

record, one way or another, as opposing the practice of rate chiseling. Since they are influential in forming industry opinion they are thus doing a lot to curtail price-war selling in radio and TV.

As a result, most stations today are sticking to the clauses in the generally-accepted NARTB-4-A's model spot contract, originally drawn up in 1916. These model contract clauses state:

"(a). It is agreed that the time rate named in this contract is the lowest rate made by the station for like broadcasts and that if at any time during the life of this contract the station makes a lower rate for like broadcasts, this contract shall be completed at such lower rate from that date.

"(b). All time rates shall be published by the station. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished advertiser if requested in writing so to do."

Another unofficial restraint which keeps stations in line when it comes to rate chiseling is time buying opinion. A cross-section of well-known time-buyers told SPONSOR, without exception, that they didn't like to do business with stations that are known to cheat on their rates.

"If I catch a station out of bounds from the rate provisions of its spot contracts, I would think twice before ever buying that station again," a Ruthrauff & Ryan buyer said. "If a station offers me a fancy deal under the counter, how do I know they won't make a better deal at an agency that's buying an even larger schedule than the one I'm planning on buying?"

Individually, or unofficially, some station executives are taking serious steps toward rebuilding prestige for station rate cards—prestige which has occasionally become a little tarnished in the past couple of seasons.

Todd Storz, general manager of independent station KOWH, Omaha, recently initiated a movement among broadcasters to have a "No-Trick-Deal Rate Card" policy. As Storz sees it, broadcasters would sign a pledge not to make preferential rate deals and would then be allowed to place a seal on their rate cards—something like the NARTB code seal shown by TV stations.

Advertisers and agencies would then know, if they saw the seal on a rate card, that the station won't sell on an

under-the-counter basis. If the station steps out of line, the privilege of displaying the seal would be vanked. At last report, Storz's plan was gaining a lot of momentum among broadcasters in an informal sort of way. The NARTB, of which Storz is a member, can't back Storz's plan openly—but did indicate to sponsor through an official spokesman that the plan "is a good idea." Certainly, the NARTB isn't discouraging the idea of a "quality" rate card group.

Locally, other broadcasters are com-

ing up with similar proposals. In Washington, D. C., the Maryland-District of Columbia Radio-TV Broadcasters Association unanimously adopted a resolution on 19 June toward the maintenance of fair and equal rates which stated in part:

"Be it resolved that [the group] suggests to each member station that it realistically examine its rate card to determine whether changes or revisions upward or downward are in order, and,

"Having determined that its rate

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