

# Major Changes in Affiliation Are Effected in New England

## Four Stations Join Blue Network, MBS Gains Three and WBZ-WBZA Transfer to NBC

NETWORK outlets in New England this week are undergoing a number of major changes in affiliation, which will result in four new stations joining the BLUE Network, bringing its total number of affiliates to 128. The Westinghouse Radio Stations in Boston, WBZ-WBZA, will switch from the BLUE to NBC, while MBS will gain three outlets in that section.

The four stations joining the BLUE June 15 will be welcomed to their new network with a special three-day tour of New England by *Prescott Presents*, afternoon variety show, which will originate at the stations so they may participate.

### Tour of Studios

Monday, it will be heard from the studios of WHDH, Boston, which replaces WBZ, that city; Tuesday from WFCI, Pawtucket, former MBS outlet, which replaces WEAN, Providence, previous BLUE outlet going over to MBS and Wednesday from WELI, New Haven.

The BLUE program will not be heard from WNAB, Bridgeport, Conn., fourth station in the group of new BLUE affiliates. Local announcers, production men, script writers and talent of the three stations will share in the production of the three special programs with Allen Prescott as m.c.

NBC, as its special salute to the *synchronized*, WBZ - WBZA becoming new affiliates, is sending the Fred Waring *Pleasure Time* program to Boston for the entire week of June 15. The show, regularly heard on NBC Monday through Friday at 7 p.m. for Chesterfield cigarettes, will originate from the grand ballroom of the Hotel Statler as one of the several events NBC is arranging in honor of WBZ-WBZA.

WNAC, Boston, key Yankee Network station, and former NBC outlet, is joining MBS this week, while WAAB in Boston, which continues as an MBS station, will be off the air for a two-week period during the time its transmitter is transferred to Worcester. The situation in that city will change further next spring when WTAG switches its affiliation from NBC to CBS, effective April 5, 1943. WORC is the present CBS Worcester outlet.

In Providence, MBS will have WEAN as its exclusive outlet when WFCI becomes a BLUE affiliate. Since April 12, however, WFCI has been scheduling BLUE sustaining programs as well as commercial broadcasts at times when WEAN was unavailable. Also changing network affiliation on June 15 is WICC, Bridgeport, formerly a BLUE and Mutual outlet, now becoming exclusively Mutual.



NEWSROOM DEDICATION at San Francisco's Radio City was effected recently by Walter Winchell, who keyed a Sunday night broadcast of the *Jergen's Journal* for the BLUE from the new coast studios. Looking over Winchell's shoulder as he puts the finishing touches on his script prior to the broadcast is Blaine Butcher, of the New York office of Lennen & Mitchell, account agency.

## RMA Contributions to the War Effort Get Official Praise at Chicago Session

MARSHALLING forces behind the nation's war effort, over 400 radio manufacturers now almost entirely engaged in war production convened last Tuesday for the 18th annual and first war-time convention of the Radio Manufacturer's Association, at the Stevens hotel, Chicago. W. L. Batt, senior deputy of the War Production Board, cited the staggering military radio program while the necessity of maintaining present radio communication services was emphasized by Chief Leighton H. Peebles of the WPB Communications Branch.

The industry was praised by Ray C. Ellis, chief of WPB Radio and Radar Branch, and Parker E. Wiggin, deputy radio procurement officer of the U. S. Signal Corps, for its unparalleled speed in converting into war production.

### A Staggering Task

Special messages were sent by FCC Chairman James L. Fly,—"Congratulations to the industry on the grand job it is doing"—and from James S. Knowlson, director of the WPB industrial operations division and formerly president of RMA, praising the industry's war contribution.

Mr. Batt stated that the job of the radio industry in this war is staggering in its dimensions. "The firms that turned out \$250,000,000 worth of home sets last year are

## Lanny Ross for Camels

LANNY ROSS, singer, formerly heard on his own CBS program under sponsorship of Campbell Scup Co., Camden, N. J., for Franco-American spaghetti, has been selected as m.c. of the new *Camel Caravan* variety program to start on CBS July 10 for R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

## Lydia Suspends

LYDIA PINKHAM MEDICINE Co., Lynn, Mass., which has been using some 200 stations for a campaign of one-minute transcribed announcements for its proprietary products, last week cancelled the entire campaign on a temporary basis. No reason was given, but it is understood not to be a permanent move. Agency in charge is Erwin, Wasey & Co., New York.

## Hope, Fibber at Top

THE MAY 30 Hooper "National" Program Ratings Report places Bob Hope in first place with a 32.2 rating, followed by Fibber McGee with 30.6. Following in the ranking are: Charlie McCarthy, *The Aldrich Family*, Jack Benny, *Radio Theatre*, *Coffee Time*, Walter Winchell, *Mr. District Attorney*, Kay Kyser, *Time To Smile*, Bing Crosby, Fred Allen, Rudy Vallee and *Bandwagon*. Red Skelton still leads the list of programs measured by Hooper in a partial rather than a full "national" survey.

## Fat Conservation Plans Are Studied

### Radio and Other Media to Be Used in Salvage Drive

SALVAGE PLANS for fats and oils were being developed by the War Production Board last week, but spokesmen pointed out they were not yet ready to reveal details.

Although radio and newspapers figure prominently in the campaign to enlist the cooperation of the American housewife, WPB officials felt that specific plans should come from the advertising agencies of cooperating sponsors. No official date has been fixed for the campaign's start, but it is expected to begin about July 1.

Letters are being sent to chain stores dealing in food and meat, and frozen food locker plants, informing them of the shortage which has grown from the domination of Far Eastern sources of fats and oils by the Japanese. In fact this source represents almost one-third of our normal supply, according to the WPB.

### Collection Centers

Under present plans, retail chain operators will serve as collection centers, gathering from housewives the fats resulting from home cooking. In turn, these centers will sell the fats to renderers; they will process the fats and turn them over to the glycerine industry.

To encourage saving instead of waste, radio and newspapers will carry the bulk of the campaign, but posters, counter cards, tear-sheets and similar reminder techniques will be adapted.

Fat waste in American homes today amounts to 1 billion pounds each year, according to WPB estimates. By appealing to the nation's housewives, the WPB hopes to reclaim about 200 million pounds a year of pan drippings and cooking fats.

## Cereal Spots

NATIONAL BISCUIT CO., New York, is conducting a national spot campaign for Shredded Wheat on 31 stations in major markets. One-minute transcribed announcements are heard on an average of 10 times weekly for a 13-week period. Agency is Federal Adv. Agency, New York.

### No Sub for Barrymore

NO PERMANENT co-star will be sought to replace the late John Barrymore on NBC's *Sealtest Rudy Vallee Program*, according to Sealtest, New York sponsor. While no special effort will be made to find a successor to Barrymore, it is possible that a regular partner for Vallee may be chosen from among the guest stars to appear on the show each week for an indefinite period.

CONTRARY to the seasonal trend, Saturday night radio listening during May was equal to that in January, according to the Pulse of New York analysis of program changes.