**The Tod Storz stations have drawn some sharp ground rules to cut down abuses of the local rate.**

New **regulations which limit qualifications for the local rate**—as drawn up at a Chicago meeting of Storz people with **John Blair and Adam Young**—include these:

**CONTINUITY:** Must be **written at the local level** in each market. It must consist of such information as retailer's local name, address, telephone number, or any other local information or sales point for at least 51% of the commercial. General product or institutional copy must be limited to half the commercial time.

**DISTRIBUTION OF PRODUCT:** Limited to immediate trading area of the city; product must be **manufactured or processed from only one source within this trading area.**

**AGENCY RECOGNITION:** Local product account does not employ an ad agency or is **not represented by an ad agency or branch of a national agency operating as a local agency.** The billing must be rendered locally. Checks in payment must be on banks within the market involved.

As a Storz rep views the dividing line: It puts a stop in a realistic way to the practice of many accounts and agencies to take advantage of the lower rate by **going around the rep and dealing directly with the station.**

Accounts like **Ford and Gulf would be barred from benefitting from the lower local rate.**

**Westclox has committed itself to around $400,000 worth of pre-Christmas promotion on CBS TV:** half of the **Wonderful Town special** in December.

**Over-all cost** of the two-hour December event: $500,000 net for the program and $220-240,000 gross for the time and facilities.

These may be taken as **signs of the economic climate** and a clue to where advertising strength lies:

1) The total **beer market is getting stronger** and the hard liquor field is beginning to feel stress and strain.

2) The **soft drink and candy bar businesses are holding their own comfortably.**

The **heavy gains made by the Screen Actors Guild in commercial use payments could boomerang in the long run.**

Agencies — SPONSOR-SCOPE learned from producers this week—are **using fewer people** in film commercials to save some of the additional extended payment money required by the terms of the new SAG contract.

**Compton appears to be more lenient than Benton & Bowles in penalizing tv stations for triple-spotting** during chainbreaks.

**Denver stations have been given a three-week reprieve** by Compton to "clean up the situation." B&B previously had pulled its chainbreak spots from the same market.

Questioned by SPONSOR-SCOPE this week for the grounds of his agency's drastic action, B&B media director **Lee Rich** said:

"We have two reasons: (1) triple-spotting is bad business because it **dilutes the effect of advertising,** and (2) we're determined to preserve the effectiveness and **integrity of tv,** since 70% of our billings are in the medium."

Rich added that he was gratified with the results of B&B's attitude toward triple-spotting, and that he had received many letters of commendation from leaders of the broadcast industry.

**Rich's comment on the NAB code:** "In one paragraph it permits two 20-second commercials and an I.D. In another it admonishes against slicing off time from a network show. **I challenge how anyone can get 50 seconds into a chainbreak without depriving a network advertiser of time he's paying for."**