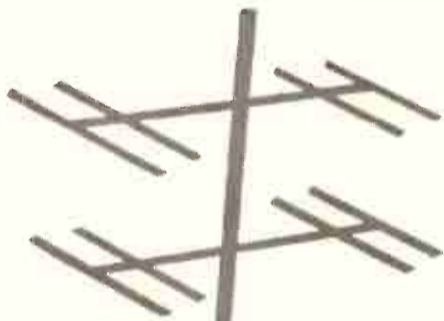


**THE
SUCCESS-FULL
STATION**



FIRST on the air in
its market.

FIRST in its market
with the viewers.

56%

of sets in use*

WTVP

Channel 17

DECATUR, ILLINOIS

*Conlan Report, January, 1954

NATIONAL REPRESENTATIVES

**GEO. W.
CLARK
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New York
Los Angeles
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Chicago



**Newsmakers
in advertising**



William R. Baker Jr., chairman of the board of Benton & Bowles, New York, is the newly elected president of the American Association of Advertising Agencies. Baker succeeds Earle Ludgin, president of Earle Ludgin & Co., Chicago. Henry G. Little, chairman of the board of Campbell-Ewald Co., Detroit, was elected vice chairman and Robert Grove, executive v.p. of Ketchum-MacLeod & Grove, Pittsburgh, is new secretary-treasurer. Frederic R. Gamble was re-elected AA's president, marking his 25th year with the association.



Glenn Snyder has been elected vice president of WLS, Inc., parent company which owns WLS, Chicago. He is general manager of the station, now operating full-time following its merger with WENR. WLS, under terms of the merger, is 50% owned by the Agricultural Broadcasting Co. (The Prairie Farmer) and 50% by American Broadcasting-Paramount Theatres, Inc. Before the merger WLS and WENR shared time. New WLS programming features include news every hour, Western Jamboree (already sold), and Country Junction.



Bryan Houston is president of the agency bearing his name—successor in New York to Sherman & Marquette. Houston joined Sherman & Marquette four years ago as head of its New York offices. Former associations have been with Lennen & Mitchell (now Lennen & Newell), Pepsi-Cola Co., Young & Rubicam, Standard Oil of Ohio and Tide Water Associated Oil Co. His agency opened 3 May with about \$20 million in billings. Houston says it's so modern it uses IBM machines in its media department.



Todd Storz, general manager of KOWH, Omaha, with his father Robert Storz will assume ownership of WIB, Kansas City, pending FCC approval. The Storzes pay \$100,000 cash for the 10 kw. station on 710 kc.—one of city's oldest stations, founded in 1922. Storz bought KOWH five years ago, bought WTIK, New Orleans, last August. WIB deal made possible by that station's licensee—Cook Paint & Varnish—buying KMBC-TV, Kansas City for about \$2.6 million. Robert Storz is v.p. of Storz Brewing Co., Omaha.