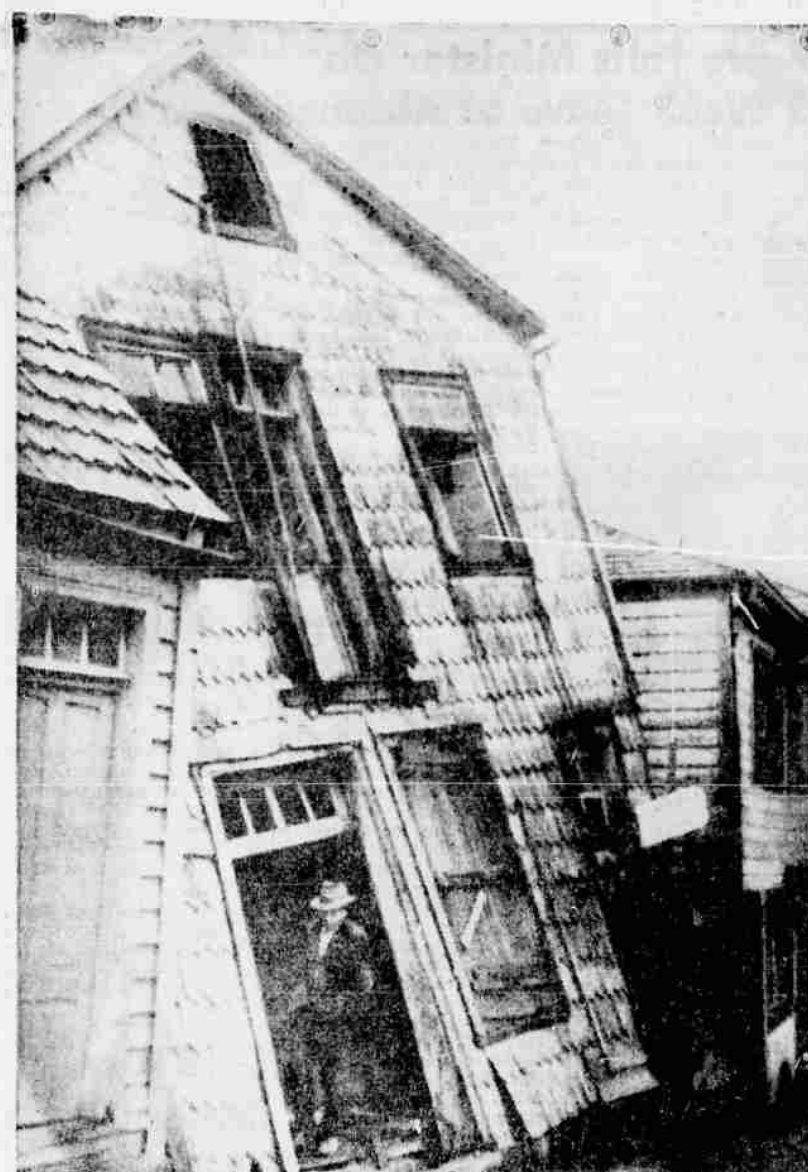




**'LEANING HOUSE'** - Five days of earthquakes killed an estimated 5,000 Chileans and left more than half the population of the 11 stricken Southern districts homeless. In the city of Puerto Montt, about 600 miles from Santiago, this "leaning house" shows some of the damage. (UPI Telephoto)

## Economy-Minded Radio Finds News, Music Meets Need

Editor's note: The following article was written by a June graduate of the school of journalism at the University of Oregon as an "editorial summary" of the conclusions developed in the senior thesis required of each graduate. The opinions are those of the writer.

By DON FLOYD  
(Phoenix, Oregon)

Sample any community's conversation: "Say, did you read where Russia has launched another Sputnik?" says one fellow to another. The other answers, "So, what else is new?" "Well," is the reply, "I understand there is a real hot battle between Ricky Nelson and Fabian for the number one spot in the nation."

These are the contributions of radio - the teen-ager's idol, the housewife's companion, and the illiterate's text book.

Many broadcasters today believe that radio should be operated as cheaply as possible and still meet the public taste and demand. So they have come up with the basic "music and news" formula. And it has been this way for the last 10 years.

