

## WEEK'S HEADLINERS



Mr. Lewis

**William B. Lewis**, board chairman of Kenyon & Eckhardt, assumes full-time direction of all creative services of agency, and will carry additional title of director of creative services. **W. Stephens Dietz** elected senior vp and named director of marketing services. Changes follow resignations of **G. Maxwell Ule**, who had been senior vp, marketing, and **Barrett Brady**, senior vp in charge of creative services. **Howard M. Wilson** named senior vp in charge of creative services.



Mr. Steele

**Ted Steele**, vp, NTA owned radio stations, joins WINS New York as general manager. He succeeds **Harold (Hap) Anderson** (WEEKS HEADLINERS, June 12). Mr. Steele assumed duties as general manager of WNTA Newark in 1959.

Earlier he had been host of WNTA-TV's *Ted Steele Show*. He had been an on-air performer for five years with WOR-AM-TV New York and also had served these stations as executive producer. He previously was with WPIX (TV) New York, DuMont Network and NBC, both as production executive and as personality. From 1946-48 Mr. Steele was director of radio-tv with John C. Dowd Adv., Boston.

**Edward P. Anderson**, executive vp, Richardson-Merrell, N. Y. (Vick Chemical Co.), appointed senior vp for advertising. Mr. Anderson, who started with company in 1930 as copywriter, assumes his new post July 1, with responsibility for advising management on advertising and in developing advertising people within company. He also will supervise Morse International, R-M's advertising agency subsidiary. **Richard D. Waters**, president of Vick Chemical Co., proprietary drug division, becomes executive vp of Richardson-Merrell, supervising Vick Chemical, Vick International and Vick Manufacturing divisions.



Mr. Anderson

**Kenneth McAllister**, senior vp of Benton & Bowles, named vp in charge of advertising for Thomas J. Lip-ton, tea and other foods concern. He will be responsible for all advertising, sales promotion, and brand management. Prior to joining Benton & Bowles in 1955, he was vp and secretary of plans board at Sullivan, Stauffer, Colwell & Bayles. He has also been advertising, promotion, merchandising and publicity executive for Columbia Records and prior to that was sales promotion manager for WGY Schenectady.



Mr. McAllister

**Frank Reel**, vp in charge of legal affairs, Ziv-United Artists, N. Y., named vp in charge of business affairs. New office incorporates all of tv production firm's general business and legal functions under single department head. Mr. Reel was executive secretary of AFTRA before he joined Ziv in February 1954 as operations manager.

**William E. Roberts**, executive vp of Bell & Howell, appointed president of Ampex Corp., succeeding **George I. Long**, resigned. See story page 110.

### For other personnel changes of the week see FATES & FORTUNES

#### JFK names Reinsch, Daniels

J. Leonard Reinsch, broadcast director of Cox stations, and Jonathan W. Daniels, editor, *Raleigh* (N.C.) *News & Observer*, were nominated by President Kennedy Friday to be members of U.S. Advisory Council on Information. Mr. Reinsch, President's radio-tv advisor during campaign, will succeed Philip D. Reed, General Electric; Mr. Daniels succeeds Edwin D. Canham, *Christian Science Monitor*. Both nominations must be approved by Senate.

#### Circle L gets Reno ch. 4

FCC announced Friday (June 16) it has made final April 26 initial decision granting new tv station on ch. 4 in Reno, Nev., to Circle L Inc. Permittee for ch. 4 is principally owned by E. L. Cord, who owns KFAC Los Angeles, and his son, Charles E. Cord.

#### Levathes adds new duties

Peter G. Levathes, president of 20th Century-Fox-Tv, has been named tem-

porary head of production for parent 20th Century-Fox Corp. Since May 3 he has supervised both tv and film studio operations. His appointment follows release of studio's 1960 fiscal report which shows film productions operating at loss. He replaces Robert Goldstein. Mr. Levathes at one time was Young & Rubicam's media programming head.

#### Catv jurisdiction question

Pay tv opponents (theatre owners) will file brief contending Arkansas Public Service Commission has no jurisdiction to order Southwestern Bell Telephone Co. to establish rates and facilities for wired pay tv system in Little Rock.

Hearings resume today (June 19) on petition filed by Midwest Video Corp., which holds International Telephone Corp franchise.

Basis for brief: proposed system should be under FCC, because programs will be produced outside Arkansas, and therefore it's interstate.

#### Business briefly...

**Texaco Inc.**, New York, will launch a 10-week radio spot campaign for its petroleum products in 75-100 major markets beginning June 30. Campaign is to complement firm's other media advertising and will consist of all one-minute spots. Agency: Cunningham & Walsh Inc., New York.

**General Mills Inc.**, Minneapolis, reportedly is about ready to break with new radio spot campaign. As many as 50-60 markets will be involved, it's believed. Agency: Dancer-Fitzgerald-Sample Inc., New York.

**Kemper Insurance Co.**, Chicago, through Clinton Frank Inc. there, signed Friday for quarter sponsorship of *All Star Golf*, weekly hour program which switches this fall from ABC-TV to NBC-TV and starts Oct. 14 in Saturday 5-6 p.m. period in full color for first time. Reynolds Metals earlier renewed half-sponsorship through Lennen & Newell, New York.