

marketing services. **Dr. Arthur H. Wilkins**, VP and director of research for Papert, Koenig, Lois, that city, succeeds Mr. Achenbaum.

Bert Randolph Sugar, account supervisor at Street & Finney, New York, named VP, director of marketing.

G. K. Leckie, senior account supervisor with Ted Workman Advertising, Dallas, elected administrative VP. **Larry Hornbaker** named VP-media director and **Rod Lambeth** named art-production director.



Mr. Peltier

William H. Peltier, assistant director of client services, Arthur Meyerhoff Associates, Chicago, appointed director of client services and elected VP.

John Butler, VP and manager of San Francisco office of Compton Advertising, elected senior VP.

John N. Boden, account executive in Chicago office of Blair Radio, named VP, Midwest sales.



Dr. Baxter

Dr. Richard H. Baxter, director of planning and research for Associated Merchandising Corp., New York, joins Benton & Bowles, that city, as VP, director of research services.

William Keys, salesman in Dallas radio sales office of The Katz Agency, named manager. **Frank DeMarco**, with TV sales staff of The Hollingbery Co., joins sales staff of Katz, Dallas.

Norman H. Chester, assistant media director, American Tobacco Co., New York, appointed media director.

Darryl W. Bridson, group head with Needham, Harper & Steers, joins Rockwell, Quinn & Wall, that city, as copy supervisor.

Aram Bohjalian, manager of art/radio-TV production, Foote, Cone and Belding, New York, joins J. M. Mathes Inc., that city, as VP and director of radio/TV commercial production.

Jerry Daily, sales manager for KSPQ Spokane, Wash., joins KGA, that city, in similar position.

Robert L. Lamb appointed sales manager of WATI Indianapolis.

C. Richard Stigelman, VP with Al Paul Lefton Co., named general manager of agency's Philadelphia office.

Jack Ragel, formerly VP and associated media director, Foote, Cone & Belding, Chicago, joins Campbell-Mithun there as media director. **Phil Dangerfield** and **Peter Beach** named associate creative directors, C-M, Chicago.

Timothy J. Regan, M.D., product manager, staff physician and regional medical director for Hoffman-La Roche Inc., pharmaceutical manufacturer, joins BBDO, New York, as medical

New radio board set to take over after NAB convention

Twelve broadcasters last week were elected to two-year terms on National Association of Broadcasters radio board. Their terms will begin April 3. Six incumbents were re-elected to their second term.

New board members (with current member in parentheses):

District 2: **Simon Goldman**, WJTN Jamestown, N. Y. (re-elected).

District 4: **Jack S. Younts**, WEEB Southern Pines, N. C. (re-elected).

District 6: **John L. Vath**, WSMB New Orleans (F. C. Sowell, WLAC Nashville).

District 8: **Raymond A. Plank**, WKLA Ludington, Mich. (re-elected).

District 10: **Don C. Dailey**, KGBX Springfield, Mo. (George W. Armstrong, Storz Broadcasting, Omaha).

District 12: **Alan Page**, KGWA Ehid, Okla. (Grover C. Cobb, KVGB Great Bend, Kan.)

District 14: **Al Ross**, KNAB Burlington, Colo. (re-elected).

District 16: **Harry Trenner**, KCKC San Bernadino, Calif. (Kenneth Harwood, KUSC-FM Los Angeles).

Class A: **Charles E. Gates**, WGN Chicago (re-elected).

Class B: **Ben A. Laird**, WDUZ Green Bay, Wis. (Daniel W. Kops, WAVZ New Haven, Conn.).

Class C: **J. R. Livesay**, WLBH Mattoon, Ill. (re-elected).

FM: **Edward D. Allen Jr.**, WDOR-FM Sturgeon Bay, Wis. (Everett L. Dillard, WASH Washington).



Mr. Goldman



Mr. Younts



Mr. Vath



Mr. Plank



Mr. Dailey



Mr. Page



Mr. Ross



Mr. Trenner



Mr. Gates



Mr. Laird



Mr. Livesay



Mr. Allen Jr.