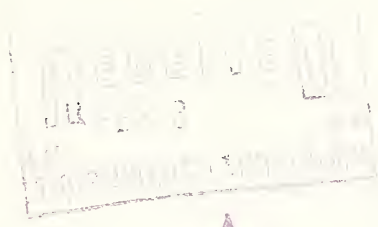


HEINL RADIO BUSINESS LETTER

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No. 694

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February 2, 1934.

HARBORD MENTIONED AMONG PRESIDENTIAL CANDIDATES

Although the next Presidential campaign is a long way off, numerous names of possible Republican candidates have been mentioned following the Kansas speech of Ogden Mills, among them being that of Gen. James G. Harbord, Chairman of the Radio Corporation of America. One school of thought was that if Mr. Mills were himself a candidate that he had tipped his hand too early, that he might thus become a common target and as a result a dark horse might walk away with the nomination. Other observers seemed to believe that it was a wise thing for Mills to speak out in plenty of time in order to serve notice on others not to run against him.

However that may be, the Mills' speech caused attention to be focused on possible Republican candidates and among those spoken of were Representative Wadsworth, of New York, Representative Bert Snell, of New York, Senator McNary, of Oregon, former Senator Walter E. Edge, former Secretary Patrick J. Hurley, and General Harbord.

The mention of the General is, of course, of special interest to the radio industry where no doubt he would receive strong support. It will be recalled that General Harbord has previously been considered for the Presidency and at the last Republican convention was formally nominated for Vice-President, receiving 161 votes on the first ballot, but gave way to Vice-President Curtis in order to make the renomination of the latter unanimous.

General Harbord was born in 1866, and at the time of the next Presidential election will be 70 years old. Although at the moment a resident of New York, he is a native son of Illinois. He enlisted in the Army as a private, was Chief of Staff to General Pershing in France, and commanded the Marine Brigade at Chateau Thierry.

General Harbord has always been an outspoken Republican, was President of the National Republican Club in New York, and campaigned vigorously for Mayor Fiorella H. La Guardia of New York. The last named effort, coupled with the rapide rise of LaGuardia, and already the mantion of his name as a possibility for the Republican Vice-Presidential candidate has brought forth the suggestion of a ticket headed by Harbord and LaGuardia.

If General Harbord could be considered as from his native heath of Illinois instead of New York, the combination would be satisfactory from a geographical standpoint. General Harbord is conservative, and is regular politically. LaGuardia is a Progressive and without any distinct political affiliations. Such a ticket as this would be calculated to carry the soldier vote as Major LaGuardia likewise is a veteran of the World War.

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DECLARES ADMINISTRATION USES RADIO FOR PROPAGANDA

Representative McFadden, of Pennsylvania, Republican, accusing the Administration of using the radio for its own purposes, called attention of the House to the fact that a resolution he introduced in the last Congress to investigate radio broadcasting is still alive.

"No attention will be paid to it unless it has Presidential approval. Will the Administration get Presidential approval of this?" the Pennsylvania Representative asked. "No member of this House who reads his mail can say that there is no public demand for a radio investigation. You all know there is, and you all know that the radio situation should be dealt with by Congress and that without delay."

Representative McFadden declared that censorship, propaganda and censorship are practiced by the Administration in the name of emergency.

"Particularly is this true of radio", Representative McFadden declared. "Sometime ago the Columbia Broadcasting Co. announced its intention to furnish to its listeners a daily news service. The company employed several Washington newspapermen and established a news bureau which has paid particular attention to proceedings in both Houses of Congress. It has been their custom to broadcast this news at a certain hour each evening. Last Saturday evening (Jan. 27), Mr. Farley, who in his one person combines the functions of the Warwick and the Sancho Panza of this administration, appeared at a political rally in Boston, Mass. He desired that his remarks on that occasion be put upon the air. The Columbia Broadcasting Co. canceled its news service for the evening, gave its local news-gathering employees a holiday, and gave the news period to Mr. Farley for his remarks. Either they valued their news service too little or the words of Mr. Farley too much. A news service that has to make way for propaganda is not an independent news service, nor can its professed 'news' be given any serious consideration."

