The continuing debate over who's entitled to a local rate (rather than the higher general rate) is getting a **flash of heat from the Tracy-Locke agency** in Houston.

T-L announced that it had **canceled spot-tv contracts in Oklahoma for Maryland Club and Admiration coffees** because this brand was being charged the general rate, whereas Cain Coffee, an Oklahoma concern, could buy at the local rate.

Wrote Tracy-Locke to Oklahoma stations:

"It is our conviction that **the only just rate policy is one which offers the same rate to all products in general distribution.** We believe that the establishment of 'local' rates cannot be justified **unless such rates are limited to retailers** . . . who will conceivably benefit from only a part of the station's coverage."

The question of whether a distributor is deserving of a local rate just because he has a local agency has been a **thorny problem** for stations from practically the inception of radio.

The **Storz stations** recently moved to solve the dilemma by devising a strict set of ground rules for themselves. (See 26 April SPONSOR-SCOPE, page 11.)

Watch for a trend away from copy-catism in radio station programing policy.

You'll find individual (as well as group-owned) stations striving to evolve their **own programing personality and going in for more experimentation**—instead of merely imitating stations that are currently riding the rating crest.

(For an analysis of what's happening, see **page 27.**)

The heightening battle for the spot tv dollar is reflected in the move by WCBS TV, New York, to use its own sales manpower in its home town—on top of the staff and facilities of CBS Tv Spot Sales.

Commented Craig Lawrence, v.p. in charge of CBS TV o&o's and spot sales: "You can **pack a lot of flushing-power with 22 men of your own working out of a station.**"

Sidelight: WCBS TV was the last of the CBS o&o's to put its own local sales force into play.

The thing that continues to give local radio the old-time spice is the fire and resourcefulness still being put into covering a new break on the scene.

Take, as an example, **WEOL, Elyria:** This week it **outwitted the efforts of a construction contractor to keep reporters from a barge disaster** that drowned several men and hospitalized others.

The station hired a launch, covered the river rescue scene, got the names of the victims, plus taped interviews of worker eye-witnesses.

(**WEOL also fed the story to WGAR, Cleveland, and WLEC, Sandusky.**)

Note for the blasé timebuyer: **You can't always measure the impact that a station has on the loyalty and acceptance of the listeners by mere statistics.**

The rate that network radio business has been going this summer proves once again that breaking down old habits and conceptions can be as frustrating in advertising as in any human endeavor.

Despite the fact that in successive years summer listening has piled up a potent outdoor appeal, **advertisers—at least in network radio—still show a disposition to curl up their expenditures as the warm weather proceeds.**

Note the following comparison of total sponsored hours for the four radio networks as of these recent 1958 periods:

WEEK ENDING	TOTAL SPONSORED HOURS	PERCENTAGE OFF
23 May	101.1	
20 June	97.4	—3.7%
18 July	88.1	—9.6%

(**See Radio Basics, page 39,** for breakdown by networks, etc.)