

Weed Springs to Defense Of Radio-Tv Commercials

HARD on the heels of the Federal Trade Commission's indictment of American Chicle's Roloids commercials and Schick Inc.'s \$5 million suit against rival Remington-Rand [B•T, May 20] comes a defense of radio-tv commercials and an attack on their detractors.

In a personal message last week to his clients, Joseph J. Weed, radio-tv station representative, charged that too many broadcasters have been "baited" into apologizing for their wares by heads of competitive media.

The head of Weed Television Corp. and founder of Weed & Co. admitted that while there are some "very bad" commercials on the air, "no one knows better than advertisers and agencies that offending [of] listeners and viewers doesn't pave the way to mass acceptance of sponsors' wares." As in all media, Mr. Weed went on, "absolute uniformity is impossible."

Enlarging upon his thesis that the critics of television do not speak for all viewers, Mr. Weed said later that those who "explore" certain commercials speak only for a small minority—perhaps at best only themselves and their friends. The ultimate decision, he said, rests with the home audience who casts its vote by buying or not buying the sponsor's product. He wondered why broadcasting is singled out so often

while print advertising found to be in bad taste by a small segment of the readers isn't "talked about."

Ruff Succeeds Schildhouse In Managership of KOMA

THE appointment of Raymond Ruff, commercial manager of KTOK Oklahoma City, as manager, KOMA Oklahoma City, was announced last week. Mr. Ruff succeeds



MR. RUFF

Sol Schildhouse, who has sold his interest in the station and withdrawn from the operation.

Mr. Ruff was with KOMA from 1937 to 1953, serving in various capacities up to assistant manager of the station. He became commercial manager of the now defunct ch. 25

KTVQ (TV) Oklahoma City in 1953 and in 1954 joined the commercial department of KDKA Pittsburgh, returning to Oklahoma City in July 1955 to become associated with KTOK.

Mr. Schildhouse, who left the FCC (where he was chief of the renewal branch, Broadcast Bureau) last year to assume the managership of KOMA, said he had sold his 14.25% interest to Meyer Feldman, one

of the five partners, for \$42,500 plus other arrangements. He paid \$25,000 for this interest when he joined the company. He said he is looking for other broadcast property in which to invest.

Besides Mr. Feldman, other KOMA owners are Burton Levine, Arnold S. Lerner and Donald Rubin.

STATION SHORTS

KSFO San Francisco, announces local volume for April increased 41.7% over April 1956. National sales increased 72.7% over same period of 1956. This represents overall increase of 51.4% for April 1957 over that month in 1956.

KFMB San Diego, announced 77% increase in national business for first quarter this year over same period in 1956. New figures reportedly are 141% over first quarter of 1955.

REPRESENTATIVE APPOINTMENTS

WHCU Ithaca, N. Y., appoints Jack Masla & Co., N. Y.

WJAR-AM-TV Providence, R. I., appoints Edward Petry & Co., N. Y.

KCBC Des Moines appoints Devney & Co., N. Y.

KATR Corpus Christi, Tex., appoints Weed & Co., N. Y.

in Louisiana's
2 biggest markets

IT TAKES A
SPECIALIST
TO CATCH AND HOLD
the audience

In SHREVEPORT

KCIJ

Country—Western
Programming
SPECIALIST

Reaching the tremendous
ARK-LA-TEX
area!

In NEW ORLEANS

WMRY

The Only All-Negro
Programming
SPECIALIST

Reaching the vast, rich
N. O. NEGRO
market!

KCIJ | WMRY

The BIG City Station
with the
Country Flavor
5000W 980 KC

"The Sepia Station"
1000W 600 KC

Southland Broadcasting Company

Mart Silverman, Exec. V.P. & Gen. Mgr.

GILL-PERNA, INC. — Nat'l Rep

New York, Chicago, Los Angeles, San Francisco