

# 'Night Call' Breaks New Ground

BY ELLIOTT WRIGHT  
New York (RNS) — Is it really possible for the average citizen to talk politics with Hubert Humphrey, Black Power with Panther leader Eldridge Cleaver, non-violence with Joan Baez and birth control with famed Catholic theologian Father Bernard Haering?

Yes — and it has happened. The possibility for a conversation with these and scores of other personalities straight out of headlines has been opened by a unique, church-sponsored national dial-in radio program — "Night Call."

The program is being hailed among the most creative steps in communication ever taken by religious groups. After six months of operation, staff, guests and callers seem convinced that "Night Call" proves that a good portion of the American people are equipped to get down to business on problems facing humanity.

Carrier-stations have risen from 21 to 83. The "Night Call" network goes out over broadcast lines rented for an hour each week night from the American Telephone and Telegraph Company. Stations receive it free. TRAFCO pays some \$8,500 per month for the lines.

Callers phone collect on a hoop-up of geographically designed numbers. New York is home base for host Del Shields and engineer Jim Harris. They operate from studios at WRVR Radio, the station of the interdenominational Riverside Church. Airtime is 11:30 p.m. EST, and in most cases the discussion is carried live in

corresponding times across the nation.

Guests do not come to the studio. They are linked, from wherever they are, to Del Shields who also cuts outside callers into the circuit.

Guests are ideally persons who represent some definable position and can discuss their views. "Night Call" does not ask listeners to agree with their views. It asks for dialogue, honest dialogue aimed at understanding.

There is an attempt in selection of guests to cover a broad spectrum of positions. Mohammed Ali (Cassius Clay) who refused draft induction, was a guest. So was Gen. Lewis Hershey, national director of Selective Service. H. Rap Brown and Stokely Carmichael, black militants, appeared. So did an aide of George Wallace.

Dr. Eugene Carson Blake, international ecumenist, was a guest. So was Dr. W. A. Criswell, president of the Southern Baptist Convention which traditionally performs an alternate course for inter-church relations from that symbolized by Dr. Blake's World Council of Churches.

Not all who dial during an hour can talk to a guest, of course. An indication of the response comes from the number of busy signals recorded. During the first month, 300,000 busy were noted. On the night Stokely Carmichael was guest there were 65,000 busy.

A virtual absence of "kook calls" has been encouraging and surprising. Producer Hogan Shields, program director Edward Jones, previously with ABC-TV and Westinghouse projects, report that the degree of honest concern among callers is astounding.

Very few persons have been cut off because of language discouraged in broadcasting ethics. As a precaution, however, "Night Call" operates with a brief delay to prevent airing of objectionable language.

The approach — for guests and callers — is not, "What's on your mind?" When movie producer Jules Dassin was guest (he spoke from Paris), the purpose was a serious conversation on "Can Hollywood Tell It Like It Is?" and not a session on movie gossip.

This approach means Shields must do his home work for each show, and he does, with the help of TRAFCO researchers. As host, Del Shields is a pro. He never plays "star" and never lets callers hedge on their questions. If a person has trouble forming a concern, he keeps the caller talking until the view is formulated.

In addition to "Night Call" work, Shields is executive secretary of the National Association of Television and Radio Announcers (NATRA) which has a membership of 500 black broadcasters. He also has a daily 4½-hour jazz and serious commentary show on WLIB-FM, New York.

The "Night Call" philosophy of encounter and genuine dialogue between persons goes along with goals of NATRA which among other things, encourages black broadcasters to think of themselves as communicators rather than as disk jockeys.

The program has come to command increasing attention as a model when religious broadcasters gather. In an experiment of taking the host into the field, one show originated from the National Association of Educational Broadcasters' meeting in Washington, D.C.

