he said, feels the broadcast rate might "find its own level" because of the current discussion on the subject. He referred also to the effect on agency commissions, which he labeled as "still another area to be explored."

Ayer Details • N. W. Ayer's move on behalf of all its air clients was detailed by Leslie D. Farnath, vice president in charge of the media department. Mr. Farnath said the agency wanted to get a "clear and precise definition" of advertiser qualifications for local and national rates in both radio and tv and "why."

But he cautioned, the agency was not "arm twisting." Rather, N.W. Ayer feels stations ought to have "good reasons" for having dual rates along with "good definitions."

The Ayer survey strategy: first 50 markets with eventually the top 75 markets covered. When the media team gets through in the field, the agency will tabulate results.

Falls Flat • This national fan-out was ordered by Ayer's media department when a questionnaire sent to stations a few months ago fell "flat on its face." Answers were hard to come by. That letter, it was learned, dealt with an Armour Co. (Ayer client) plan to embark (through its processed meat division) on an extensive local advertising campaign in selected markets. Ayer asked what rates would be applicable to Armour and how the business would be handled for the advertiser to qualify "for any existing variations from your national rate."

Mogul has a substantial lineup of retailers on its client list, including Barney's Clothes, Rayco Mfg. Co., National Shoes Inc. and Howard Clothes, all of whom are active radio-tv advertisers. The agency, however, also represents a sizeable number of national accounts that invest in radio-tv, such as some products of Revlon Inc., Esquire Shoe Polish, Gold Medal Candy Corp. and Tintex Co.

Mr. Dunier is adamant that "many retailers would not be in radio if it were not for the local rate." He conceded there are a "few" stations which have a "realistic" single rate structure under which retailers could use the broadcast media "without prejudice."

The letter sent out last week by MLW&S requested the following: a current program log, a local retail rate card, a national rate card, merchandising plans available, coverage map, and other local market data.

Mr. Armstrong and Mr. Rich appeared at a timebuying and selling seminar luncheon Tuesday (Feb. 10) given in New York by the Radio Television Executives Society.

Mr. Armstrong said the Storz Stations nearly a year ago adopted, published and circulated a definition for both local and national advertisers using the stations. In essence, it defined a local advertiser as a retailer advertising his own place of business and service and not featuring a product for sale, with commercial material prepared locally by himself, a local agency or the station. All other advertisers are defined as national and pay that rate.

Rich Is Sorry • Mr. Rich said he wished to commend all radio stations which have issued public statements on their rate policies but was "sorry to see no tv stations" doing the same. He outlined Benton & Bowles' experience with its survey of stations on the local vs. national rate (details in BROADCASTING, Feb. 9) and warned that stations granting lower rates to non-retail advertisers were "creating a new and far more gigantic problem among the national advertisers and their agencies, who provide, in most instances . . . the largest portion of their revenue."

Mr. Rich said the stations were creating doubts among advertisers as to the value of a "particular advertising vehicle" as related to competing advertisers. He cautioned that these doubts in turn are creating "an unwholesome and dangerous spirit of distrust and suspicion."

Publishing Need • Labeling the granting of lower rates as "rate cutting," Mr. Rich called for publication of rate differentials which clearly define "what particular kind of advertiser or agency qualified for these lower rates." From there, he indicated, it was up to the buyer.

He felt that continuation of differentials in rates without definition would create negotiation with individual stations for the best deal rather than on a national basis, exclaiming "tv is the greatest medium in the world; let's not do anything to kill it."

First (pitch) lady

Lever Bros. is seeking Mrs. Franklin D. Roosevelt, widow of the 32nd President, to appear in tv commercials, on behalf of the company's Good Luck margarine. A few commercials already have been filmed by MPO Productions, New York, but have not been committed for tv. Ogilvy, Benson & Mather, N.Y., Good Luck's agency, said last week Mrs. Roosevelt had not yet accepted Lever's offer and that anything done must be approved by Mrs. Roosevelt. The completed "study" commercials are said to be 20- and 30-second messages. Mrs. Roosevelt's name in the past h s been connected with Sonotone hearing aid print advertisements but not with any tv commercials.

Mixed emotions greet single rate in Chicago

What do Chicago agencies feel about the move for a single rate card for all advertisers—national and local, or about the desirability of reclassifying rates as retail and general?

Reaction might well be termed mixed, on the basis of views expressed last week at a closed meeting of Chicago Agency Media Group, a new organization comprising time and space buyers.

Panelists at the dinner meeting, held at Chicago Federated Adv. Club headquarters for about 50 buyers last Wednesday, included William C. Goodnow, station manager of WISN-TV Milwaukee; Louis A. Smith, manager of midwest tv sales, Edward Petry & Co., station representative; Jake Sawyer, partner in Sawyer-Ferguson-Walker, newspaper representative; Charles Buddle, vice president in charge of Chicago office of J. P. McKinney & Son, newspaper representative; John W. Moffett, vice president and advertising director, *Minneapolis Star & Tribune;* and Hal Holman, head of Hal Holman Co., station representative. Reg Dallow, media director of Grant Adv. Inc., Chicago, was program moderator. Harry C. Pick, formerly media director of Reach, McClinton & Pershall, is CAMG president.

Panelists expressed these views: (1) national advertisers are inconsistent and can't be relied on for regular business in any one medium; (2) national advertisers do not seem to respond to past efforts for building a discount structure parallel to local rates; (3) local media needs local business as a base, even though national business represents a major portion of all income.

Station owners and newspaper publishers should operate more closely with their representatives to avoid conflict between national sales representatives and station and newspaper sales representatives, panelists felt. They also indicated there may be some justification for two rates—national and local—but no more. Possibility of reclassifying local and national rates as retail and general also was explored by the panel as an alternative to single rates.

Among recommendations, radio, tv and other media were encouraged to formulate written statements outlining "who qualifies for each rate," and the basis for national rate figures. Agencies still are responsible, it was stressed, for getting the lowest possible rates for their clients and frankly have favored local rates for some advertisers.