

Personal Notes: Nat Wolff, who resigned 2 weeks ago as Young & Rubicam v.p. in charge of TV-radio creative programming, joins NBC-TV as director of program planning, reporting to Thomas A. McAvity, v.p. in charge of TV network . . . Stanton M. Osgood, ex-mgr. of NBC-TV film production, named gen. mgr. of the new Paramount Sunset Studio, with 5 stages remodeled & equipped for TV production, which big film company is making available in June for rental . . . Soren H. Munkhof resigns as v.p.-gen. mgr. of upcoming WITI-TV, Milwaukee (Ch. 6) due in April, in order to devote full time to TV management consultation . . . Grady E. Jensen promoted to business mgr., WABC-TV, N. Y., replacing Thomas J. Martinez, resigned . . . Donald B. Cook, ex-WBKB & WGN-TV, Chicago, most recently with J. Walter Thompson, where he helped direct TV coverage of opening of Disneyland Park, named exec. producer of KNXT, Los Angeles, succeeding Bob Quinlan, now in CBS-TV news & special events dept., N. Y. . . . Robert W. Sarnoff, pres. of NBC, addresses Chicago Federated Ad Club's "Advertising Week" luncheon Feb. 23 at Morrison Hotel . . . George Greaves, KRCA, Los Angeles, elected pres. of California State Radio & TV Broadcasters Assn., succeeding Philip G. Lasky, KPIX, San Francisco, elected first v.p. . . . Harold C. Stuart, exec. v.p. in charge of Skelly stations (KVOO-TV & KVOO, Tulsa) has named Gustav K. Brandborg as KVOO gen. mgr., succeeding Wm. B. Way, retired; C. B. Akers is gen. mgr. of KVOO-TV . . . Lee Marts promoted to local sales mgr., Steve Mills to production mgr., KCMO-TV, Kansas City; W. E. Danford promoted to radio sales mgr. . . . Philip Lewis named news bureau mgr., WCBS-TV, N. Y., succeeding Blaine Littell, now assignment chief of CBS News Campaign Cavalcade for political coverage . . . Ron DePinto promoted to publicity & promotion mgr., KPHO-TV & KPHO, Phoenix . . . Ralph A. Renick, news director of WTVJ, Miami, named one of 5 "outstanding young men" in Fla., received award from Junior Chamber of Commerce Feb. 11 in Tallahassee . . . Al Ritter, ex-TV-radio time-buyer, Compton Adv. (*Goodyear Neolite, Socony Mobil, Tenderleaf Tea*), joins reps H-R Television Inc., N. Y. . . . Jack Thompson named asst. sales mgr. for radio of reps Free & Peters . . . Jack Masla promoted to exec. v.p.

ADVERTISING AGENCIES: F. Kenneth Beirn, ex-pres. of Biow-Beirn-Toigo (now Biow Co.), elected exec. v.p. of Ruthrauff & Ryan, in charge of plans & creative services; Paul E. Watson, exec. v.p. in charge of western operations, elected board chairman, succeeding F. B. (Barry) Ryan, now chairman of exec. committee; Haak B. Groseth & R. W. Metzger, both v.p.'s in Chicago office, become exec. v.p.'s . . . George P. Richardson Jr., v.p. of J. Walter Thompson, named supervisor of Schlitz account, transferring to Chicago from Detroit, where he worked on Ford account . . . Jack W. Runyon, ex-Biow-Beirn-Toigo, elected Kenyon & Eckhardt v.p. in charge of Los Angeles region; L. J. Sholty Jr. continues as mgr. of Los Angeles office . . . Donald W. Laiffer promoted to TV-radio director, Warwick & Legler, Los Angeles . . . Gordon Webber, Benton & Bowles TV copy supervisor, elected a v.p., as were Edward Mahoney, senior producer in commercial TV dept., and Raymond Linn, administrative head of commercial TV art & production dept. . . . Jay Leon Schiller, ex-ABC, named media research director, Compton Adv. . . . Norman Swetman, ex-WSUN-TV, St. Petersburg, Fla., named TV-radio director, Bishopric-Green-Fielden Inc., Miami (formerly Bishopric-Green Assoc.), succeeding W. Arthur Fielden, who continues to supervise TV & public relations . . . Samuel Gilman, ex-CBS, joins Gaskill & Johnson Adv., Newark, as senior exec. in charge of industrial accounts.

