NBC Promotes Roux

Promotion of Willam C. Roux

NBC assistant manager of promotion for managed and operated stations, to the newly-created post of sales promotion manager, of REAF and WZJX, New York. Mr. Roux, who has been associated with the broadcasting industry for many years, came to NBC in May 1940. Having joined NBC several months ago to head the new ad sales department, he will continue as promotion manager in his new capacity. He will handle all promotion for key stations and will also coordinate sales, merchandising and publicity activity.

Sunkist Spots

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist lemons), through Lord & Thomas, that city's largest advertising agency, has advertised on those stations of the Western Electric Network. Stations are WWNC, WBRC, WBT, WCSC, WIS.

Westinghouse Takes Over Management And Operation Of Four Stations July 1

WITH its organization completed the first step in the finishing off period of Westinghouse's July 1 officially takes over full operation and management of four of its stations. The stations, as follows, are in operation by NBC.

- WWNC, WBRC, WBT, WCSC.

The grand opening of one of KYW's, Philadelphia, replaces Gordon Mills in all sales departments. The physical separation of the sales force is being completed with the establishment of Blue sales headquarters on the third floor of the BCM Building. 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.

POLICIES DISCUSSED

As a preamble to operations under full Westinghouse auspices, Lee B. Wailes, formerly of NBC, manager of NBC's sales department, called a meeting of engineers and press representatives to discuss policies, objectives and special projects for the balance of the year. Also present was a tour of the Sound Bldg., a new studio designed by Edward Pendray, assistant to the president of Westinghouse E & M Co.

Rona J. McDonald, assistant to the first quarter of the president, succeeded John R. Mahler, KGW, Portland, and former manager of the station. J. Ronald will be succeeded by Mr. McDonald in January 1941.