

## Sales Personnel Changed by NBC

### Blue Gets Eastern Division Group; Additions to Red

DIVISION of NBC's sales organization into two distinct departments, each headed by its own vice-president and each devoting itself exclusively to the sales of one of NBC's two networks [BROADCASTING, June 15], has caused a rearrangement of sales personnel of the Red and Blue networks. Several members of the eastern division sales staff have been transferred to the new Blue sales force and four new men have been added to the Red sales staff.

Executive set-up of the Red Network sales department is that which formerly headed all NBC sales: Roy C. Witmer, vice-president; Edward R. Hitz, assistant to Witmer; I. E. Showerman, eastern division sales manager, and George H. Frey, sales service manager. John H. McNeil, James Martin, Walter E. Myers and Reynold R. Kraft remain as salesmen, although the creation of separate sales staffs has necessitated a reassignment of accounts among staff.

#### Red Sales Additions

Additions to the Red sales force include Gordon H. Mills, formerly of the spot and local sales department; William L. Kost, previously with *Life* magazine and recently sales promotion manager for the Lennox Co. of Westchester County; Eugene A. Kraemer, a former newspaper space buyer and for four years Eastern advertising manager of *Scientific American*, and Frederick Horton, who comes to NBC from the Alco-Gravure division of Publication Corp.

Edgar Kobak is vice-president in charge of Blue Network sales. Keith Kiggins, former director of the Blue, is sales manager and Robert Saudek is assistant to Kobak and Kiggins. Blue sales personnel, all transferred from the eastern division staff, are D. R. Buckham, George M. Benson, Paul M. Massman, Charles E. Phelps, Fred M. Thrower Jr., Dudley Rollinson, John G. Hoagland and William Materne. John S. de Russy, formerly in the sales department of KYW, Philadelphia, replaces Gordon Mills in spot and local sales.

Physical separation of the sales force is being completed with the establishment of Blue sales headquarters on the third floor of the RCA Bldg. Red headquarters remain on the fourth floor, with the NBC statistical staff moving from the third to fourth floor into space formerly occupied by the program analysis division, which is now located on the ninth floor.

### 9 No. Central to MBS

NORTH CENTRAL SYSTEM, regional network made up of nine stations in North and South Dakota and Minnesota, on June 23 joined MBS, bringing the total number of Mutual outlets to 140. North Central stations include KABR, Aberdeen, S. D.; KGPU, Mandan, N. D.; KRMC, Jamestown, N. D.; KDLR, Devils Lake, N. D.; KLPN, Minot, N. D.; KVOX, Moorhead, Minn.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn., and KGDE, Fergus Falls, Minn.

### NBC Promotes Roux

PROMOTION of Willan C. Roux NBC assistant manager of promotion for managed and operated stations, to the newly-created post of sales promotion manager of WEA and WJZ, NBC key stations in New York, was announced June 17. Mr. Roux rejoined NBC several months ago after having served with International Radio Sales as sales promotion manager. In his new capacity he will handle all promotion for the NBC key stations and will also coordinate sales, merchandising and publicity activity.



Mr. Roux

### Sunkist Spots

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist lemons), through Lord & Thomas, that city, on June 20 started using six chain break and 100 word spot announcements weekly on 11 stations in a 10-week campaign. Stations are WWNC WBRC WBT WCSC WALA WMAZ WSM WWL WSMB WTOC WIS. Exchange is also currently using an average of 10 spot announcements weekly on 38 stations in 34 markets for both Sunkist and Red Ball oranges. In addition, it continues the thrice-weekly quarter-hour program, *Hedda Hopper's Hollywood*, on 28 CBS stations for both oranges and lemons. The spot campaigns are being concentrated in areas where the network program is not heard.

## Westinghouse Takes Over Management And Operation of Four Stations July 1

WITH ITS organization completed after several months of planning, Westinghouse July 1 officially takes over full management and operation of four of its stations heretofore program-managed by NBC. All programming, sales and related activities of KDKA, Pittsburgh, WBZ, Boston, WBZA, Springfield, and KYW, Philadelphia, revert to Westinghouse Radio Stations Inc. after nine years of program-sales direction by NBC.