During the period 1949-50, the federal communications commission, the federal agency regulating broadcasting, lifted its war freeze for the construction of television stations. The FCC action had untold effect upon the radio industry. New television stations flooded the broadcasting market. Soon network television increased, and the importance of network radio lessened. People turned to their television sets, and for a time radio was almost forgotten.

As a result, radio began looking around for a new format that would sell both the advertiser and the listener.

Profitable Format  
A format was discovered that seemed suitable to all, and it has proved to be profitable.

It is no wonder that radio can operate cheaply. There is little overhead in most stations. Usually staffs are small, program material is either gotten free or at reduced rates, and other operation costs are kept at a minimum.

Stations not affiliated with networks rely heavily upon the radio wires for news. Some even use local and regional news. However, chances are that the radio wire is the only news service.

Generally, news broadcasts are plentiful on radio, but leave much to be desired. Within the program hour, most stations play 55 minutes of music and commercials and broadcast five minutes of news. Too often that five minutes of news totals only three minutes at the most, after time is taken out for an introduction, an ending and the commercial.

That's the radio pattern today - music and news - on the commercial AM band. As long as listener response remains the same, radio will stay that way.

Perhaps the only answer is left to the listener himself.

TRADE OUTLOOK GOOD  
London - (UPI) - The outlook for British exports in the second quarter of 1960 was good in 22 countries and improving in four. But the possible erection of trade barriers in Europe and North America make it vital for Britain to develop her trade with the underdeveloped countries, according to the General Electric Company's economic and marketing research unit.



**UPHILL POSITION** - Mud Ball, a pet monkey at Austin, Tex., seems determined to prove that water can run uphill. At least, this is the position he is in every time he gets a drink of water. (UPI Telephoto)

## Applying Assigns Ballot Numbers For 14 Measures

Salem - (UPI) - Secretary of State Howell Appling Jr. has assigned ballot numbers for the 14 measures that will be on the November general election ballot.

The numbers are assigned in the order of the secretary's receipt of measures, with legislative referrals appearing first, referendums second and initiative petitions last.

Measure No. 1 deals with commencement of terms for legislators. Its purpose is to amend the constitution to make legislative terms to start at the same time as the regular legislative session.

Others: (2) Establish daylight saving time. (3) Financing of urban redevelopment projects. (4) Permit prosecution by information of indictment. (5) Authorize legislature to propose a revised state constitution. (6) State bonds for higher education building. (7) Voter qualification amendment. (8) Authorize bonds for state building program. (9) Compulsory retirement for judges. (10) Amending vacancy of elective offices. (11) Financing improvements in home rule counties. (12) Continuity of government in enemy attack. (13) War veterans' bonding and loan amendment. (14) Repealing personal income tax rates but abolishes federal tax deduction, raises state revenue.

Washington Census Lists 2,824,144  
Seattle - (UPI) - Preliminary census figures show the 1960 population of the state of Washington is 2,824,144, compared to 2,378,963 in 1950.

## Kennedy's Brother 'Father of Year'

New York - (UPI) - Robert F. Kennedy, presently engaged in promoting the presidential candidacy of his brother, Sen. John F. Kennedy, has been named "father of the year" by the National Father's Day Committee.

Kennedy 34, is the father of seven children.

He is the former counsel to the Senate Rackets Committee.

Helicopter Used to Rescue Fishing Boat  
Manistique, Mich. - Skipper of Coast Guard boats found they couldn't get through ice-choked waters of Lake Michigan to tow away a fishing boat trapped in drift ice.

The Traverse City Coast Guard Air station solved the problem. A large new helicopter was dispatched. A heavy tow line was dropped and the fishing boat was hauled to safety.

## Space Visitors Get New Data on Origin Of Solar System

By JOSEPH L. MYLER

Washington - (UPI) - Visitors from space are bringing man new information about the age and origin of his earth and the solar system.

The visitors are metallic and stony meteorites. Dr. Harold C. Urey of the University of California at La Jolla calls them "samples of extraterrestrial matter, the only ones we have."

Dr. James R. Arnold, also of California, describes them as "incoming space probes."

Scientists set great store by meteorites because, by subjecting them to chemical and radiological analysis, they can deduce such things as the age of the sun's planetary family, the distribution and origin of elements in the solar system, and the constancy or inconsistency of cosmic radiation over periods of millions of years.