Mr. McFadden referred to Herbert L. Pettey, Secretary of the Radio Commission being assigned by Postmaster General Farley to secure free time for the Democratic National Committee and to "revise and censor" speeches of the Committeemen. Also to the allegation of Alderman Richard L. Saunders of Rochester, N. Y. that he had been ruled off the air for criticism of Farley.

"The newspaper is bound by what it says and makes no effort to avoid that responsibility", Mr. McFadden went on.

"Radio, on the other hand, is limited to the spoken word, heard but once and nowhere upon record. Many times I have sought to obtain from radio stations transcripts of statements that have been made to their listeners through their facilities. Sometimes I have been successful in securing such transcripts.

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More often I have not been so successful - and the latter instances often occurred in cases where the reported accounts of what had been said implied a legal responsibility on the part of the radio station.

"Radio is a sort of mechanical back-fence gossip, utilizing the poisoned word, the slighting accent, the sarcastic tone and all those shades of meaning which are so much more available in appealing to the ear than in appealing to the eye. Added to its greater versatility of expression, it has the additional advantage of being able to avoid responsibility for what it says. It now seeks to have itself accepted on a par with newspapers as a medium for the dissemination of public information.

"Withal it takes its news responsibilities so lightly that it is willing to discard them to win the pleasure of anyone who holds a position of political power."

Representative McFadden is the Republican who attempted to have President Hoover impeached and as a result was punished by the House Republicans by depriving him of his Committee assignments and refusing to recognize him on the floor.

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GOVERNMENT MISSES IT A MILE ON RADIO TAX ESTIMATE

If the Treasury is as far off in its other income tax calculations as it was in the matter of radio, the Administration is liable to come out at the little end of the horn. The Treasury estimated that at least \$11,000,000 annually would be received from the 5% radio tax but the total radio and phonograph taxes collected in 1933 were but \$2,596,612.

Paul B. Klugh and Bond Geddes of the Radio Manufacturers' Association, however, protested against any increase in the radio tax which in the new tax bill reported to the House remains the same.

This tax indicated that radio sales had increased 45 $\frac{1}{2}$ percent in December, and one-third in 1933. Collections for December were \$570,629 as against \$392,204 for the similar month of 1932. Excise tax collections on mechanical refrigerators last December totaled \$127,186, against \$103,344 in December, 1932.

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COMMISSION PASSES THE BUCK RE HARD LIQUOR ADVERTISING

As predicted here two weeks ago, the Federal Radio Commission has failed to take a definite stand with regard to the advertising of hard liquor. Their advice to stations who are carrying or expect to carry this class of advertising is in effect "Let your conscience be your guide."

The Commission has issued the following statement:

"The Federal Radio Commission calls renewed attention to broadcasters and advertisers to that Section of the Radio Act of 1927 which provides that stations are licensed only when their operation will serve public interest, convenience and necessity, and asks the intelligent cooperation of both groups in so far as liquor advertising is concerned.

"Although the 18th Amendment to the Constitution of the United States has been repealed by the 21st and so far as the Federal Government is concerned there is no liquor prohibition, it is well known that millions of listeners throughout the United States do not use intoxicating liquors and many children of both users and non-users are part of the listening public. The Commission asks the broadcasters and advertisers to bear this in mind.

"The Commission will designate for hearing the renewal applications of all stations unmindful of the foregoing and they will be required to make a showing that their continued operation will serve public interest, convenience and necessity."

Having thus expressed themselves, the Commission will evidently wait for complaints from listeners, if any, and then act upon the complaints when the license of the station in question comes up for consideration.

The liquor question has been before the Commission ever since the repeal of the 18th Amendment, and in the meantime they have refused to advise stations as to whether or not they would be permitted to broadcast hard liquor advertising. Evidently the decision of Station WOR, in Newark, to carry a distillery advertisement spurred the Commission into action. This program the Commission was told would be prefaced by the following announcement:

"Those listening in from dry States may now tune out this station, for the next program is not intended to offer alcoholic beverages for sale or delivery in any State or community wherein the advertising, sale or use thereof is unlawful."

It is believed whatever action, if any, is taken against WOR by the Commission will depend upon whether or not there are sufficient complaints from listeners to justify such a course.

