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# WSJS

The NBC Station for  
WINSTON - SALEM

Greensboro & High Point

**BOB WILLETT** has rejoined CJVI Victoria as promotion manager, after a year in the Royal Canadian Air Force. While in the RCAF he was announcer on the *RCAF Tour for Talent* program on CFRB Toronto. Vern Groves has rejoined the announcing staff of CJVI after being discharged from the Royal Canadian Air Force. George Lawrence, program director of CJVI, has joined the Royal Canadian Navy.

**GLENN JACKSON**, program director of WSPD Toledo, is now in the Navy. He is replaced at WSPD by Bob Evans, former special events manager. New announcing staff additions are Bob Wright and Charles Norman.

**LORA BURLAGE** has been named assistant personnel manager of CBS, replacing Anne Cowperthwait, who has resigned to join the overseas branch of the OWI.

**CLEM MCCARTHY**, sportscaster has signed an exclusive contract with NBC to handle sports programs.

**EDWARD L. MERRITT**, announcer, formerly of WHDH Boston, joins WQNR New York this week, replacing Norman Rose, who has resigned to devote full time to acting. James Hoffman, formerly on the news staff of WHA Madison, Wis., joins the WQXR news department, succeeding George Herman, now in the CBS news department.

**PAUL J. CLARKE**, announcer at WMT Cedar Rapids, Ia., is the father of a boy. Mrs. Clarke was formerly musical director of WHBF Rock Island, Ill.

**RUSS LONG**, program director of WCSR Charleston, S. C., on March 4 married Mary Kathryn Dixon of the WAVES.

**REX MAUPIN** has been appointed musical director, and Harry Kogen conductor and assistant musical director of the Blue central division.

**HARRY VON ZELL**, announcer, will freelance upon the completion of his contract with Young & Rubicam, New York, on July 1. Mr. Von Zell is expected to continue handling the NBC *Eddie Cantor* show for Bristol-Myers, and the CBS *Dinah Shore* program for Bird's-Eye Frosted Foods.

**JOE FRIBLEY**, formerly with KTUC Tucson, Ariz., is now announcer and assistant traffic manager of WCOA Pensacola, Fla. Ray Herbert, formerly with WLAW Lawrence, Mass., is now WCOA announcer and news editor. Former WJHP Jacksonville, Fla. announcer Lamar Morgan, is now announcer war program director and music director of WCOA.

**JACK DEAL**, announcer and music director of WECU Ithaca, N. Y., has been appointed assistant program director of the station.

**JAMES W. COY** former program director of KCMO Kansas City, has returned to the station in the same capacity. He has been news editor and in charge of special events for WNEW New York.

**CLAIR H. SHADWELL**, assistant manager of WELI New Haven, Conn., on March 13 gave a five-minute analysis on a Canadian network variety show of his impressions of a Canadian art exhibit at Yale U. Art School.

**LT. (j.g.) ROBERT BROWN**, NBC announcer now on leave with the Navy has been named assistant motion picture operations officer in Washington.

**PVT. WILLIAM F. McARDELL**, formerly of the NBC press department, is the father of a boy.

**BILL BALDWIN**, special events director of KGO San Francisco, is the father of a boy.

**GILBERT SIMON**, sales promotion and public relations director of WKBN Youngstown, Ohio, is to be inducted into the army the first week of April. He will report to Fort Benjamin Harrison, Indiana.



**OUTGROWTH OF RECENT** organization in Chicago of the Assn. of Radio Farm Directors, was election of a safety committee to act in an advisory capacity in the campaign to Save Farm Manpower for War-power. Officers of the committee meeting for the first time at the Morrison Hotel, are (l to r): Dan Thompson, National Safety Council, secretary; C. C. Moore, KOA Denver; Glen Sample, WBAA West LaFayette, Ind.; Layne Beaty, WBAP-KGKO Fort Worth; Bill Drips, NBC director of agriculture; Paul Jones, National Safety Council public information director; Wallace Kadderly, chief, radio division, U. S. Dept. of Agriculture; Everett Mitchell, director of agriculture for NBC's central division, chairman; Maynard H. Coe, Farm Division director, National Safety Council; Charles Stookey, KMOX St. Louis; Al Smebe, WCCO Minneapolis; Larry Haeg, WCCO, president of the AFRD; Sam Schneider, KVOO Tulsa; Ed Mason, WLW Cincinnati; and Bob White, director of the Blue Network's *National Farm & Home Hour* broadcasts.

## Blue Expansion Plans for Television And FM Revealed by Woods and Kobak

**PLANS FOR** Blue Network expansion into the fields of FM and television as well as for construction of its own studios and the ownership of standard broadcast stations in New York, Chicago, Los Angeles and San Francisco, were disclosed by Mark Woods, network president, at an all-day meeting of department heads and management executives from Washington, Detroit, Chicago and New York held March 18 at the Waldorf-Astoria, New York.

Edgar Kobak, Blue executive vice-president, who called and conducted the meeting, announced that in the coming year the Blue will concentrate on programming and not merely ride along on the profits accruing from the present "radio year." He declared: "By that I mean that we will refuse business if we do not think the program offered is up to our standards. We will not accept a program merely because the time is available and the time sale represents revenue."

### Expansion Planned

Sites are now being surveyed and plans made to erect studios in these four cities, from which most network programs emanate, as soon as conditions permit, Mr. Woods said. He continued: "Coincidental with the construction of our own studios, the Blue expects to own its own broadcasting stations in Washington and Los Angeles and a full-time outlet in Chicago in addition to the stations we now own. Negotiations to that end are under way." He added, however, that there is no immediate prospects for completion of these negotiations.

Blue currently owns WJZ New York, WENR Chicago (sharing time with WLS) and KGO San Francisco, and operates WMAL Washington under lease from the *Washington Star*. On his recent Western trip Mr. Woods conferred with Earl C. Anthony, owner of KECA, Blue outlet in Los Angeles, and Burridge D. Butler, owner of

WLS Chicago, regarding acquisition of these stations by the Blue.

Hailing FM as "the coming business in sound broadcasting," which will give the Blue an opportunity to assume leadership in this field, Mr. Woods said that applications have been filed or are being prepared for FM stations in key cities. He issued a warning, however, that no one in broadcasting can afford to ignore television and disclosed that plans for a complete Blue television system are nearing completion.

"While we own no television stations today," he stated, "I am convinced that television will prove to be the greatest medium ever developed for entertainment and advertising. The Blue Network is planning to file for its own stations in New York, Washington, Chicago and Los Angeles. We are encouraging Blue affiliates to file, as soon as possible, for the construction of both FM and television transmitters. Just as soon as material becomes available, both the Blue and many of its affiliates will be prepared to move into both these fields."

Urging a militant program policy as a necessity if the broadcasting industry is to maintain the prestige and leadership it now enjoys, Mr. Kobak pointed out that programming is not a one-man job. "I want all employees to listen to radio," he declared, "not just Blue shows, but all radio. Too many do not."

Other speakers at the session included: Phillips Carlin, vice-president in charge of programs; Keith Kiggins, vice-president in charge of stations; C. Nicholas Priaux, vice-president in charge of finance; Charles Rynd, treasurer; Robert Swezey, counsel and secretary; G. W. Johnstone, director of news and special features; M. R. Schoenfeld, assistant general manager of the Chicago division; C. P. Jaeger, general sales manager, and John McNeil, manager of WJZ, Blue key station in New York.