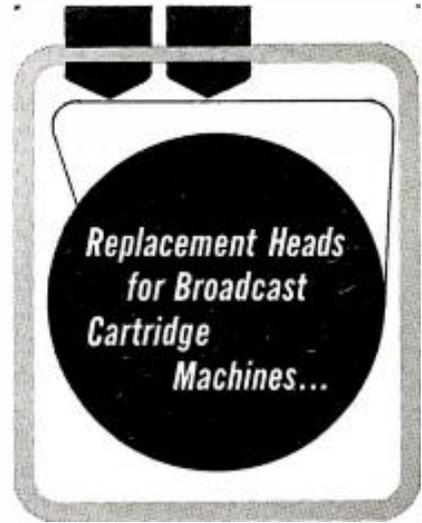
**PR firm moves** ■ Bernard F. Kamins, public relations and advertising consultant firm in Beverly Hills, Calif., has announced a change of address to The Perpetual Building, Suite 208, 9720 Wilshire Boulevard.

**Money changers** ■ KDKA's Rege Cordic helped the Western Pennsylvania National Bank open a new branch office by giving away a one-dollar bill in exchange for 95 cents. The new office had a booming business on the first day as it gave away over \$5,000 in bills for the exchange of \$4,785 in copper and silver currency. With a \$25-per-customer limit, the bank was trading the money in order to take up some of the coin shortage in Pittsburgh.

**CBS election guide** ■ CBS News, in cooperation with the American Bar Association, National Education Association, the League of Women Voters and the National Council for the Social Studies, has published an eight-page guide to American elections, which is being given wide distribution by these groups.

**Hi ho Honda** ■ KMBC Kansas City, Mo., had morning man Mark Foster ride a Honda motorcycle for an hour a day for five days. Listeners were asked to guess how far he could go in the time period and how much gasoline the Honda would use. Mr. Foster traveled 87 miles on 114 ounces of gasoline. A listener correctly picked the distance and set the amount of gasoline at 105 ounces to win the prize . . . the Honda, slightly used.

**Scholarship fund** ■ A memorial scholarship fund has been established to honor the late E. Ross Gamble, former vice president, treasurer and director of Leo Burnett Co., Chicago, it was announced last week by F. Strother Cary Jr., vice chairman, executive committee, and treasurer of Burnett.



### BROADCAST ENGINEERS ACCLAIM NEW NORTRONICS REPLACEMENT LINE!

Now, for endless loop cartridge players . . . Nortronic offers a new line of rear-mount, all-metal face, replacement heads that deliver true broadcast-quality frequency response! Hyperbolic all-metal face heads provide extremely long life and freedom from oxide loading. Exceptional high frequency response is achieved through laminated cores and extra-fine 100 micro-inch deposited-quartz gaps.

#### Complete new line available through your Nortronic distributor!

Nortronic head #3251—pictured above—is recommended for replacement on AUTOMATIC TAPE CONTROL, COLLINS, MACARTA, RCA, SPOTMASTER, TAPECASTER, SPARTA and GATES MODEL M5944 machines. Moderately priced, this Premium half-track mono record/playback, rear-mount head is designed for staggered operation on program and cue tracks and is rated at 400 mhy. inductance for either transistor or vacuum-tube circuitry.

Consistent with new NAB Standards, Nortronic head #2052—pictured above—is a Premium two-track stereo head for in-line playback or recording of mono program and cue tracks. These rear-mount heads have 100 mhy. inductance for transistor circuitry and are recommended for replacement on GATES Models M6211 and M6213.

For complete information on Nortronic replacement heads, write for our Form #7177.

**Nortronic** 

8173 Tenth Ave. N., Minneapolis, Minn. 55427