# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 627

## ROOSEVELT AGAIN DEFERS REORGANIZING PLAN

Indefinitely delaying his main plans for Governmental reorganization, President Roosevelt said at a White House conference that only a few minor changes in the Federal establishment would be made immediately. Controversial changes and those requiring great study will not be made for the time being, although six or eight proclamations will be issued on minor ones within a few days. It is believed radio reorganization will not be considered by the President at this time.

Delay in effecting the general reorganization will not react adversely on the economy program, it was explained. The actual savings would not be great in any case, the importance of the reorganization being in increased efficiency. Some savings in overhead were expected, but Governmental economy would mainly result from reductions in operating costs. These overhead savings will be lessened by postponing the changes, but the savings within departments will not be affected.

As an example of controversial questions on which nothing would be done at this time, the consolidation of the Forest Service and Park Service was pointed out.

The proposed formation of a Bureau of Transportation under the Department of Commerce will also be postponed, it is believed. It was also thought unlikely that any changes would be made at this time in the Bureau of Foreign and Domestic Commerce. Among those changes which will be made, it is considered probable that the Bureau of Mines will be transferred from Commerce to the Department of the Interior.

Those changes which will be made include the most obvious ones, it was said authoritatively. Thus far the President has not committed himself as to what, if anything, he expects to do with the Radio Commission.

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## LONDON RADIO EXPERT DESIGNATION ERRONEOUS

The designation of Charles W. Taussig, President of the American Molasses Company, of New York, and a technical advisor at the London Economic Conference as "a radio expert" is evidently erroneous insofar as this particular mission is concerned. Mr. Taussig will probably serve at London in the capacity of an economist. He is also a tariff authority.

Mr. Taussig has, however, been identified with radio, having served as radio electrician in the World War in the Navy, is an associate member of the Institute of Radio Engineers, and is author of the "Book of Radio" published in 1922.

## BEN PRATT DIRECTS EXPOSITION BROADCASTS

Ben K. Pratt, public relations man for NBC in Chicago, has been put in charge of special broadcasts at the Century of Progress Exposition. It will be his task to see that listeners don't miss any of the worthwhile features. He will cover the Exposition for the radio much the same as a correspondent would cover it for his newspaper.

Mr. Pratt is about as well equipped for his present assignment as any man in the country. He is well known to high officials in Washington through his work in the national political campaign.

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## NEWS BROADCASTING OPPOSED BY N.E.A.P.

New England members of the Associated Press met in Boston and adopted a resolution placing themselves on record as opposed to all radio broadcasting of news. This action was taken after a general discussion of news broadcasting and of the recent action of the A.P. at its annual meeting in New York limiting broadcasting by its members.

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## WBAL SYNCHRONIZATION EXTENDED TO SEPT 1

The fact that Frederic R. Huber, director of Station WBAL at Baltimore has been granted until September to further continue its synchronization with WJZ, New York, would seem to indicate that satisfactory progress is being made.

WBAL is obliged to share its frequency with WTIC at Hartford and therefore ordinarily would be on the air for part of the time. However, through synchronization with WJZ, that is to say, bringing the WJZ programs into Baltimore over the latter's frequency, WBAL virtually is a full-time station.

When WBAL is required to give up its morning time to the Hartford station, Baltimore listeners simply turn their dials to WJZ and receive the New York programs, not with the uncertainty frequently encountered with a distant station, but with about the same volume and quality as if they were listening to WJZ locally, or to WBAL.

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## MAJESTIC FACTORIES STEP-UP PRODUCTION

LeRoi J. Williams, Vice-President and General Manager of the Grigsby-Grunow Company, manufacturers of Majestic Radios and Refrigerators, states that nearly 1000 employees have been added to Majestic's payrolls. Nearly 3000 people are now employed in the huge factories of this company engaged in the manufacturing of the new Electro-Sealed Refrigerators and recently announced new radio models. Production is far in excess of what it has been during the past few years and distributors and dealers are reporting an improvement throughout the country.