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COMMENDS PLAIN LANGUAGE OF PRESIDENT'S BROADCASTS

In approaching the individual with the spiritual message, the Church might learn a lesson from President Roosevelt's talks over the radio, Joseph H. Appel, of John Wanamaker's, New York, writes in his new book, "Man Proposes" (Fleming H. Revell Company, New York).

"The President talks in plain, simple language to each individual listening in, and thus leads the masses to concerted action", Mr. Appel continues. "Each individual feels that he is receiving a personal message of helpfulness.

"And what is President Roosevelt's theme? It is expressed in one word: happiness. He is trying to make the people happy through a new social and economic order."

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RADIO SHIP OPERATORS TAKE EXCEPTION TO COOKS' HIGHER PAY

Union radio operators demanded as high as \$200 a month at the hearing of the revised Shipping Code. A stipulation of \$75 a month had been provided for in the Code. At a previous Code hearing the radio operators pointed to the fact that a ship's cook was allowed \$100 a month and that certainly a radio operator's services on a ship were worth more than that of a cook.

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NBC WASHINGTON EXECUTIVE LOSES MOTHER AND FATHER

Within a little over a month, Kenneth H. Berkeley, NBC Manager in Washington of Stations WRC and WMAL, has had the misfortune to lose both his mother and father. The latter, Charles H. Berkeley, died in Washington of a heart attack December 23rd. His widow, Mrs. Aimee Louise Berkeley, passed away January 31st.

Mrs. Berkeley, who was a native of the District of Columbia, was 55 years old and had lived in Washington all her life. Surviving, in addition to Kenneth H. Berkeley, is another son, Byron H. Berkeley, of St. Louis. Mrs. Berkeley was buried beside her husband in Congressional Cemetery, February 2nd in Washington.

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BROADCASTERS' CODE MEETING POSTPONED

A meeting of the Broadcasting Industry Code Authority which was to have been held in New York, January 31st, has been postponed until Wednesday and Thursday, February 7 and 8.

This will have to do with the status of radio performers and to determine whether they should be included in the wage and labor provisions of the Code. The meeting will mark the first official appearance of Eddie Dowling, comedian, recently appointed as a governmental member of the Code Authority. Frank Gillmore, President of the Actors' Equity Association, will attend

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PRESIDENTIAL BIRTHDAY SUMMONS DON'T SAVE DOHERTY

That even a President's birthday can't stop the process servers was demonstrated as Henry L. Doherty was served with papers in three suits by a Deputy Marshal just before he stepped to a microphone to introduce President Roosevelt to his nationwide radio audience.

Doherty, National Chairman of the President's birthday party celebration, was named defendant in suits filed last July in District Supreme Court. A Deputy Marshal, who had been unable to secure service earlier, served the papers on Doherty in the Shoreham Hotel, Washington, shortly before he descended to the ball room for the celebration.

The suits, aggregating about \$18,000 were filed in behalf of the local manager and employees of Doherty's Cities Service Securities Company.

Also Doherty encountered legal difficulties in New York. After his attorneys had argued for another adjournment of trial on the ground that their client was suffering from arthritis in Florida, counsel for the plaintiff presented an affidavit purporting to show that Mr. Doherty had broadcast an appeal in behalf of President Roosevelt's birthday observance over a New York radio station the Sunday before the birthday.

The action was brought by Kenyon B. Conger, of Irvington-on-Hudson for \$138,750 alleged to be due him for services in connection with the management of Mr. Doherty's Manhattan real estate. Mr. Conger said he was listening to a broadcast over Station WABC when he heard Mr. Doherty. He telephoned the radio station and complimented the officials on the clear reproduction of the Chairman's voice, whereupon the officials informed him that he had been listening to Mr. Doherty broadcasting from New York.

In his plea in behalf of the adjournment, Watson B. Robinson, attorney for Mr. Doherty, stated in affidavits that his client had suffered seriously from arthritis and that "it would be a detriment to the public" if Mr. Doherty had to abandon his work in Florida in connection with the President's birthday party to go to New York to testify.

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ROOSEVELT CONTEMPLATES BROADCASTING SURVEY

Although the scope has not as yet been determined, it has been learned that President Roosevelt has now called upon Secretary Roper for a study of the broadcasting situation along the lines of the Communications survey just completed by the Interdepartmental Committee. It is assumed that additional broadcasting legislation will be based upon the survey. There is hardly any probability, however, that such legislation will be formulated during this session of Congress.