## Land of Foam

519 Ridge Rd. E.

- CUSHIONS (cut to size)
- Art Foam
- Bolsters
- Rug Pads
- SLEEP INCLINERS
- Shredded Styrofoam
- Topper Pads
- Wgn. Pads

**SAVE Gift Certificates \$10.00 Value for \$7.50**

**Upholstery**

- Fabrics
- Kits
- Supplies
- Tools

**Plastic Fabrics**

- Indoor
- For Boat - Pool - Skating Rink
- Outdoor
- For Boat - Pool - Skating Rink

**HOWARD'S FABRICS & FOAM**

342-9720

Eves. Tues. & Thurs. 11:00 Sat. 11:40

Del Shields, host of the national dial-in radio program "Night Call," sits at his control panel in a New York studio where he moderates nightly conversations on vital issues. (RNS)

No Water! No Lotion! No Waiting to Dry! Fast Setting!

## KINDNESS INSTANT HAIRSETTER

From Clairol Soft, Bouncy Curls For A New Hair Style...In Just Minutes

Each Kit Features:

- Compact Carry Anywhere Case
- Thermostatically Controlled Heat-Retaining Rollers
- Self-Storing Compartments For Cord and Clips

Reg. \$29.95 Value **21.88**

With 20 Rollers

Reg. \$23.95 Value **16.77**

With 14 Rollers

Reg. \$14.95 Value **10.66**

With 5 Rollers

# NOW OPEN

Now, Super-Size, Ultra Modern

# DAW'S

**PRESCRIPTION DRUG STORE**

Corner Penfield Rd. and 9 Mile Pt.—Fairport Rd.

2155 Penfield Rd.

Next To The New Wegmans Store

Value-Packed...With All Your Christmas Needs

## Half-Price Sale!

Glittering Metalized CHRISTMAS TREE

# Icicles

★ EXTRA-BRILLIANT

Pkg. of 200 **2 for 29¢**

★ Pkg. of 425...2-for 59¢

**7-Lite OUTDOOR TREE SET**

(Independently Burning)

★ 15-Lite Outdoor Set (C-9½)...3.66

★ 25-Lite Outdoor Set (C-9½)...4.88

★ 7-Lite Indoor Set (C-7½)...1.19

★ 15-Lite Indoor Set (C-7½)...2.57

Also: Single, Double, and 5-Way Miniature Twinkle Sets

**EXTRA BULBS**

C-6 3 for 17¢ C-7 3 for 27¢ C-9 2 for 23¢

**EVERYTHING YOU NEED FOR DECORATING YOUR TREE**

GLISTENING ORNAMENTS

Boxes of 12 ...from **67¢**

- 2-in. Solid Color Ornaments...12 for 59¢
- Silver Spear Tree Top Ornament...21¢

★ Ornament Hooks...9¢ Pkg.

**NORTHERN STAR CHRISTMAS TREE STAND**

All Steel **98¢** Holds 7-9 Trees

★ Other Tree Stands...3.99

**SANTA LAND HOLIDAY WREATH**

Realistic Holly and Poinsettia Design **59¢**

**Beautiful...6-ft. REALISTIC SCOTCH PINE CHRISTMAS TREE**

Complete With Stand (Flame-Resistant) **13.88**

- 7-ft. Scotch Pine...17.88
- 4-ft. Scotch Pine...5.99
- 3-ft. Vinyl (Green)...1.99

## DAW'S has Toys Galore

**THE LAST STRAW**

THE CAMEL GAME

Who Will Place The Last Straw That Breaks The Camels Back... The Loser...That's Who!

Fun and Laughs For Everyone...

Ages 3 to Adult **2.99**

**WONDER PERK WITH PLAY STOVE**

Just Add Water... Perks Like Magic!