After road tests in all parts of the country, the factories of Majestic have gone into production in a big way on the new Auto Radio, which is to be known as the Model 66.

The list price is \$39.95, including suppressors, condensers and Federal tax paid. The price of the extension speaker is \$9.95 and a zipper carrying case for the speaker is available at a small additional cost.

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NEW AND RENEWED CONTRACTS OF COLUMBIA BROADCASTING SYSTEM

WYETH CHEMICAL CO. - Jad Salts; June 10th, extending contract; Listing: Jack Dempsey's Gymnasium; Schedule; Tues. Thurs. Sat. 7:30-7:45 P.M.

NONSPI COMPANY - On June 5th adding Dallas KRLD; Schedule: Mon. Wed. Fri., 9:15-9:30 P.M.

MODERN LIVING, INC. - Beginning May 26th will broadcast Mon. through Friday, 9:30-9:45 A.M.

GENERAL CIGAR CO. - On May 31st add Don Lee coast unit and Charlotte; White Owl cigars will be advertised, instead of Robert Burns. Program will be "White Owl Program" with Guy Lombardo and Burns and Allen.

CONGRESS CIGAR CO. - Beginning with June 5th this program will be broadcast on Monday, Tues. and Wednesday at 8:30-8:45 P.M. (formerly Tuesday, Wednesday and Thursday).

P. LORILLARD - Beginning May 24th, Old Gold is adding 21 stations to its network, making a total of approximately 80 stations, the largest network used.

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## FORGETS TO NOTIFY COMMISSION OF ADDRESS CHANGE

In his enthusiasm to transfer his amateur radio station from Fort Defiance, Va., where he had been a student at the Augusta Military Academy, to 1400 New Hampshire Avenue, in Washington, D. C., Dean Schuyler Young, now clerk in the Treasury Department, got himself into a peck of trouble.

It resulted in his being haled before the Federal Radio Commission for operating a station at an address other than that stated in his license. At the same time the Commission, through Chief Examiner Yost, considered his subsequent application to scrap his Virginia station and transfer it to the new address.

The Commission would not have known that Dean was operating his amateur station here had it not been for the complaint of a Miss Dinwiddie living near the New Hampshire Avenue address.

All went well for a few days, when Miss Dinwiddie complained about interference with reception on her little crystal set. Dean made futile efforts to clear up the trouble and even went so far as to offer to install for Miss Dinwiddie a modern set, which she flatly refused. She insisted on continuing to use the crystal set, with its cat's whiskers or nothing, and she wanted no interference.

So Dean is up against a tough proposition unless he can operate his station without causing trouble to Miss Dinwiddie's set.

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# BROADCAST HEARD AS LAST RITE

Through a letter received from Mrs. Warren F. Low, of Colrain, Mass., Capt. Taylor Branson, leader of the Marine Band, learned of an unusual coincidence in connection with a broadcast of the "Shut-In" Hour from Washington.

"As we got the last part of the 'Shut-In' concert last Friday, we were sitting by the bedside of a dear old Aunt, 92 years old, while she was passing out of this life", Mrs. Low wrote.

"The two verses of 'Abide with Me' played by the Marine Band were as a steadying, comforting help through the sad time and made us feel that some Unseen Power were really abiding with us."

## STATION EARNINGS REVEALED AT HEARING

It was disclosed at a hearing last week before the Federal Radio Commission that Station WDRC, at Hartford, Conn., cleaned up last year, after paying all expenses, \$34,787.96, and its investment was only \$5,000.

Prof. F. M. Doolittle, who is connected with Yale University, and is the manager of Station WDRC, is the authority for its financial statement. In his application for an increase of power from 500 watts to 1000 watts, Prof. Doolittle submitted a detailed statement to prove that the station is financially able to operate on a larger scale.

Professor Doolittle testified that Sam Pickard, former member of the Radio Commission, and now a Vice-President of the Columbia Broadcasting System, owns 112 shares of the stock of WDRC, that Lawrence Lowman of the Columbia Broadcasting System owns. the same number of shares, and that Harry Butcher, another Columbia official, in charge of the Washington Bureau, owns 25 shares of the stock.

