Major Changes in Affiliation Are Effective 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 125. The Westinghouse Radio Stations in WBC, WJZ, WBZ and WBZA, which 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 WFUNC, former Blue one in MBS outlet, which replaces WEAN, Providence, previous Blue outlet, going over to MBS and Wednesday from WELI, New Haven.

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

MBS, 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 Statler Hotel Statler as one of the several events NBC is arranging in honor of WBZ-WBZA.

WBAC, Miami, 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.

It is Providence, MBS will have WEAN as its exclusive outlet when WFCA becomes a Blue affiliate. Since April 12, however, WFCA has been scheduling Blue sustaining programs and 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.

Lanny Ross for Camels

LANNY ROSS, singer, formerly heard on his own CBS-Blue under sponsorship of Campbell Soup Co., Camden, N. J., for Franco-American spaghetti, has been selected by MBS as guest of Camel Caravan variety program to start on CBS July 10 for R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Lydia Suspects

LYDIA PINKHAM MEDICINE Co., Lynn, Mass., has been urged to join in a capitalized campaign of one-minute transcribed announcements for its proprietary product, Lydia Pinkham. A national 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 Rob Hope and company, with a 32.2 share, followed by animated 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, Ray, Time to Smiles, Bing Crosby, Fred Allen, Rudy Valle and Bandwagon. Red Skelton still leads the audience for Hooper in a partial rather than a full "national" survey.

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 communications 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. Wiggins, 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 on the industry on its good 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 $550,000,000 worth of home sets last year are now confronting with present war contracts for the Army and Navy of $400,000,000.

A new War Production Committee was created to consider the radio manufacturer's general all-out war production problems.

President Galvin, elected to head the association for another year, was presented a gold wrist watch and the ranking programs measured on its unparallelled industry's war effort. His unparallelled contribution to the victory effort was accepted by the board.

No Sub for Barrymore

No PERMANENT co-star will be sighted in the movies by John Barrymore on NBC's Sealtest Bud Valentine Program, according to Sealtest, New York sponsor. A special effort will be made to find a successor to Barrymore, but it is expected that a regular partner for Valentine may be chosen among the guest stars to appear as he shows each week for an indefinite period.

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

Fatt 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 removed 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, teardrop cards and similar reminder techniques will be used.

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


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