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 “still another area to be explored.”

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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.”

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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 and television advertisers. The agency, however, also represents a sizeable number of local accounts that invest in radio-tv, such as some products of Revlon Inc., Esquire Shoe Polish, Gold Medal Candy Corp., and Tintex Co.

Mr. Dunham 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 ML&K 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.

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Mr. Armstrong said the Storz Sta-

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 has been connected with Sonotone hearing aid print advertisements but not with any tv commercials.

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