It was disclosed that only 500 shares of stock were issued at a par value of \$10 per share, so that Mr. Pickard's income last year on an investment of \$1,120 was apparently \$7,792.40, while Mr. Butcher's income from an investment of \$250 was \$1,729.37.

Incidentally the station, one of the most prosperous of the small stations in the country, is being run by Yale professors, as Dr. N. I. Adams, head of the Electrical and Radio Laboratories at Yale, is associated with Professor Doolittle.

It was brought out that 75 or 80 per cent of the time of the station is devoted to chain programs of a commercial nature, while most of the balance of time is devoted to spot local announcements.

Educational programs apparently are not emphasized.

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## PRESIDENT SIGNS SECURITIES MEASURE

As finally agreed to by Senate and House conferees, the Federal Securities Bill, as it was signed by President Roosevelt has been stripped of the provisions which would have interfered with radio advertising. Those provisions which would have blocked interstate circulation of periodicals and limited radio advertising of securities lawful in the state in which they originated, but unlawful in states in which they have circulation or coverage, have been eliminated.

## R.M.A. CONVENTION AT WORLD'S FAIR

One of the first national organizations, of the many others who will meet in Chicago this Summer at the time of the Exposition, will be the Radio Manufacturers' Association which will convene on Monday. June 5th.

The first day of the convention will be devoted to a meeting of the Board of Directors. The general session Tuesday afternoon will be addressed by Col. Thad H. Brown, Vice-Chairman of the Federal Radio Commission, Alfred J. McCosker, President of the National Association of Broadcasters, and John W. Van Allen, General Counsel of the R.M.A., of Buffalo. There will be a "Radio Family" dinner Tuesday night presided over by Paul B. Klugh. Bond Geddes, Executive Vice-President, will be in charge of the general arrangements.

The manufacturers, of course, will take advantage of the opportunity to inspect the Exposition.

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## 1931-2 LOW FREQUENCY MEASUREMENTS

A report recently prepared by the Government gives the monthly and annual averages of field intensities of 10 European and 3 American low-frequency transatlantic radio stations, between frequencies of 16 and 24 kc. - and the field intensity averages of atmospherics on 15 and 23 kc., observed at the Bureau of Standards, for the years 1931 and 1932. Measurements were made by the telephone current comparison method.

Annual average curves of daylight field intensities of European signals and afternoon atmospherics on 23 kc. are shown with the corresponding yearly averages of sunspot numbers. A monthly average field intensity curve of Tuckerton WCI, 18.4 kc., shows a return from the high values obtained in 1930 and 1931 to the average value of previous years.

Some correlations between polarization of the reflected wave and sunspot numbers derived from a year of continuous recording of Tuckerton WCI, on loop antennas, are shown. The possibility of obtaining an independent value for the ground wave from such a series of observations is suggested.

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## . GUTHRIE AND PFAUTZ MOVE UP

F. P. Guthrie has been appointed District Communications Manager in Washington, D. C., of R.C.A. Communications, Inc., and of the Radiomarine Corporation of America. These two wholly owned subsidiaries of the Radio Corporation of America handle respectively the point-to-point radiotelegraph service and the marine radio service.

This coincided with the completion by Mr. Guthrie of ten years' service for the RCA group. Although always primarily interested in the radiotelegraphic branch of the company's service, Mr. Guthrie, in the early days of radio, also was charged with responsibility for broadcasting and the sale of apparatus in the Washington territory. With the establishment of subsidiary corporations to handle these activities, Mr. Guthrie continued his supervision of their operations until they were able to stand alone.

Mr. Guthrie came to RCA from the Shipping Board where, for four years, he was in charge of the Radio Department of the Emergency Fleet Corporation, having first been assigned to that duty by order of Franklin D. Roosevelt, then Assistant Secretary of the Navy. During the war he held a commission as Lieutenant in the Naval Reserve Force and was assigned to the Naval Communication Service. Prior to the war, he was Assistant Professor of Physics at The Citadel, The Military College of South Carolina.

