

# Wmca

## PRO FILE!



Ruth Meyer



■ It was summer in Kansas City, Kansas, and the year was 1949. Ruth Meyer, ace sports reporter for the home town weekly was in love with an outfielder on the K. C. Blues and everything looked just fine until Floyd got fired. Disenchanted with a guy who couldn't get to first base, Ruth gave back the ring, turned in her press pass and joined local KCKN as script writer, music picker and copy chief. The outfield's loss was radio's gain for in 1954, Ruth Meyer was appointed continuity and promotional director for Storz Station WHB in Kansas City, Missouri. And in 1958, not quite as wide-eyed as fiction would have it, Ruth arrived in New York and set up shop at WMGM. It only took three months for WMCA and RM to meet and fall head over heels and the marriage has lasted. Still able to define the infield fly rule in twenty-five words, Ruth Meyer is possibly the most athletic Production Director in town, switch hitting on music-programming and on-air promotion.

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# NEWSMAKER of the week

*The J. Walter Thompson tradition of daring in new media combined with a quiet conservatism of tone will be carried on by Norman H. Strouse, the agency's new chief executive officer. Strouse succeeds Stanley Resor, who relinquishes active leadership of the agency after some 44 years as its head.*

**The newsmaker:** Norman H. Strouse joined J. Walter Thompson in the late 1920's, became president of the agency in 1955 when Stanley Resor relinquished that post, and now becomes J. Walter Thompson's chief executive officer.

Resor chose Strouse as his successor, and the descent of agency headship from one man to the other reflects a continuity of ideas about and attitudes toward advertising.

Those who recall Resor's willingness to go fully into new media—television, before that radio, and even earlier, women's magazines—will realize that courage was never lacking in J. Walter Thompson's leadership no matter how conservative its voice and manner have been.

Strouse, as a claimant to the JWT throne in recent years, was not identified with any New York dynasty. To the contrary, he rose in the agency in the Pacific and in Detroit. After joining the agency in the later 1920's in San Francisco, he rose to become assistant Pacific Coast manager when the war intervened in 1942.



Norman H. Strouse

After the war, Strouse became account executive for Ford, was elected a v.p. in 1947, and became a director of the agency and Detroit office manager in 1949. Six years later the presidency of the agency was his too, when Resor decided to give it up.

The durability of Resor's leadership of the agency is, of course, remarkable. In 1908, some 52 years ago, he joined the agency in Cincinnati. Then in 1916, James Walter Thompson, the founder, sold the agency to Resor and Charles Raymond, who retired shortly afterwards. Resor, who is now 81, was connected with the agency for two decades before Strouse, now 53, joined the agency in 1929.

The stock held by Resor will now be acquired by the J. Walter Thompson profit-sharing trust. The agency's long-standing policy is that only active personnel in the company should hold its stock. Resor will continue on as chairman of the agency, and first vice-chairmen Henry C. Flower, Jr., and Samuel W. Meek, will also retain their posts.