

IRE Balks At Fly Post-War Project Would Eliminate FCC From Industry Planning

PLANS originally espoused by FCC Chairman James Lawrence Fly and the Radio Manufacturers Assn. for a post-war planning organization covering manufacturing and research in radio and related fields were rejected last week by the Radio Manufacturers Assn. which proposes an alternative project to be governed by the electronics, communications and radio industries.

At a meeting in New York last Wednesday the Board of Directors of IRE tentatively proposed a plan under which the technical and trade associations of the electronics, radio and communications industries including the NAB would set up a Radio Technical Planning Board, to handle all matters relative to these arts except those of government regulation in the post-war period.

Prevented Announcement

The original plan contemplated a governing committee made up of the heads of the FCC, IRE and RMA. Chairman Fly was to have announced perfection of the project at the NAB War Conference in Chicago last month but failure of IRE Board to approve it by telegraph blocked this. RMA announced, however, that it had approved a modified version of the original plan. Neither of these plans placed the broadcasting industry on equal footing with the other trade groups.

IRE named a committee headed by Haraden Pratt, vice-president and chief engineer of Mackay Radio and Telegraph Co. to draft a plan along with a charter satisfactory to all groups affected.

Reverses Fly

Roughly, it is understood, a council would be formed to establish membership of the proposed Board as well as outline the scope of its activities. The plan would be a full scale reversal of the original suggestions espoused by Chairman Fly and RMA.

It is understood the IRE suggestions will be that representatives in equal number be named from RMA, IRE, American Institute of Electrical Engineers and perhaps smaller delegations from the NAB, American Radio Relay League, FM Broadcasters Inc., and lesser technical trade groups in the industry.

Previously RMA had decided to embark on the Board venture and appropriated \$10,000 for the purpose.

Bacher to Pictures

WILLIAM A. BACHER has resigned as radio director of Sherman and Marquette, Chicago. As a director of Warner Bros. Pictures he soon will start work with Howard Hawks on the movie "Battle Cry." Mr. Bacher will continue until replaced thru the agency on CBS Tuesday 8:30 to 8:55 p.m. by Colgate-Palmolive-Peet Co., Jersey City (tooth powder.)



TESTING STUDIO and equipment newly installed by Radio-Recording Division of NBC, Hollywood, to transcribe West Coast shows produced under auspices of Special Services Division of War Department, is this Government production staff and NBC engineer. Recording contract covering programs shipped overseas to the AEF was signed in late April. Equipment-checkers (l to r) are Tom McKnight, formerly producer of William Esty & Co., on CBS *Blondie*, sponsored by R. J. Reynolds Tobacco Co.; Lt. Victor Quan, recording expert; Pvt. Ed Dela Pena, technician; Silvio Caranchini, NBC engineer in charge of the dubbing unit, and Pvt. Bob Welch, onetime NBC producer on the weekly *Jack Benny Show*, sponsored by General Foods Corp.

BATTERY OUTPUT REPORTED UP 25%

EFFORTS of WPB officials to relieve a shortage of farm-type radio batteries are having some measure of success, it appeared last week on the basis of preliminary reports on April production figures, now being compiled by the WPB Consumers Durable Goods Division.

With returns still incomplete, a spokesman for WPB said that the May 1 production rate for dry cells for home radios was about 25% above the April 1 rate. No actual figures are yet available but WPB has reported that the production rate has been about 200,000 monthly [BROADCASTING, March 29].

On the basis of these reports, even the present increased rate would fail to meet the goal of 6,500,000 batteries annually, reported to have been recommended by the Office of Civilian Supply. WPB has explained that production of batteries for civilians must await prior claimants.

Wm. J. Slocum

WILLIAM J. SLOCUM, well-known sports writer and baseball contact man for General Mills Inc., died last Thursday in New York following a heart attack. He was 59. Since 1938 he has been in charge of General Mills baseball radio sponsorship. He is survived by four sons, Bill Slocum Jr., special events director of CBS; John Francis, with the publicity department of 20th Century-Fox; Charles, a sergeant in the Army, and Francis Edward, who lived with his father.

Made Chicago Manager

ALLEN KOEHLER, for the past six years a salesman of WTMJ, Milwaukee, was appointed manager of the Chicago offices of North Central Broadcasting System effective May 1. Previous to his work on WTMJ, he was manager of the *Chicago Tribune* classified advertising department for 11 years. His offices are at 360 North Michigan.