C. E. Pfautz has been appointed Manager of the RCA Central Frequency Bureau and the main office of the Bureau has been transferred from 66 Broad Street, New York City, to 1112 Connecticut Avenue, N. W., Washington, D. C. The RCA Central Frequency Bureau was established in June, 1930, for the purpose of handling all matters concerning radio station licenses, the assignment and use of frequencies, interference between stations and similar related matters, for all companies in the RCA group.

Mr. Pfautz has been with the RCA group almost since its inception, having been for many years in charge of the central receiving station of R.C.A. Communications, Inc., at Riverhead, Long Island, N. Y. During the World War he served as a commissioned officer of Coast Artillery in France and prior to the World War served three years in the Coast Artillery, all of his army service being devoted to radio activity in the Coast Artillery Corps. Following the World War he was manager in New Orleans for Ship Owners Radio Service, Inc. Since 1930, he has been Assistant Manager of the RCA Central Frequency Bureau.

## COMMISSION EXAMINERS RESIGN

Resignations of Ellis A. Yost, of West Virginia, as Chief Examiner of the Federal Radio Commission, effective July 1, and of Elmer W. Pratt, Examiner, effective June 1, were formally announced at the Commission. Simultaneously, it was announced that Ralph L. Walker, attorney in the Legal Division, had been transferred to the Examiners' Division, a post he formerly held, and that George H. Hill, also in the Legal Division, would become an Examiner July 1.

Mr. Yost plans to return to private practice of law, but has not yet divulged the details. Mr. Pratt will engage in private practice, specializing in radio, and will make his head-quarters in Washington.

Rosel H. Hyde, Examiner, has been transferred to the Legal Division.

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## AN UNLUCKY BREAK

It isn't often that a symphony orchestra breaks down so completely while playing over the air that it has to quit and begin all over. In fact, we never knew of such a case. Yet we heard just that thing happen from New York Tuesday night.

The first violin evidently got off the track. Whatever it was, it threw the entire orchestra out. The marvel to us, with all the cuts orchestras have to make for the radio and the little time allowed them for rehearsals, is that this sort of thing doesn't happen more often.

Therefore we'll have a heart and not add to the conductor's embarrassment by making the name of the orchestra public.

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#### IMPROVED INSTRUMENT FOR MEASURING RADIOACTIVE MATERIALS

The usual electroscopes employed in measuring the radiations from radioactive materials are tedious to use because of the time consumed in determining the rate of motion of the gold leaf. This must be repeated several times to eliminate variations in the rate of motion due to accidental disturbances. In a report by the Bureau of Standards, a simple 2-stage vacuum tube amplifier is described which makes possible an instantaneous reading of the intensity of the radiation from the specimen on a pointer-type microammeter. In addition to being more rugged than a gold-leaf electroscope, the amplifier is readily adaptable to a greater variety of uses.

## COLONEL HOWE OUTLINES PLANS FOR RCA-VICTOR RADIO TALKS

Col. Louis McHenry Howe discussed his forthcoming series of radio broadcasts as follows in a telegram which Walter Trumbull received and read over an NBC-WEAF network during a special program presented by Colonel Howe's sponsors - the RCA-Victor Company, the RCA Radiotron and Cunningham Radio Tube Companies:

"I am truly disappointed not to be able to talk at this time, but I hope all who are interested in learning more about our government will be listening next Sunday, when the regular broadcasts begin. I want all those who are interested in what is going on in Washington in these active and historic days to feel that it is in my belief a sort of public duty for anyone who is in a position to know to answer questions concerning national affairs as frankly and clearly as they can. I believe that it not only is right, but highly important that the people should understand the acts and intentions of those they have selected to represent them in Washington.

"I hope that through you our listeners will ask for explanations of any matters which are not entirely clear to them, or which they fail fully to understand. Like all newspaper men, you are pretty inquisitive yourself, but with people from coast to coast helping you to think up questions, I expect to have frequent headaches thinking up satisfactory answers.