Stops When "COFFEE" Is Ready **1.77**

**HASBRO'S TALKING TELEPHONES**

MICKEY MOUSE OR JUNGLE BOOK TALKING TELEPHONES

Kids Can Talk To Mowgli And His Jungle Pals or To Mickey Mouse And All His Friends

Features... INTERCHANGEABLE RECORDS

Operates On Single 'D' Battery Not Included

**6.88 each**

**PLAY-DOH MODELING COMPOUND**

MAKES UP TO 10 COLORS **59¢**

Reg. 79¢

**THE ORIGINAL WOODEN 4-5-6 PICK-UP STICKS**

**88¢**

**HASBRO'S CHECKER SET**

Plastic Checkers And Durable Lifetime Board **88¢**

**3 BLIND MICE GAME**

See How They Run... **99¢**

## Gift Sets and Toiletries

Evening In Paris **EAU DE TOILETTE And TALCUM**

...by BOURJOIS

\$2.25 **86¢**

Value

Hurry! While This Special Lasts

Cool As The Surf Free As The Wind... **Black Label Gift Set from Yardley**

After Shave and Cologne... **1.85**

Save on... **SUPPORT HOSIERY**

So Lovely...Yet Gives Delightful, Daylong Support To Tired Legs

Never Sag, Never Pulls, Because It's Made In An Exclusive New Way

Reg. \$5.95 **3.88**

a-Pair

**Royal Crest Plastic Backed — Linen Finish PLAYING CARDS**

Choice of: REGULAR or PINOCHLE

Reg. 33¢ **2.51¢**

Decks

Limit of 2 Decks

Cherished... Evening In Paris Spray Cologne and Whisper-Soft Bath Powder, 3.00

Evening In Paris **Ice Blue AQUA VELVA Gift Set**

Aqua Velva After Shave And Williams Electric Shave Med. Size, 1.42

**11-oz. Size BARBASOL CONCENTRATED SHAVE BOMB**

REGULAR or MENTHOL **98¢**

Value **37¢**

**Bottle of 100 Bufferin**

Twice As Fast As Aspirin

Colds, Hay Fever, Nasal Congestion, Simple Headache

Reg. \$1.59 **92¢**

Value

**For Fast COLD Relief! DEVILBISS Vaporizer**

Unbreakable Containal Steams All-Night...Shuts Off Automatically

Relieves Congestion...Makes Breathing Easier...Helps Keep Your Home "COLD FREE"

Reg. \$6.95 Value **5.77**

**Imperial Gold KING'S MEN Gift Set**

After Shave and Cologne, 5.00

Other King's Men Sets...from 1.50

Combine Quality... Elegance... Old Spice Gift Sets

After Shave Lotion and Cologne for Men... 2.25

Also, 4½-oz. Sizes, 3.25

Also, Lime and Burley Selections

**DESERT FLOWER Gift Ideas**

Hand & Body Lotion and Toilet Water, 2-oz. Each, 1.50

Elegant Crystal-Like Falcon Of Cologne, net wt. 2-oz., 2.50

Large... **13-oz. Size Helene Curtis SPRAY NET HAIR SPRAY**

Choice of: REGULAR or HARD-TO-HOLD

Reg. 98¢ **47¢**

**New Fast Acting! CUTEX NAIL POLISH REMOVER**

CONTAINS LACONOLIN

Reg. 49¢ **22¢**

Value

Fast Acting...Super Gentle

**Ribbed Plastic Rug and Floor Protector Mats**

6-ft. Long **39¢**

★ Non-Skid Helps to Prevent Damp Floor Mishaps

Tough, Translucent, Heavy-Duty Polyethylene... Protects Rugs and Fine Floors Against Rain, Mud, and Stain Damage. Helps Prevent Slips...Falls...

**Give Mennen for Christmas**

Mennen Skin Bracer and Mennen Men's Cologne, 86¢

**Have a Duke...the fun beer**

DUKE makes any time a fun time. It's the kind of beer you can live with... beer after beer! And if you're only having one DUKE, you're missing half the fun!

**PITTSFORD BEVERAGES INC.**

144 Humboldt St. 482-9583

CLOSED MONDAYS

Duquesne Brewing Co., Pittsburgh, Pa.

OF PRESCRIPTION SERVICE WORTHY OF YOUR CONFIDENCE