of Burke Stuart rep firm, New York . . . C. L. (Chick) Doty, ex-ABC & Petry, promoted to new post of program director, WCPO-TV, Cincinnati . . . Joel Weisman promoted to film production mgr., WABD, N. Y., reporting to program director Bill Adler . . . Paul Roberts, ex-radio director of Benton & Bowles (*Railroad Hour, Perry Mason, Wendy Warren*), joins CBS Radio as producer-director of *CBS Radio Workshop* . . . Bob Watson named program director of KOAT-TV, Albuquerque, succeeding Dick True; Al Farrel named production mgr. . . . Wm. P. McGowan, from *North Adams Transcript*, named news editor of WMGT, Adams, Mass. (Ch. 19) & radio WBRK, Pittsfield, succeeding Larry Vaber, now with GE . . . David Porter, recently v.p. of Hearst Magazines in charge of Cosmopolitan Advertising, joins Screen Gems Inc. as mgr. of national sales; he and Robert D. Levitt, newly named director of national sales, report to John H. Mitchell, sales v.p. . . . Irving Feld, ex-MPTV, named eastern sales mgr. of UM&M TV; Frank Soule, also ex-MPTV, named non-theatrical sales mgr.; John L. D. Peters, ex-Hilton & Riggio, named adv. mgr. . . . Harold C. Cohen, ex-Ashley-Steiner Adv., N. Y., joins ABC as asst. to James A. Stabile, v.p. in charge of business affairs dept. . . . S. M. (Mort) Rosenman promoted to production mgr. of WXIX, Milwaukee . . . George A. Wilson resigns as director of engineering for Radio Cincinnati Inc. (WKRC-TV & WKRC) and Ralph A. Maska, from Waterloo, Ia., will become WKRC-TV chief engineer, with Hugh D. LaCrosse promoted to asst.

Walter W. Gross, 60, director, v.p. & gen. counsel of American Broadcasting-Paramount Theatres Inc., prominent attorney in the motion picture industry for many years, died Feb. 18 of a heart attack at his home in N. Y. He was one of the leading spirits in long FCC proceedings involving merger of ABC with Paramount Theatres. He was a 1920 Harvard graduate, is survived by his widow, 2 sons, one daughter.

Edward B. (Ned) Hullinger, 43, regional mgr. of ABC-TV station relations dept., onetime station relations mgr. & publicity director of its western div., died Feb. 14 of heart attack. He is survived by his widow.

Washington section of IRE, at annual banquet Feb. 11, cited following for "distinguished service": Fred W. Albertson, senior partner, Dow, Lohnes & Albertson, Washington attorneys; Dr. J. Howard Dellinger, ex-radio chief, Bureau of Standards; Herbert G. Dorsey, retired, Washington; Frederick P. Guthrie, asst. mgr., RCA frequency bureau; Eugene H. Rietzke, pres. of Capitol Radio Engineering Institute; A. Hoyt Taylor, retired chief, Naval radio research, now residing in Claremont, Cal.; Edward M. Webster, FCC; Leo C. Young, Naval Research Lab.

Warren E. Baker, FCC gen. counsel, is now considered out of the running for appointment as chairman of Civil Aeronautics Board, where he was once asst. to chairman. He had support of Senators from his home state of Indiana but that doesn't seem to be enough. Currently mentioned for the CAB job is Val Peterson, administrator of Federal Civil Defense Administration.

Harold Fellows, pres. of NARTB, and Mrs. Fellows depart Feb. 24 on 2-week flying trip to Munich, Paris & London, primarily in interests of Radio Free Europe.

Raymond F. Guy, NBC director of radio frequency engineering, awarded Marconi Memorial Medal at annual banquet of Veteran Wireless Operators Assn., Feb. 18.

Douglas M. Moffat, N. Y. attorney & chairman of N. Y. State Temporary Commission on Educational TV, nominated as Ambassador to Australia.