BUENOS AIRES, June 14 (AP)—James C. Bruce, vice president of the National Dairy Products Corp., has been designated as United States Ambassador to Argentina to succeed the career diplomat, George S. Messersmith, the Argentine Foreign Office said today.

The designation was accepted by Argentina, clearing the way for President Truman to propose Mr. Bruce’s name to the Senate. The procedure of asking Argentina’s approval is in line with diplomatic protocol, but it is unusual for a country receiving a new Ambassador to make the first announcement of his selection.

Mr. Messersmith, credited here with smoothing American relations with Argentina, will leave Buenos Aires June 20.