"All the same, I am looking forward to these broadcasts with a lot of interest. It seems to me that we - and in that I include all our friends and helpers on the receiving end - are going to derive mutual advantage from talking matters over and I am even surer that we are going to have a lot of fun."

Colonel Howe will be interviewed on affairs in Washington by Trumbull, a well-known newspaper correspondent, and the series will be broadcast over a nationwide NBC-WEAF network each Sunday evening, beginning next Sunday night, June 4, at 9:00 P.M. EST.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

## Applications Granted

May 31 - WACO, Central Texas Broadcasting Co., Inc., Waco, Texas, C.P. to install new transmitter, change frequency from 1240 to 1420 kc., decrease power from 1 KW to 100 watts, and change hours of operation from sharing with KTAT equally to specified hours (8 A.M. to 2 P.M; 5 to 10:30 P.M. daily, CST) Facilities of KGKB); KGKB, East Texas Broadcasting Co., Tyler, Texas, modification of license to change hours of operation from unlimited to specified as follows: 8 to 10 AM; 12 noon to 2 P.M., 5 to 6 P.M.; 7:30 to 9 P.M.; KTAT, KTAT, Broadcast Co., Inc., Fort Worth, Texas, modification of license to change hours of operation from sharing with WACO equally to unlimited (facilities of WACO).

Also, KVOO, Southwestern Sales Corp., Tulsa, Okla., modification of C.P. to extend completion date to Sept. 17, 1933; WPFB, Hattiesburg Broadcasting Co., Hattiesburg, Miss., authority to remain silent from June 1 to July 1, 1923, on account of business conditions; WBHS, The Hutchens Co., Huntsville, Ala., extension of special temporary authority to remain silent pending hearing and decision on renewal and assignment of license applications now pending before the Commission, but not later than Dec. 1, 1933; WNBW, WNBW, Inc., Carbondale, Pa., extension of special temporary authority to remain silent pending decision on application, but not later than Dec. 1, 1933; WFAS, Westchester Broadcasting Corp., White Plains, N. Y., WGBS, Harry H. Carman, Freeport, N. Y., and WJBI, Monmouth Broadcasting Co., Red Bank, N. J., renewal of license for the regular period.

Also, Wallace & Tierman Products, Inc., Portable - Mobile, two C.P. for general experimental service, frequencies 34600, 41000, 51400, 60000 to 90000 kc., 5 watts; Gulf Research & Development Corp., Portable - in Southwestern U.S., C.P.'s for two new geophysical stations, frequencies: 1602, 1628, 1652, 1676, 1700 kc., 10 watts; WFK, Wabash Radio Corp., Frankfort, Mich., C.P. (Public Coastal and fixed public coastal telg. and point-to-point telg.) to move transmitter to Marine Office, Ann Arbor Depot, Frankfort, Mich; Incorporated Village of Tinley Park, Ill., C.P. for special experimental service, 1594 kc., 20 watts; WSBN, American Tel. and Tel. Co., aboard steamship "Leviathan", modification of license to change frequency 3127.5 kc to 2362 kc.; also at Long Lines Dept., Lawrenceville, N. J., public coastal Tel. License, frequencies: 4272.5, 4752.5, 8560, 12840, 17120 kc., 20 kW.

Also, Aeronautical Radio, Inc.: WAEL, Toledo, Ohio, KGSG, Oklahoma City, Okla., KGSE, Iowa City, Ia., KGTW, Burbank, Cal., WAEM, Moline, Ill., KGUY, Oakland, Cal., modification of C.P.s to extend commencement date of C.P. to June 1 and completion date to Sept. 1, 1933; W10XG, Reuben Albert Isberg, Greeley, Colo., license (general experimental service), frequencies 60000-400000 kc., 10 watts; John H. McAulay, trustee, Yakima Amateur Radio Club, Yakima Clipper-G-10655 (Wash.) general experimental license for period of 60 days, 62500 kc., 2.7 watts; KIEA, Port Walter Herring & Packing Co., Big Port Walter, Alaska, renewal of public coastal harbor license, frequency 2512 kc., 100 watts; KGYQ and KSC, Katalla, Alaska, renewal of fixed public point-to-point telg. license, frequency 178 kc., 200 watts; W9XA, National Broadcasting Co., Inc., Denver, Colo., renewal of special experimental license, 830 kc., 12.5 kW.

