

Blue Refutes Charges In Winchell Libel Suit

BLUE NETWORK answered a \$400,000 defamation suit brought against it, along with Walter Winchell, and the Andrew Jergens Co. (Jergens Lotion), in U. S. District Court, District of Columbia, last week with a petition that remarks Winchell made about the Washington *Times-Herald* were "expressions of opinion, fair comments made in good faith as honest opinion, without malice, concerning matters of public interest."

Attorney John J. Sirica contended for Blue Network that Winchell's March 15 broadcast had not intended to convey innuendos asserted by Mrs. Eleanor Patterson, *Times-Herald* publisher, who is asking \$100,000 from each of the three defendants and an additional \$100,000 punitive damages from Winchell.

KOVC's Substitute Tower

PERMISSION for KOVC, Valley City, N. D., to use a 65-foot antenna in lieu of its 150-foot tower which was partially destroyed by storm was granted July 28 by the FCC which granted a modification of license for the change. Action was taken after KOVC stated that an application for a more appropriate antenna in compliance with the FCC's rules would be filed whenever materials to construct were again available.

Autry Series Revamped

FORMAT and title of CBS *Melody Ranch* featuring Gene Autry, sponsored by William Wrigley Jr., Co., Chicago (chewing gum), has been changed to *Sergeant Gene Autry* and will feature hero stories of Army Air Force personnel. Agency is J. Walter Thompson Co., Chicago.

STATE RADIO CENSUS TABLES

Previously Released by U. S. Census Bureau
With Dates of Publication in BROADCASTING

New Hampshire—March 16	North Carolina—July 6
Vermont—March 16	Louisiana—July 6
Nevada—March 16	Maryland—July 6
Wyoming—April 13	West Virginia—July 6
Montana—May 11	Minnesota—July 6
Idaho—May 11	Georgia—July 6
Maine—May 25	Kansas—July 6
Arizona—June 1	Arkansas—July 6
Delaware—June 1	Connecticut—July 6
North Dakota—June 8	Massachusetts—July 13
Utah—June 8	Missouri—July 13
New Mexico—June 15	District of Columbia—July 13
Nebraska—June 15	Alabama—July 13
Oklahoma—June 15	Kentucky—July 13
Mississippi—June 22	Florida—July 13
Colorado—June 29	South Carolina—July 20
Tennessee—June 29	Indiana—July 20
Iowa—June 29	New Jersey—July 20
Rhode Island—June 29	Wisconsin—July 20
South Dakota—June 29	Virginia—July 20
Oregon—July 6	Washington—July 20
	Texas—July 27

NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

Canadian Recorder

ROYAL CANADIAN Air Force has obtained a new K-8 recording outfit and shipped it by bomber to Britain where it will be used to get local broadcasts for overseas service. The equipment will be used on stations where several men from one Canadian district can gather and tell their stories to the folks back home. The recording will then be shipped to Canada by airplane for distribution according to Pilot Officer A. A. McDermott, radio liaison officer for the RCAF. He was formerly Montreal manager for the radio station representative firm of Stovin & Wright.

Canadian 'Blue Book'

A NEW 1942 edition of the *Blue Book* of the Assn. of Canadian Advertisers is to be issued shortly in time for winter campaign planning. Among changes in this book on media circulation is a careful revision of radio information, a better breakdown of the Quebec market into French and English households, and a change in format. The 1942 *Blue Book* is the seventh to be issued by the ACA, the book having been published bi-annually for the last 13 years. In conjunction with it, the Internal Trade Branch of the Dominion Bureau of Statistics, Department of Trade & Commerce, Ottawa, is issuing a new edition of the *Consumer Market Handbook* with latest merchandising figures.

SHOW RECORDINGS WILL BE TESTED

TO DISCOVER the public's reaction to record albums containing transcribed versions of favorite radio shows, Charles Michelson, head of his own transcription firm, is serving as coordinator in an arrangement between Ruthrauff & Ryan, New York, and Street & Smith, New York publishers, whereby the latter firm would distribute through the American News Co. disc albums of *The Shadow*.

That dramatic series, which Michelson handles in transcribed form for local sponsors, will return to MBS late in September for its sixth year on the air under sponsorship of Delaware, Lackawanna & Hudson Coal Co., New York, for Blue Coal.

Transcriptions for the albums will probably be produced by WOR Recording Division, with the original cast of the Mutual series and Bill Tuttle as producer. The records will be 10-inch size with each side carrying three-minute episodes, and three discs to an album. They will be available on newsstands by September, Mr. Michelson stated, although the price has not yet been determined. No commercials will be included, but the albums will be used by local sponsors and Blue Coal as premium offers and as special promotion material for the series.

UNITED DIATHERMY Inc., New York, engaged in sale and distribution of an electrical device called "United Short Wave Diathermy" has been ordered by the Federal Trade Commission to cease and desist from certain alleged misrepresentations. In December, 1940, upon application of the FTC, the company was restrained by the U. S. District Court for the Southern District of New York from using certain advertisements pending Commission procedure.

WXYZ
*will deliver**
LION'S SHARE
of Detroit at
LOWEST COST

Guarantee
* with any WXYZ Champion Show

KING-TRENDELE BROADCASTING CORP. • DETROIT, MICH.

National Representatives: Paul H. Raymer Company