At the most, it is not believed the present Congress will do more than to create a Communications Commission. If the session is to last only a month or so longer, as predicted by Speaker Rainey, it might not even do that.

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TELEPHONE, TELEGRAPH AND RADIO OFFICE ALL IN ONE -- MAYBE

One of the possibilities of Communication Commission regulation will be the combining of the telephone and telegraph service to a much greater extent than it is now used, whereby telephone exchanges in all small towns will become in effect telegraph pick-up and delivery offices for both the radio and the wire and cable systems, Senator Dill told the American Section of the International Committee on Radio.

"If we are to have mergers in the communication services, they should be mergers that will maintain competition", Senator Dill continued. "The merger of the international radio services as against a merger of cables is far less objectionable than the merger proposed by the majority of the Communications Committee. If it be said, as some do say, that this would result in junking the cables, my reply is that the proposal for a complete merger becomes simply a plan to salvage the cables at public expense. Any merger of domestic wire telegraph service now must necessarily be separated from the cables, else the international radio communications service will be without a pick-up and delivery service for its messages throughout the country. All of these complications only emphasize the need of first creating a Communications Commission and having it study these merger problems, before legislating on the subject."

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: BUSINESS LETTER NOTES :
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Mrs. Anne Morrow Lindbergh has been awarded the Hubbard gold medal by the National Geographic Society for her brilliant accomplishments as radio operator, aerial navigator and co-pilot. It is the first time the medal has been awarded to a woman.

Although television transmission is "ready to come out", receiving apparatus still is too expensive for mass distribution, Charles A. Wall of the National Broadcasting Company Treasurer's office said in New York.

Weather Bureau officials in Washington have announced that they hope to abandon the use of 13,000 miles of leased wires and use radio instead for carrying weather reports.

The NRA hearing on the Electrical Manufacturing Code, which includes radio, is now scheduled to be held in Washington Thursday, February 8. Fair trade practices and labor provisions will be discussed.

The public hearing of the Radio Wholesalers' Code has as yet not been set.

A bill levying a five percent State tax in Kentucky on radio sales under \$100 and two per cent above, last week caused Bond Geddes, of the Radio Manufacturers' Association to get out the old tomahawk. Also the proposal of Massachusetts to license all sets used in automobiles.

A confidential note to editors by George Durno, of the McClure Newspaper Syndicate says: "The Food & Drug Administration is willing to recede from the food quality standard clause in the new Copeland or Tugwell Bill unless there is a definite movement in favor of it. This represents their only voluntary trading point. Otherwise every effort will be made to enact the measure as it stands. Those who have worked hardest to draft it understand the President is standing squarely behind the bill and at the proper time will give it his official blessing."

Col. Thad H. Brown, of the Federal Radio Commission, and Dr. C. B. Jolliffe, Chief Engineer of the Commission, will be the guests of Station WCAE, Pittsburgh, at the dedication of the new transmitting equipment and will be heard briefly over the WEA network at 11 p.m. EST Saturday, Feb. 10.

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Feb. 2, 1934)

WRAM, Wilmington Radio Association, Inc., Wilmington, N. C., C.P. to move station from Wilmington to Durham, N. C., make changes in equipment and change frequency from 1370 to 1500 kc.; KLCN, Charles Leo Lintzenich, Blytheville, Ark., license covering local move of station, installation of new equipment and changing power from 50 to 100 watts, 1290 kc., daytime; WPFB, Otis Perry Eure, Hattiesburg, Miss., modification of license to reduce hours of operation from unlimited to specified.