June 2 - WODA, Richard E. O'Dea, Paterson, N. J., and WAAM, WAAM, Inc., Newark, N. J., consent to voluntary assignment of license to Wodaam Corp.; KIEJ, W. N. Crowden, Northern Electric Co., Agent, Poorman, Alaska, authority to continue operation of point-to-point telephone station in Alaska for a period of 30 days from June 1st; WGBI, Scranton Broadcasters, Inc., Scranton, Pa., license covering changes in equipment 880 kc., 250 watts, shares with WQAN; WEHC, Emory & Henry College, Charlottesville, Va., modification of C.P. extending completion date to Aug. 28, 1933; WMBH, W. M. Robertson, Joplin, Mo., license covering installation of new equipment 1420 kc., 100 watts night, 250 watts day, specified hours of oper.

## Set For Hearing

WHAM, Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., C.P. to make changes in equipment and increase power from 25 to 50 KW; Sheboygan Radio Station, Inc., Sheboygan, Wis., C.P. for public coastal telegraph service. (Action taken May 31st)

## Ratifications

Atlantic Broadcasting Corp.: WIEK, WIEL, New York City, authorized to use special broadcast pickup stations on 1542 and 2478 kc., 50 watts, from May 28 to June 4, 1933 (action taken May 25); WPES, City of Saginaw, Mich., Police Dept., granted special 30 day authority to allow station to be operated by Patrolmen Gray and Aldrich, due to illness of regular operator (action taken May 26); KEPR, Radiomarine Corp. of America, aboard "Sahale", New York, granted 60 day authority to operate aboard vessel pending receipt of formal application, frequency 375 to 500 kc., 50 watts (action taken May 26); Action taken May 27 - W6XR, Santa Cruz Oil Co., San Francisco, granted 30 day extension of service tests, pending immediate filing of application for license; KDSM, Radiomarine Corp. of America, aboard "Nashaba", granted 60 day authority to operate aboard vessel "Nashaba" pending receipt of formal application, frequency 125 to 500 kc., 2 KW.

Action taken May 29 - KUSN, Radiomarine Corp. of America, aboard "Aquarius", Washington, D. C., granted temporary authority (60 days) to operate spark transmitter type SE-155, 1 kW, pending action on formal application; Action taken May 31 - WFAI, Radiomarine Corporation of America, aboard "WEST HOBOMAC", Washington, D. C., granted 60 day authority to operate aboard vessel "West Hobomac" pending action on formal application; KUMT, Radiomarine Corp. of America, aboard "Solitaire", Washington, D. C., granted 60 day authority to operate ET-3650, 50 watts, replacing Arc aboard vessel "Solitaire", pending receipt of formal application; WQCS, Mackay Radio & Telg. Co., aboard "Tad Jones", New York City, granted 60 day authority to operate station aboard vessel "Tad Jones", 375 to 500 kc., 50 watts, pending receipt of formal application.

The Commission on June 2 granted 413 new amateur station licenses.

# Miscellaneous

KGIZ, Grant City Park Corp., Grant City, Mo., granted permission to take the depositions of 9 witnesses before Door Eweing, of Grant City, Mo. on June 12, 1933, at 10 o'clock; WABI, 1st Universalist Society of Bangor, Me., application for modification of license to increase hours of operation to unlimited heretofore set for hearing was denied because applicant failed to enter an appearance within the time allowed; Lannie W. Stewart, Shreveport, La., application for renewal of experimental station license, heretofore set for hearing, was dismissed without prejudice and the application granted without hearing.

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