Sub for Benny

GENERAL FOODS Corp., New York, will replace Jack Benny's NBC program, Sunday, 7-7:30 p.m., with its current CBS program, *Those We Love*, beginning June 6 and continuing through Sept. 26. Latter program is heard Sun., 2-2:30 p.m., in behalf of Grape Nuts, Grapenuts Flakes and Wheatmeal. Benny's show, expected to return in the fall, promotes Grapenut Flakes, with trailers and cut-ins for Wheatmeal and Post Raisin Bran. Agency is Young & Rubicam, New York.

SCRIPPS - HOWARD'S HANRAHAN A MAJOR

JAMES C. HANRAHAN, executive vice-president of Scripps-Howard Radio Inc., and directing head of WMPS, Memphis, has been appointed a major in the Army Reserve and reports to the Military Government School at Charlottesville, Va., May 14. He follows into the service Jack Howard, president of Scripps-Howard Radio, who was commissioned a lieutenant (j.g.) in the Navy several months ago.

Mortimer C. Watters, vice-president of Scripps-Howard Radio and manager of WCPO, Cincinnati, will have general supervision of WCPO, WNOX, Knoxville, and WMPS during Maj. Hanrahan's absence. Richard B. Westergaard, also a Scripps-Howard vice-president, continues as general manager of WNOX, and Harold R. Krelstein, commercial manager of WMPS, will have charge of operations of that station, assisted by Francis S. Chamberlin, veteran Memphis broadcaster.

Poor of WHBQ Killed

REPORTED death of Private John Elzen Poor, former announcer of WHBQ, Memphis, in Florida, May 1, is the 22nd war casualty recorded for former men in the broadcasting industry. Private Poor, on WHBQ for five years until he enlisted in the Army Air Forces last October, was killed instantly when a jeep he was driving overturned at Naples, Fla.

Grade Label Study Scheduled May 24

AN "AGGRESSIVE" Congressional study of OPA grade labeling and standardization plans has been promised by Rep. Boren (D-Okla.), chairman of a subcommittee of the House Interstate and Foreign Commerce Committee, which will begin public hearings under the Halleck Resolution (HRes. 98) May 24.

A letter from Rep. Lea (D-Cal.), chairman of the full commerce committee, last week asked OPA Chief Prentiss M. Brown to postpone any grading or stabilization order already issued or contemplated. Mr. Brown reserved comment, but other OPA officials said compliance would cripple all OPA's price ceiling plans under the President's "hold the line order."

Viewpoint Changed

Early in the week it was indicated that Mr. Brown had again changed his mind on grade labeling of the 1943 fruit and vegetable pack despite protests of canners that the regulations were impractical. An order repudiating the grade labeling requirements is reported to have lain on Mr. Brown's desk without action. At the same time, 15 women's organizations protested to President Roosevelt and Economic Stabilization Director James F. Byrnes against repeal of the order, and Miss Faith Williams, of the Labor Dept. cost of living division, endorsed their position.

Serving on the Committee with Rep. Boren at the hearings May 24 will be Rep. Halleck (R-Ind.) who raised the grade labeling issue in Congress. Also on the committee are Reps. Beckworth (D-Tex.); Myers (D-Penna.); Harless (D-Ariz.); Brown, (R-O); Wolverton (R-N.J.).

In calling the public hearings, Rep. Boren explained that the committee feels producers and consumers are concerned that OPA regulations are aimed more at reform than at controlling inflation or winning the war. He said the committee would determine whether the agency was exceeding its authority.

Babbitt Introduces Soup On NBC Daytime Period

B. T. BABBITT Inc., New York, maker of Bab-O and other cleaning agents, has introduced a new dehydrated soup bearing a trade name tying in with a character in its NBC daytime serial, *David Harum*. Named Aunt Polly's Soup Mix, the product was first advertised on the serial April 19, coincident with the script activities of "Aunt Polly", who has become engaged in a soup-making project.

Product will be advertised on an alternating basis with Bab-O, on *David Harum*, and on a new NBC serial scheduled to start May 31, in the five-weekly 10-10:15 a.m. period on 65 stations [BROADCASTING, April 12]. Company discontinues CBS broadcasts of *David Harum*, May 12. Agency is Duane Jones Co., New York.