Also, State of Ohio, Dept. of Highways, Division of State Highway Patrol: Portable in Ohio, special experimental C.P., frequency 1682 kc., 50 watts; near Columbus, Ohio, C.P. for State Police service, 1682 kc., 500 watts; Inhabitants of the City of Plainfield, N. J., C.P., general experimental, frequencies 30100, 33100, 37100, 40100, 86000-400000, 401000 kc. and above, 25 watts; Same - Portable and Mobile on Police cars, 5 C.P.s same as above, except power 4.5 watts; City of Durham - Police Dept., Durham, N. C., C.P., general experimental 30100, 33100, 37100, 40100 kc., 15 watts; WPGO, Town of Huntington, Huntington, N. Y., C.P. for police service, frequency 2414 kc., 25 watts; KGPZ, City of Wichita, Kans., C.P. to move police station to building adjoining present location; Superior Pine Products Co., Fargo, Ga., C.P. special emergency service; 2726 kc., 50 watts; KGN, Coos Bay Wireless Telegraph Co., North Bend, Oregon, C.P. to install new equipment, increase power from 250 to 500 watts, and move locally; Henry B. Dupont, Wilmington, Del., C.P. 278 kc., 15 watts.

Also, Mackay Radio & Telegraph Co., Palo Alto, Cal.: KWC, C.P. for additional transmitter, additional frequency 13015; increase in power from 5 to 50 KW, and add Tokyo, Japan, as a point of communication; KWJ, Same, except frequency 7737.5; KRB, Federal-State Marketing Service, Salinas, Cal., C.P. to move station locally; WPGL, City of Binghamton, N. Y., license for police service, 2442 kc., 150 watts; WPGN, City of South Bend, Ind., same except frequency 2470 kc., 100 watts; WPGH, City of Albany, N. Y., same, except frequency 2414 kc., 100 watts; KGHG, City of Las Vegas, Nev., same, except frequency 2470 kc., 50 watts; W9XAC, City of Paducah, Ky., license, frequency 33100 kc., 15 watts for general experimental service; KIIG, Department of Water & Power City of Los Angeles, Cal., Silver Lake Camp, license, frequency 3190 kc., 30 watts, special emergency service; W8XS, Westinghouse Electric & Manufacturing Co., near Saxonburg, Pa., modification of C.P. extending completion date to April 18, 1934; W9XX, City of Wichita, Kans., Depat. of Police, and W9XY, Same, Portable & Mobile, modification of C.P. extending commencement date to March 15, 1934 and completion date to July 1, 1934; WMEI, Board of Levee Commissioners of New Orleans Levee Dist., New Orleans, La., modification of C.P. extending commencement date from 6/16/33 to 12/4/33 and extending completion date from 12/16/33 to 2/16/34.

Also, Aeronautical Radio, Inc.: KQX, Kern Co. Airport, Bakersfield, Cal., C.P. to move locally within Kern Co. Airport; New, Great Falls, Mont., C.P., frequencies 2906, 3072.5, 3088, 5672.5, 5692.5 kc., 50 watts power; New, Glendive Airport, Glendive, Mont., C.P. frequencies (a) 2854, 3005 kc., unlimited, 5377.5 kc. day only; (b) 2640, 2644 kc., 50 watts; WAEH, Milwaukee, Wis., C.P. for replacement of equipment; also granted aviation aero. license, frequencies 2854, 3005, unlimited, 5377.5 kc. day only, 50 watts power, and granted Aviation pt. to pt. license, frequencies 2640, 2644 kc., power, 50 watts; WAED, Harrisburg, Pa., license, frequencies 2906, 3072.5, 3088, 4967.5, 4987.5, 5672.5, and 5692.5 kc., 400 watts; KGSZ, Seattle, Wash., license, frequencies 2854, 3005 kc., unlimited, 5377.5 kc. day only, 400 watts; Libby Communications, Inc.; KGOT, Molokai, T. H., KHY, Mauna Loa, Hawaii, KGOS, Oahu, T. H., renewal of licenses in accordance with existing licenses; KIP, American Radio News Corp., near Redwood, Calif., modification of C.P. extending commencement date from 12/1/33 to 3/1/34 and extending completion date from 3/1/34 to 9/1/34; Laura Ingalls, NC-974-Y, aviation license, frequency 3105 kc., unlimited, 3082.5, 5692.5, 8220 kc., 10 watts; W3XAZ, The Atlantic Refining Co., "SS Van Dyke, No. 4", renewal of license in accordance with existing license.

