HEINL RADIO BUSINESS LETTER

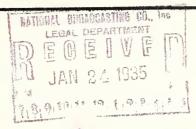


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No. 792

SPECIAL BULLETIN REGARDING COMMISSION'S REPORT TO CONGRESS REGARDING EDUCATIONAL-RELIGIOUS FIXED PERCENTAGES OF BROADCASTING FACILITIES. IS BEING SENT UNDER SEPARATE COVER

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RADIO CODE WITHDRAWN IN COMPROMISE

Continued NRA Code operations of radio manufacturers under the present Electrical Code, but with definite allocation of radio receiving set and other manufacturers into distinct radio and electrical industry groupings, was arranged at a conference in Washington of the NRA with Code Committees of the Radio Manufacturers' Association and the National Electric Manufacturers' Association.

No revision of the Electrical Code is in prospect. Therefore, the present wage and hour labor provisions and trade practices, of the Electrical Code and the general code operations promise to continue indefinitely.

At the conference the RMA presented and the NRA accepted an agreement on a course of code action affecting radio manufacturers. A partial compromise settlement resulted. It provides for continued code operations as at present under the Electrical Manufacturing Code but with RMA and the radio "industry" officially recognized by the government and also by NEMA, to include manufacturers of radio receiving sets and a large number of parts and accessory manufacturers. These were definitely allocated, respectively, under the present code supervisory agencies. Provision was made also for future allocation to the radio section of tube and other parts manufacturers by majority vote of their respective groups.

Final agreement was not reached on the code status of manufacturers of audio and radio power transformers, long and short wave switches, public address equipment, commercial receivers, including police, aircraft, government, etc., and a number of minor parts and accessories. These will temporarily continue their present code operation subject to further negotiations.

An important feature of the RMA agreement which was approved by the National Recovery Administration exempts RMA members from any code expense or assessment by the NEMA code authority.

In consideration of the partial compromise settlement recited formally, and with the definite understandings for continued operations under the Electrical Code, the RMA withdrew, "tithout prejudice to the making of a new application", its request of June 19, 1934, for exemption of radio manufacturers from the Electrical Code and a separate Radio Code. However, this will permit RMA, if it is deemed desirable later after Congress revises the NRA in June, to make further application for a separate Radio Industry Code.

Agreement on procedure with the two supplemental codes submitted by NEMA, the first for transmitting, public address and commercial receiver manufacturers, and the second for "specialty transformer" manufacturers, including audio and radio power transformers, also was reached at the conference. On the first supplement, the NRA will later decide regarding public address manufacturers. Later also it will proceed with public hearing on the transformer supplemental code, possibly within a month.

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FRENCH RADIO BROADCASTING SERVICE TO BE IMPROVED

Appreciable improvement in the French radio broadcasting service is expected to result from the recommendations of a Government committee which has been studying the radio situation in France and the colonies, according to a report from Consul Hugh S. Fullerton, Paris.

The French Government, it is pointed out, has felt for a long time that the French radio stations were not of sufficient strength compared with those of neighboring countries and that a general improvement of facilities should be effected without delay.

During the next six months the strength of the Paris and Toulouse stations will be increased to 120 kilowatts; that of Marseille to 100 kilowatts; Lille and Nice to 60 kilowatts; and Lyon to 90 kilowatts.

The Committee, the report states, has been much occupied with the necessity of improved radio service between France and its colonies, it being generally recognized that progress in this direction has not been commensurate with the size and importance of the French colonial empire.

The information service of the Frenth Post, Telegraph and Telephone station has been entirely reorganized and enlarged, while that of the Radio-Paris station is also being appreciably improved, the report states.

A development of interest and importance, the report points out, is the establishment of a listening service, which permits the control of radio messages from all French posts, as well as of the emission of foreign propaganda. The most important broadcasts will be registered. Coordination among the various French sending stations is said to be progressing in a satisfactory manner.

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SEE BIG EFFORT TO CENSOR RADIO FOOD ADVERTISING

The fact that three bills embodying methods to control food and drug printed and broadcast advertising have already been introduced in this session of Congress is believed to foreshadow a greater effort than ever before to pass some sort of a bill. That the Government has not been inactive in censoring objectionable advertising is shown by the fact that the Federal Trade Commission stopped more than 22,000 cases through cease and desist orders. Of the 180,000 broadcasting scripts reviewed by the Trade Commission recently, 21,000 have been held for further checking.

The bill introduced last week by Representative James M. Mead, of New York, places the advertising of food and drugs under strict control of the Federal Trade Commission, while the Copeland bill provides for regulation of advertising by the Department of Agriculture operating through criminal prosecutions, and the McCarran measure puts the responsibility upon the Department of Agriculture, but provides for a special board of review to which the advertiser may appeal.

