

been assigned Breakstone Foods division of National Dairy Products and Jack Frost and Quaker Sugars division of National Sugar Refining Corp.

Ronald P. Smillie, head of his own St. Louis agency and former VP of Krupnick & Associates, joins Leo Burnett, Chicago, as account executive.

Eugene H. Bohi, formerly account executive with WBBM-TV Chicago, joins NBC-TV Spot Sales, that city, in same capacity. Earlier Mr. Bohi was producer-director at KARD-TV Wichita, Kan.

Otto Goessl, account executive at WTIH New Orleans, promoted to local sales manager.

Roy H. Patterson joins sales staff of Robert L. Williams Co., New York station representation firm. Mr. Patterson was formerly salesman at Cond Nast Publications, that city.



Miss Krupka

Helen A. Krupka, director of creative services for Cal Dunn Studios, Chicago film commercial producer, has been named "1964 Advertising Woman of the Year" by Women's Advertising Club of Chicago.

Charles W. Davies, previously VP-marketing at American Pharmaceutical Co., and **Larry Russell**, writer-producer at KNXT(TV) Los Angeles, join Compton Adv., Los Angeles. Mr. Davies will serve as director of market development; Mr. Russell as copywriter.

Charles A. McFadden joins Storer Television Sales, New York. Mr. McFadden was previously salesman at WJW-TV Cleveland.

George Kercher, retired manager of St. Louis office of Edward Pety Co., joins sales staff of WEW St. Louis.

Dick Zimmer, with WBBM-TV Chicago for two years, joins WNBQ(TV), that city, as sales research coordinator.

A. Grady Berry joins sales staff of George P. Hollingbery Co., Atlanta. Mr. Berry was formerly VP and general manager of Clarke Brown Representatives, that city.

The Advertising Council, New York, has added three new members to its public policy committee: **General Alfred E. Gruenther**, retired president of

American Red Cross; **Gabriel Hauge**, president of Manufacturers Hanover Trust, and **Dr. Grayson Kirk**, president of Columbia University, all New York.

Ed Hunt joins New York television sales staff of Venard, Tobert & McConnell. He was formerly with CFCF-AM-TV Montreal.

Anthony C. Battaglia joins sales staff of WGR-TV Buffalo.

Jack W. Hueston, formerly with Outdoor Advertising Association of Michigan, Detroit, joins sales staff of WJIM-TV Lansing, Mich.

Don Anderson, **Graham White** and **Michael C. Gary** join national sales staff of Radio Advertising Bureau, New York.

Donald McGuinn joins Doyle Dane Bernbach, New York, as radio-TV administrator. He was formerly at Geyer, Morey, Ballard, that city, as broadcast business manager.

Richard A. Boege, previously media director and account executive for McCann-Erickson, Portland, Ore., joins Cole & Weber, that city, as director of media and market research.

Gary L. Pudney, former account executive for Young & Rubicam, New York, joins Compton Adv., that city, as executive producer in TV programming department.

Albert M. Parillo, formerly creative director of meetings, shows and films with S. C. I. division of Communications Affiliates, appointed director of sales promotion department at Cunningham & Walsh, New York.

Murray Klein named creative director, and **Sandi Butchkiss**, copy chief, at Smith/Greenland Adv., New York.

THE MEDIA



Mr. Croes

Kenneth R. Croes, acting general manager of KERO-TV Bakersfield, Calif., since resignation of Arthur Mortensen (BROADCASTING, Dec. 30, 1963), appointed KERO-TV station manager as Time-Life

Broadcast Inc. assumes ownership and control of station from Transcontinent TV Corp. Mr. Croes has been with KERO-TV since its start in 1953.

Peter Storer, president of Storer Television Sales Inc., New York, elected to board of director of parent Storer Broadcasting Co., Miami.

Jack S. Sampson, formerly VP and general manager of KOMA Oklahoma City, named in same capacity for KXOK St. Louis, replacing **C. L. (Chet) Thom-**

as, who has resigned. Stations are owned by Storz organization.

Eugene W. Wilkin, VP and general manager of Guy Gannett Broadcasting Services (WGAN-AM-TV Portland, Me.), elected to company board of directors. **Alvin F. Wright** appointed assistant treasurer.

Leslie H. Norins, VP and general manager of ABC-TV affiliated KEYT (TV) Santa Barbara, Calif., elected to board of governors of ABC. He replaces **William W. Warren** of KOMO-TV Seattle as representative of 14 western states on nine-member board.

Mark Forrester named general manager of WHCT(TV) Hartford, Conn., for both its pay TV and commercial operations. Mr. Forrester had been in charge of research for RKO General subscription TV project since 1962.

Richard Cox, formerly manager of community antenna TV system in Butte, Mont., appointed manager of Central Broadcasting Co.'s newly acquired CATV system at Naples, Fla. (BROADCASTING, April 13).

Bertram Lebhar Jr., general manager of WEAT-AM-TV West Palm Beach, Fla., elected president of Gardens Broadcasting Co., licensee of stations, upon purchase of 49% of stock of company. Royal American Industries owns remaining 51% of stock. Mr. Lebhar also

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