Action On Examiners' Reports

WCAO, Monumental Radio Co., Baltimore, Md., granted modification of license authorizing increase in power from 200 watts to 500 watts on frequency 600 kc., sustaining Examiner Ralph L. Walker in part; WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., granted modification of license authorizing increase in power from 250 watts night, 500 watts LS, to 500 watts, on frequency 800 kc., reversing Examiner Walker; WCAC, Conn. Agr. College, Storrs, Conn., modification of license granted authorizing increase in power from 250 watts to 500 watts, on 600 kc., and substituting the name Conn. State College, instead of Conn. Agriculture College, sustaining Examiner Walker in part; WOKO, WOKO, Inc., Albany, N. Y., granted modification of license to change frequency from 1440 to 1430 kc., and change assignment of hours from daytime and part time night sharing with WHEC, to unlimited time, reversing Examiner R. L. Walker; WHEC, WHEC, Inc., Rochester, N. Y., granted modification of license to change frequency from 1440 to 1430 kc., and change hours of operation from daytime and part time night sharing with WOKO, to unlimited, reversing Examiner Walker.

Also, WCAH, Commercial Radio Service Co., Columbus, Ohio, granted modification of license to increase the daytime power of station from 500 watts to 1 KW and change hours of operation from daytime and part time night, sharing with WHP, to unlimited time, on present frequency - 1430 kc., reversing Examiner Walker; WHP, WHP, Inc., Harrisburg, Pa., granted modification of license to change hours of operation from specified hours day, sharing with WCAH at night, to unlimited time on present frequency - 1430 kc., sustaining Examiner Walker in part; WFEA, New Hampshire Broadcasting Co., Manchester, N. H., denied license to operate on 1430 kc., with 500 watts power, unlimited time, reversing Examiner Walker.

Also, Charles W. Phelan, Tr. as Casco Bay Broadcasting Co., Portland, Me., denied application for C.P. for new station to operate on 1340 kc. with 500 watts power, sustaining former Examiner Ellis A. Yost; Portland Maine Publishing Co., Portland, Maine, denied application for C.P. for a new station to operate on 1340 kc., 500 watts power, sustaining Examiner Yost; WQDM, A. J. St. Antoine & E. J. Regan, St. Albans, Vt., dismissed application for C.P. to increase power from 100 watts to 1 KW, and change frequency from 1370 to 1340 kc., sustaining Examiner Yost; WFEA, New Hampshire Broadcasting Co., Manchester, N. H., granted modification of C.P. to change frequency from 1430 to 1340 kc. on an experimental basis "subject to the condition that the applicant shall not permit the signal intensity without attenuation of Station WFEA radiated in the direction of station WSPD, to be greater than 62.5 millivolts per meter at a distance of 1 mile from transmitter of "WFEA", Examiner Yost reversed; WRDO, WRDO, Inc., Augusta, Maine, denied C.P. to move Station WRDO from Augusta to Portland, Maine, sustaining Examiner Yost.

Miscellaneous

The Commission today reconsidered its decision rendered January 16, 1934, in the case of Peoria Broadcasting Co., Station WMBD (Ex. Rep. 493), and Illinois Broadcasting Corp., Station WTAD; by the terms of this decision the Peoria Broadcasting Co. was granted full-time, and the Illinois Broadcasting Corp.'s station was ordered deleted, to take effect 20 days from date of decision.

The action of the Commission today in reconsidering this case, remanded it to the Examiner to take additional testimony and make recommendations based upon any additional testimony that may be presented.

KIEM, Harold H. Hanseth, Eureka, Cal., application for modification of license to increase hours of operation from daytime to unlimited 1210 kc., 100 watts (facilities of KFWI) which was denied as in cases of default on December 8, 1933, was restored to the hearing docket; Northern Broadcasting Co., Inc., Laconia, N. H., application for new station to operate on 1310 kc., 100 watts, daytime only (facilities of former WKAV), taken from hearing docket and granted; George Webb, Newport, R. I., application for new station re-designated for hearing, to be heard on bill of particulars dated December 5, 1933.

Action On Cases Heard By Commission En Banc

WEEA, Aeronautical Radio, Inc., Atlanta, Ga., and KGPTG, Eastern Air Transport, Inc., Atlanta, Ga., record in these cases closed and applicants afforded opportunity to file necessary applications to comply with modified rules and regulations which permit the transmission of public correspondence between ground stations at airports and airplanes in flight, subject to proper requirements and restrictions.