The section dealing with false advertising in the McCarran measure, the last of the three to be introduced, states:

- "(1) No person who is a publisher, radio-broadcast licensee, or other agency or medium for the dissemination of advertising shall be deemed to have violated section 24 because of his dissemination of a false advertisement by another, unless he willfully disseminated the advertisement knowing that it was false or unless he refuses or neglects to disclose the name and post office address of the party who caused him to disseminate the advertisement, upon written request therefor by the Secretary of Agriculture.
- "(2) In any event no person who is a publisher, radio-broad-cast licensee, or other agency or medium for the dissemination of advertising shall be deemed to have violated section 24 because of his dessemination in good faith of an advertisement by another, if he establishes a dated guaranty signed by and containing the post office address of the party located in the United States or any Territory who caused him to disseminate the advertisement and providing to the effect that the advertisement is not false within the meaning of this Act, designating it.
- "(3) But if any person who is a publisher, radio-broadcast licensee, or other agency or medium for the dissemination of advertising disseminates a false advertisement by another in violation of section 24, which advertisement was caused by a party located in a foreign country, then such person shall be liable to prosecution accordingly under this Act unless he establishes a dated undertaking signed by and containing the post office address of a seller of the product so falsely advertised, located in the

United States or any Territory, and providing to the effect that such seller assumes full responsibility for any violation of this Act incurred by the dissemination of such advertisement. Thereupon such seller shall be amenable to any prosecution and penalty which otherwise would attach in due course to such person under this Act, with respect of the advertisement."

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MRS. HENRY A. BELLOWS DIES

Mary Sanger Bellows, for the past two years a resident of Washington, died last Saturday at her home in Washington after a long illness. She was 46 years old.

Mrs. Bellows was born in Annapolis, Md., where her father, the late Charles Robert Sanger, was Professor of Chemistry at the Naval Academy. He subsequently became Professor of Chemistry and Director of the Chemical Laboratory at Harvard University, and Mrs. Bellows spent most of her early years in Cambridge, Mass. In 1911 she was married to Henry Adams Bellows, then Assistant Professor at the University of Minnesota, and for 22 years she lived in Minneapolis. Mr. Bellows was one of the original members of the Federal Radio Commission in 1927, and in 1933 moved to Washington as Vice-President of the Columbia Broadcasting System and he is at present Chairman of the Legislative Committee of the National Association of Broadcasters.

Since coming to Washington Mrs. Bellows served as a member of the Board of the Columbia Hospital and as a member of the Women's Committee of the National Symphony Orchestra.

She is survived by her husband, a daughter, Mrs. Philip Winston Pillsbury, of Chicago, and a son, Charles Sanger Bellows, a student at Harvard University.

Funeral services were held at Mount Auburn Chapel, Cambridge, Mass Monday afternoon.

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JAPAN CONSIDERS TELEVISION

The Japanese Minister for Communications has nominated a Committee which is to examine the existing systems of television, with a view to deciding which is the most suitable for Japan. The Tokyo transmitter is to begin regular television transmissions with the system chosen by this Committee in the Spring of this year

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KC STATION HELD JOINTLY LIABLE ON NETWORK PROGRAM

Upsetting the recognized doctrine of "reasonable care" in the liability of broadcasters for libel uttered over their facilities, Federal Judge Merrill E. Otis, of Kansas City, held Jan. 3 in a case involving KMBC, Kansas City, CBS and Remington Rand, Inc., as sponsor of the "March of Time" program, that the station is jointly liable with the individual actually making the statement for libel uttered over its facilities.

The case came before Judge Otis on the question of the jurisdiction of the state court to entertain a suit against KMBC as a resident corporation, which in no way had control over the network program. The court held that despite the fact KMBC had no control over the program and had no way of knowing that the allegedly libelous statement was to be uttered, it nevertheless was jointly liable. As a consequence, he granted the motion of the plaintiff remanding the case to the state court.

The alleged statement was made April 6 during the "March of Time" program by an employee of Remington Rand. The substance of the alleged defamation was the Robert J. Coffey, who brought the libel suit, was "an ex-convict, who had served time in the penitentiary."

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CHICAGO TO HAVE FALL RADIO SHOW

Substantial progress on the national radio promotion project of the Radio Manufacturers' Association was reported to the Board of Directors at their meeting at Chicago by Powel Crosley, Jr., of Cincinnati, Chairman, and the Trade Promotion Committee.

