

# WEEK'S HEADLINERS



Mr. Currlin

**Lee Currlin**, vp and associate media director at Benton & Bowles, named vp and manager of media department. He succeeds **Harold Miller** who resigns to join Grey Adv. (see headliner below). Also in Benton & Bowles' shift: **Rudy Maffei**, assistant media director, becomes associate media director and Mr. Currlin's successor. Mr. Currlin joined B & B in 1953 as media buyer, later became assistant media director, then associate media director in 1958 and was elected vp in May of this year. Mr. Maffei was media buyer with Fuller & Smith & Ross and also Maxon, went to B & B in 1955 as media buyer and became assistant media director in 1957.



Mr. Miller



Mr. Accas

**Gene Accas**, vp and associate media director at Grey Adv., named vp for network relations in radio-tv department, and **Harold Miller**, formerly with Benton & Bowles (see headliner above), elected vp and associate media director succeeding Mr. Accas who has been with Grey since summer of 1958. He started at Foote, Cone & Belding in 1950, worked successively for NBC and

ABC, joining Television Bureau of Advertising as vp in charge of operations in February, 1956, and rejoining ABC-TV in February, 1957, as administrative vp. Mr. Miller was placed in charge of media department at Benton & Bowles in May, 1960. He had been associate media director since 1956 and was elected vp in 1959. Before then he was media research manager of old Biow Co. and joined Benton & Bowles in 1954 as manager of media analysis.



Mr. McKelvey



Mr. Standart

**Randolph T. McKelvey**, vp in charge of Detroit office of Young & Rubicam, appointed senior vp and transferred to New York headquarters. **Joseph G. Standart**, vp and account supervisor at Y & R, Detroit, named to succeed Mr. McKelvey. Y & R association of Mr. McKelvey started in 1944, and 11 years later he was elected vp and account supervisor, moving in 1959 to Detroit to head office. Mr. Standart headed his own merchandising operation before joining agency in May, 1958, being elected vp in 1959.

**Roy Huggins**, tv producer-writer for Warner Bros.' tv operation for past five years, named vp in charge of production for 20th Century Fox-TV, in what

was said to be "the first in a series of moves designed to expand the activities of the company." Mr. Huggins, who has been motion picture and magazine writer, is credited with having created and developed such Warner Bros. properties as *Cheyenne*, *Maverick* and *77 Sunset Strip*.

**David R. Fenwick**, vp of Grant Adv., Los Angeles, since merger of Grant and Robinson, Fenwick & Haynes last August, named senior vp and creative supervisor. Mr. Fenwick was partner and creative director of RF&H. Appointment is second major change in Grant's over-all network this month. **Paul R. Smith** (BROADCASTING, Oct. 10) was named executive vp in charge of all creative services for agency's entire network.



Mr. Stapleton

In new post, Mr. Stapleton will implement MWS' plans for expanded client service on management level and accelerated new business program. He had served Grant for 10 years, including posts of account executive and manager of agency's Miami office. For three years, he was with Lippincott & Margulies, N. Y., industrial designers, as marketing director and executive vp.

**Lawrence Stapleton**, formerly vp and manager of New York office of Grant Adv., appointed to newly-created post of vp in charge of client services and marketing for Mogul Williams & Saylor, N. Y.

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

## AT DEADLINE continued

both Calif. HDH purchased station in 1958 from Joseph Gamble Stations Inc. for \$141,000. Commissioner Robert T. Bartley dissented in present approval.

▪ WCRK Morristown, Tenn.: Sold by Cherokee Broadcasting Corp. (Herbert S. Walters, president) to WCRK Inc., group headed by John P. Hart, for \$130,000. Mr. Hart is general manager of WBIR Knoxville, Tenn.

## FTC cites Rybutol

Rybutol dietary supplement tv advertising has come under attack by Federal Trade Commission. FTC today is to announce complaint against Lanolin Plus Inc., Newark, N. J., charging

ing tv and other advertising for Rybutol is false and misleading. Key example cited by FTC is tv spot which hails Rybutol as beneficial in treatment of tiredness, loss of sense of well-being, loss of happiness, and appearance and feeling of aging. FTC said even if these claims were true, use of preparation will not provide pep, strength and energy overnight. Company has 30 days to reply.

## NAB, 'Watchdog' group set for early meeting

Conference between NAB and Creekmore Fath, majority counsel of Yarborough "Watchdog Committee," over surprise demand that all stations file

complaint reports about election broadcasts due soon (early story page 29).

NAB protested committee letter, asking immediate conference. Victor Russell, of Sen. Yarborough's staff, said late Friday Mr. Fath would contact NAB.

Clair R. McCollough, Steinman Stations, chairman of NAB Policy Committee, said Friday he was awaiting definite word from Sen. Yarborough's office.

## Booster extension

FCC gave existing vhf boosters another 60 days in which to apply for temporary authorizations to continue operation. Extension applies to boosters constructed before July 7. Original deadline was Oct. 31.