In addition, WOWO and WGL, Fort Wayne, also owned by Westinghouse, will be directed from the new headquarters organization established in Philadelphia under the executive direction of Walter C. Evans, vice-president of Westinghouse Radio Stations and executive head of its radio division.

#### Policies Discussed

As a prelude to operations under full Westinghouse auspices, Lee B. Wailes, formerly of NBC, manager of Westinghouse Stations, called a meeting of engineers and press representatives June 28 in Baltimore. After a round-table discussion of policies, objectives and special projects for the balance of the year, the group heard a talk on public relations by G. Edward Pendray, assistant to the president of Westinghouse E & M Co.

Participating in the first headquarters meeting were station managers Leslie W. Joy, KYW; W. C.

### Liked for Shorts

SHORT subjects department of Warner Bros. First National Studios, Hollywood, will continue to use a heavy proportion of radio performers, with an average of around one-third of the cast, according to Gordon Hollingshead, who heads that division of the film company. He has found by experience that radio talent is well adapted to film shorts because of their style of delivery. Enumerating performers like Ted Osborn, Knox Manning and John Deering, Hollingshead declared that their microphone diction and facility in punching lines gives the radio commentators and actors a clean edge over others for film shorts.

### B & W Audition

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes), is considering a new half-hour CBS network variety program, *Hollywood Boarding House*, auditioned June 20 in the latter city. Featuring Tizzie Lish (Bill Comstock) and Phil Ohman's orchestra, the audition program was produced and transcribed under supervision of Jack Smalley, Hollywood manager of BBDO, agency servicing the account.

MRS. HARRY ANDERSEN, mother of Dick Andersen, of WLS, Chicago, died in Omaha June 25 following a lengthy illness.

## BALDWIN JOINING FINCH FACSIMILE

JAMES W. BALDWIN, former managing director of the NAB, has been appointed assistant to the president of Finch Telecommunications Inc., manufacturers of facsimile and other equipment, and will take charge of its newly-established offices in the Bowen Bldg., Washington. This was announced June 25 by William G. H. Finch, president, who declared the appointment was part of the expansion program of his firm undertaken in the light of the increased activity in facsimile foreseen as a result of the FCC's new rules governing FM and multiplex facsimile.



Mr. Baldwin

Mr. Baldwin, a native of Indiana and graduate lawyer, was with the Dept. of Justice until 1930 when he was named secretary of the old Federal Radio Commission. Later he joined the NAB as code advisor during the NRA days, and then became its managing director in succession to Philip G. Loucks. He left that post when Neville Miller was elected paid president, and entered private practice. He formerly owned control of WGH, Newport News, Va., which he sold several years ago to local newspaper interests.

## C. S. McCabe Is Named Hearst Radio President

CHARLES S. MCCABE, president and publisher of the *New York Daily Mirror*, has been elected president of Hearst Radio Inc., according to an announcement made by the Hearst organization on June 24. Mr. McCabe, who will continue in his previous capacities with the *Mirror*, succeeds John S. Brookes Jr., Washington and New York attorney, who was placed at the head of the Hearst radio and other interests in the spring of 1939 following the resignation of Elliott Roosevelt from that post [BROADCASTING, May 1, 1939].

At the Hearst Radio meeting, held June 19, the directors stated definitely that WINS, New York, and KYA, San Francisco, are not for sale. These stations will be operated by Hearst Radio in conjunction with other Hearst stations, it was stated. These others—WBAL, Baltimore; WISN, Milwaukee, and WCAE, Pittsburgh—were withdrawn from the market some time ago, it was stated.

### Westinghouse Shift

IN ORDER to coordinate its NBC program with its activities at the New York World's Fair, Westinghouse Electric & Mfg. Co. has moved *Musical Americana* from Pittsburgh to NBC's studios in New York for the summer, and has shifted the program to Thursdays, 9-9:30 p. m. The move was made in response to thousands of requests from visitors to the Fair as well as from New York for tickets to the broadcast, which now can be obtained from the Washington exhibit at the Fair. Fuller & Smith & Ross, New York, handles the account.