In its 1935 promotion plans, the RMA decided to include sponsorship by the Association of a radio public show next October in Chicago. Under private management, which has been successful in past years, the RMA will sponsor the Chicago public show. To Chairman Crosley's Trade Promotion Committee, Commander E. F. McDonald, Jr., of Chicago; George A. Scoville, of Rochester, N.Y., and N. P. Bloom, of Louisville, Ky., were added as members to assist Chairman Crosley.

Paul B. Klugh, of Chicago, Chairman of the RMALegislative Committee, advised the Board that the 5 % excise tax probably would be continued because of government revenue needs but that any increase was improbable and would be opposed, if necessary. Arrangements to take prompt action on radio legislation expected from the many State Legislatures beginning their work also were made by the RMA Board.

SUBSTANTIAL INCREASE IN U. S. RADIO EXPORT TRADE

United States exports of radio apparatus enjoyed substantial improvement during the past year, figures compiled in the Commerce Department's Electrical Division show.

Sales abroad of all classes of radio apparatus in the first eleven months of 1934 were valued at \$22,543,337 compared with \$16,125,719 and \$13,312,136, respectively, for the full years 1933 and 1932.

Five of the six export classes of radio registered increases in the 11-month period of 1934, loud speakers showing the only decline. Exports of transmitting sets and parts were valued at \$984,642 in the period under review compared with \$743,423 and \$663,750, respectively, for the two full years immediately preceding.

Exports of receiving sets increased in value to \$13,693,342 in the 1934 period compared with \$9,323,535 in 1933, and \$7,321,849 in 1932. Exports of receiving tubes in the January-November period of 1934 were valued at \$3,013,249 against \$2,623,261 in 1933 and \$2,012,656 in 1932, statistics show.

Foreign sales of receiving set components were valued at \$4,063,091 in the 1934 period compared with \$2,783,730 for the entire year 1933 and \$2,517,287 for 1932. Exports of loud-speakers continued the natural decline resulting from the increase in the number of sets manufactured incorporating speakers in the sets themselves, being valued at \$328,419 compared with \$338,055 in 1933 and \$455,840 in 1932. Other accessories increased to \$460,594 compared with \$313,725 in 1933 and \$340,754 in 1932.

In view of the many restrictions which have been imposed in the principal foreign markets designed to restrict imports of foreign radio apparatus, these increases are deemed especially significant indicating as they do the universal appreciation of the high standards of the American radio apparatus manufacturing industry, it was stated.

RAYBURN MOVES WITH SPEED IN FCC RECOMMENDATIONS

Representative Sam Rayburn, of Texas, recognized White House leader in the House of Representatives, in communications matters, lost no time in introducing bills to cover recommendations of the Federal Communications Commission. These bills called for (a) legislation to authorize merger of the Western Union and Postal Telegraph Companies; (b) an amendment to prevent in the future all exclusive contracts between telegraph companies, railroads and hotels, and (c) a practical abandonment of telegraph franks.

It had been expected that the recommendations to Congress would be accompanied by a message of endorsement from President Roosevelt. However, Representative Rayburn taking up the cudgel so quickly amounted to the same thing. The President is known to be in touch with the Commission's work and is expected to stand behind them in whatever they ask for.

The proposed statute limits consolidations to companies transmitting written message and would not permit consolidation of telephone and telegraph concerns.

One of the purposes of the proposed law, the Commission pointed out, is to eliminate duplication of service, which, it said, should result in lower rates and better service.

The Commission also pointed out that telegraph service is not national in its scope, comparing 17,524 Western Union offices and 3,425 Postal offices with 47,640 post offices and 75,000 places served by telephones.

"Keener competition", the report continued, "will be offered by a consolidated telegraph company to long distance telephone and air mail. Telegraphy is but one form of rapid communication service. The air mail is a monopoly. Long distance telephone for all practical purposes is also a monopoly. Both are expanding into fields formerly occupied by the telegraph industry. Telegraph companies are engaged in fruitless strife with each other, while other means of communication are taking away what has heretofore been telegraph business."

The bill provides that employees discharged as a result of the merger must be paid retirement annuities or dismissal compensation based upon age, service and earnings.

As a supporting argument for merger of the telegraph companies, the Commission declared that the American Telephone & Telegraph Co. is in a position to take over all the telegraph business of the country, but added that it has not indicated a desire to do so.

In reporting against exclusive contracts the Commission said that it would be "desirable whether or not legislation was enacted authorizing the merger of telegraph companies."

"The purpose of competition can be served only as the public has freedom to choose between competing carriers", the report stated. "It is believed that most, if not all of the exclusive provisions are illegal at the present time. Certainly, the exclusive provisions in contracts between communications carriers and land grant railroads are an open flouting of existing laws and of decisions of the Supreme Court of the United States."

