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November 21, 1968

Philip Morris Names Gadiel Wholesaler S. M. in Bay Area

SAN FRANCISCO, CALIF.—Robert A. Gadiel has been appointed area manager of distributor sales here for Philip Morris Domestic, according to



Robert A. Gadiel

an announcement by John P. Jeb Lee, national sales manager.

In his new post, Mr. Gadiel will develop and implement distribution programs for Philip Morris products through tobacco wholesalers in the Bay area.

Mr. Gadiel joined Philip Morris in 1953 as a sales representative and was promoted to division manager in 1961.

Born in Breslav, Germany, he came to America after World War II and served in the army for one year. He enjoys photography and is fluent in four languages, German, French, Chinese and Japanese.

Mr. Gadiel is married to the former Martha Klatzel.

UNITED STATES TOBACCO JOURNAL

The Phoenix Gazette
OCT 17 1968

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Dave Whitmore of Albuquerque, N. Mex., has been transferred by Philip Morris Inc. to Phoenix, as division manager for Arizona and New Mexico.

He will succeed Larry Steele who has been transferred to Los Angeles as an area manager. Whitmore's job will involve promotion of Philip Morris brand cigarettes.

Darrell K. Levell has been named Louisville-area manager of distributor sales for Philip Morris. Levell, a native of Indiana, joined Philip Morris in 1952 as a sales representative.

Walter R. Butt Jr., president of the Courier-Journal Lithographing Co., has been elected to a three-year term as a director of the Label Manufacturers National Association.

THURSDAY MORNING, NOVEMBER 7, 1968
THE COURIER-JOURNAL, LOUISVILLE, KY.

PREMIUM GRAFTE MAIL
INCENTIVE MERCHANDISING
NEW YORK
MONTHLY

OCT 1968

Philip Morris Inc., New York, has appointed Jeremiah Tarr as manager, distributor sales, Philip Morris Domestic, according to an announcement by Max L. Berkowitz, vice president, sales. In his new assignment, Tarr will work with the firm's distributor accounts and will be active in the area of creative programming and service-oriented studies.

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