American Broadcasting Network, and Aaron Beckwith, business development director, National Telefilm Assoc., named account executives for ABC-TV.

S. William Aronson, director of sales service, American Broadcasting Network, named administrator in ABN’s cost control unit.

Herbert J. Cutting, chief accountant, Mutual Broadcasting System, named director of administrative services.

Fred Lyons, central division manager, NBC Radio Spot Sales and Richard Arbuckle, NBC Spot Sales radio salesman in N. Y., named eastern radio spot salesman and central division sales manager, respectively. Mr. Arbuckle will headquarter in Chicago.

John A. Stearns, producer of NBC-TV’s Arthur Murray Party (Mon. 9:30-10 p.m.), has been named executive producer with American Broadcasting Network for unspecified daily hour live musical program.

Robert F. Stolfl, formerly advertising and sales promotion manager, WNDU-TV South Bend, Ind., has rejoined CBS-TV network sales, assigned to sales development department of network’s Chicago office. Mr. Stolfl originally joined CBS-TV in 1949 in network operations and left to join WNDU-TV in 1955.

Tom Luftkin, program service manager, ABC-TV. father of girl, Jane Marie, Aug. 22.

Edward M. Guss, vice president and station manager, KOSI Aurora, Colo., transfers to WGVW Greenville, Miss., in similar capacity plus added duties of attending to real estate and other investments of Mid-America Broadcasting Co. (licensee of both stations).

Arthur L. Robertson, assistant general manager and chief engineer, KFML Denver, named general manager.

Ted Carlsen, sales manager, KRAK Stockton, Calif., promoted to general sales manager and assistant manager. Robert Murray, sales manager, KWG Stockton, to KRAK as local sales manager.

Bob Jones, formerly associated with American Broadcasting Network, S. F.; KLIP-TV Henderson, Nev.; and KLAS-TV Las Vegas, to KTOO Las Vegas as general manager.

Ross Newby, formerly sales manager, KFBD-TV Amarillo, Tex., to KOSA-TV Odessa, Tex., as national sales manager.

Don Peterson, sales service, WOI-TV Ames, Iowa, named national sales manager. He is succeeded in sales service by Ron Scott, chief announcer.

James F. Jae Jr., station manager, KLIX Jefferson City, to KHMO Hannibal, both Missouri, in similar capacity.

Lew Heilbroner, manager, WRDW Augusta, Ga., to WJQS Jackson, Miss., in similar capacity.

Herbert S. Dolgoff, lawyer in private practice in Omaha, Neb., to Storz Stations. Omaha, as general counsel.

Lou Torok, KBTK Missoula, to KCAP Helena, both Montana, as manager, succeeding K. O. MacPherson, retired.

William J. Conran, promotion manager, WFHF-TV Wilmington, Del., named promotion manager of WIBG Philadelphia. WFHF-TV is affiliate of WIBG.

Lyle R. Allen, tv director, WITN-TV Washington, N. C., to WLWI (TV) Indianapolis as merchandising manager.

Roy W. Pratt, engineering staff, WHO-AM-FM-TV Des Moines, Iowa, promoted to chief engineer, succeeding late Reed E. Snyder.

Ken James, assistant program director, WOW-TV Omaha. Neb., to KENS-TV San Antonio, Tex., as program director. Mr. James was with WOW-TV for six years.

Art Curley, formerly disc jockey with WRCV Philadelphia and WDEL Wilmington, Del., to WTUX Wilmington as program director.


John A. McCorkle, formerly account executive for CBS Radio Sales, to WNEW New York in similar capacity.

Jay Robinson, formerly with Inland Marine Co., to WTTW (TV) Chicago as sales representative for tv recording service.

Jim Ferguson joins WTRL Bradenton, Fla., as personality on morning show and salesman, succeeding Charlie Blake, resigned.

Bob Elson, sports caster and play-by-play announcer on Chicago White Sox baseball broadcasts, signed by WBKB (TV) that city for daily Bob Elson’s Sports and Comments (6-6:15 p.m.) to be simulcast on WCFL radio.

Jim Lounsbury, Chicago emcee, signed by WBKB (TV) that city for new teenagers tv series, Record Hop. Sat. 4-5:30 p.m.


Bruce M. Johns, promotion director, WHCS-AM-TV Charleston, W. Va., named state director of Charleston Junior Chamber of Commerce and will represent that chapter in all state-wide meetings of West Virginia Junior Chamber of Commerce.

Margie V. Ellis, 34, secretary in purchasing department of KTTV (TV) Los Angeles, died Aug. 24.

H. Ronald Eldridge, formerly assistant comptroller of Federal Telephone & Radio Co., Clifton, N. J., International Telephone & Telegraph Corp. division, elected comptroller of industrial products division of IT&T. John T. Jackson, director of planning and organization department, IT&T, elected assistant vice president.

Harry Schecter, formerly regional sales manager, Motorola Inc., named general manager of Motorola division of Warren-Connolly Co., L. I., N. Y. He succeeds Dan Jacobs who resigns to establish his own business.

J. E. Schlenker, formerly merchandising manager for Sylvania Electric Products’ semiconductor division and special tube operations, appointed eastern district sales manager of semiconductor division.

Rein Narnia, Fairchild Recording Equipment Co., L. I., N. Y., appointed manager of production and engineering divisions in addition to duties as chief engineer.

Marvin E. Groll, sales engineer in New England for electronic tubes, Sylvan-ia Electric Products, appointed sales engineer for company’s semiconductor division.