Cosmic History Secrets  
Urey, a Nobel prize winner in chemistry, was one of the first to realize that meteorites contain secrets of cosmic history. They are believed to be the debris of shattered asteroids created out of the same interstellar dust which gave birth to the sun and planets.

Metallic meteorites apparently are chunks of matter from the center of whatever larger bodies they once were part of. Thus they can tell scientists something of what the core of the earth may be like.

The stony meteorites presumably came from the crust of the parent body. Unlike the crust of the earth, they have not been changed by erosion or chemical interaction with an atmosphere containing oxygen.

Subject To Direct Hits  
Because the various kinds of radioactive elements decay at known rates, it is possible to estimate the age of a sample of matter containing them.

Urey says radiological study puts the age of meteorites at around 4.5 billion years.

Since meteorites have been whirling about in space unprotected by an atmosphere, they have been subject since creation to direct hits from cosmic rays. Such hits induce radioactivity in addition to that present at birth.

By studying this kind of radioactivity, scientists can figure out the rate at which it was produced. From this they can infer whether the cosmic radiation, which appears to fill all galactic space, has waxed or waned in the long past. They also may get clues to the source and origin of such radiation.

Some ray-induced radioactivity last only a fraction of a second. Some keeps going for days, weeks, months, or years. So to get as much information as possible on the short-lived activity, scientists want to get hold of meteorites as soon as possible after they fall.

Samples Scarce  
Such samples of space matter are scarce. It has been roughly estimated that there are about 10 meteorite impacts on the earth in a year. One of the most recently arrived visitors was a 352-pound metallic meteorite that fell near the village of Yarymlyk in Soviet Azerbaijan last Nov. 24.

Russia let this country have 4 1/2 to 6 1/2 pounds of it and also sent some samples to Swiss scientists. It is 92.7 per cent iron, 6.6 per cent nickel, 0.41 per cent cobalt, and 0.18 per cent phosphorus with lesser amounts of other elements.

According to Dr. Arnold, radioactive analysis of the Russian meteorite indicates that cosmic radiation has been fairly constant "for millions of years."

## Back Stairs: Perils Escape Notice

By MERRIMAN SMITH

UPI White House Reporter

Washington - (UPI) - Back stairs at the White House.

The perils of presidential travel sometimes escape notice in the fanfare of a visit to a foreign country.

President Eisenhower's departure from Portugal last week might have made more headlines had it not been overshadowed by blowup of the Summit meeting in Paris.

Mechanical trouble with his jet transport plane, for example, and the gravel and dust storm blown up by his helicopter.

Items Overlooked

These developments were largely overlooked as most everyone in the Eisenhower party was preoccupied with getting home.

The morning the President was scheduled to leave Lisbon, a preliminary check detected mechanical difficulty with Air Force One, the jet transport assigned to his use.

hower's pilot and Air Force aide, quietly ordered a switch to a duplicate jet which travels in the White House aerial caravan for just such an emergency.

The switch was made before crowds began arriving at the airport and only a few people knew of the change. Air Force One remained behind for an hour while repairs were made.

Earlier the same day, the President and ranking members of his staff were picked up by four Army helicopters at Queluz Palace, an 18th century museum of Portuguese culture, for the eight mile trip to the airport.

Water Wagons Fail  
The designated landing area was a picturesque cobblestone plaza between the palace and an ancient cathedral. Portuguese officials had promised to water down the area before the choppers came in for a landing, but the water wagons failed to show up.

While the President and his staff and a party of Portuguese officials waited in front of the palace, the helicopters came in over the courtyard and settled slowly to earth. Their massive rotor blades set up a wild, biting storm of dust and not-so-fine gravel.

Tightly Closed Eyes  
The President had to clutch his hat and tightly close his eyes as aides led the way through the swirling storm to the first helicopter. Some of the women in the party were dotted with tiny bruises on arms and legs and their stockings were ruined by the cyclone of gravel and dust.

To complicate an unhappy situation even more, the White House turned up with three more passengers than the helicopters could carry. A motorcycle escort was assembled quickly, and the three extra passengers were sped to the airport just in time to make the jet departure for Washington. They made it only because of the 30 minutes required at the airport for farewell formalities.

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