It was shown that the Western Union had exclusive contracts with 1316 hotels, and 225 clubs and the Postal with 115 hotels.

A portion of the amendment proposed which would practically abolish franks read: "It shall be unlawful for any carrier to issue or recognize any frank, or to render any free service except in situations involving the safety of life or property, including hydrographic and weather reports and medical assistance to injured or sick persons on ships at sea."

"The officers and employees of railroads and other common carriers who actually receive franks at the present time are not those who are least able to pay for communications service", the Commission reports. "The wage earner and the man who receives his pay by the hour or by the day are not included; instead, franks are issued to higher officials and to men who salaries amply enable them to pay for the handling of their communications. The issuance of franks is to some extent for the purpose of influencing men who may be in a position to route the business of the companies with which they are connected over the company issuing the frank. Franks are also treated as a means by which officers of the issuing company repay favors and courtesies extended to them personally."

The amount of revenue lost in handling franked messages for persons other than officers, agents and employees of communication carriers and the families of such persons, is estimated at approximately \$300,000 per year. The communications industry as a whole receives nothing in return for this service which goes to a small group.

JULES P. DANIEL HEADS WBAL SALES

Jules P. Daniel has been named head of WBAL's Sales Department. Mr. Daniel has had fifteen years' advertising experience having formerly been connected with J. Walter Thompson as Treasurer, and Account Executive, with E. T. Howard, of New York, and with the Joseph Katz Agency, the city of Baltimore, with which company he has been connected for the past several years.

WBAL's new Sales Manager is a graduate of Cooper University, N. Y., and holds the degree of C.E. and Certificate of C.P.A. During the war he served 22 months both here and overseas.

Harold Higgins, of the New York office of the Hearst Enterprises, has been named accountant for WBAL.

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R.C.A. STOCKS RISE

The Class A preferred stock of the Radio Corporation of America rose 5-3/8 points upon the decision of the Directors to pay off all accumulations on the issue, and the B preferred stock rose 4 points in sympathy, its position apparently being enhanced by the ending of arrearages on the senior issue.

"The recovery started well before the dividend action was announced and rallies of 2 points had been achieved by the time the news was out", the New York Times commented. "On Dec. 21 the Directors and management had decided against any plan of recapitalization at that time, causing declines of 1-3/8 in the A and 4-7/8 in the B stock on the following morning. A special Committee of Directors had for some time previously been studying how to dispose of arrearages on the two preferred issues. Yesterday the A closed 7 points above its last price on Dec. 2 and the B 5-1/8 points above its level on that day."

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NEW CALL LIST OF U. S. STATIONS

The Federal Communications Commission has just issued a new list of United States long-wave program broadcasting stations. The stations are listed alphabetically by call letters. The last call list issued by the Commission was six months ago.

BIG COMMUNICATIONS TURN-OUT AT ALFALFA DINNER

There was distinguished representation of the communications industry at the Alfalfa Dinner attended by President Roosevelt in Washington last Friday night. Gene Buck, President of the American Society of Composers, an Alfalfa life-member, was in charge of the entertainment.

Among those from the industry present were:

Sosthenes Behn, President, International Telephone & Telegraph Co., New York City; Thad H. Brown, Federal Communications Commission; Royal S. Copeland, Senator from New York; Manton Davis, General Counsel, Radio Corporation, New York City; G. H. Finch, Federal Communications Commission; Donald Flamm, President, Knickerbocker Broadcasting Co., New York City; Hampson Gary, former Federal Communications Commissioner; C. Byron Jolliffe, Chief Engineer, Federal Communications Commission; Howard L. Kern, International Telegraph & Telephone Co., New York City; John M. Littlepage, barrister and Thomas P. Littlepage, former President of the Alfalfa Club.

Also, Frank C. Page, Vice-President, International Telephone & TelegraphCo., New York City; George Henry Payne, Federal Communications Commissioner; Herbert L. Pettey, Secretary, Federal Communications Commission; George B. Porter, Federal Communications Commissions Commissioner; Andrew D. Ring, engineer, Federal Communications Commission; Frank Roberson, Federal Communications Commission; Frank Roberson, Federal Communications Commission; William Robyn, New York City; David Sarnoff, President, Radio Corporation, New York City; Paul P. D. Spearman, General Counsel, Federal Communications Commission.

Also, Irvin Stewart, Federal Communications Commissioner; Eugene O. Sykes, Chairman, Federal Communications Commission; E. D. Thornburgh, International Telegraph & Telephone Co., New York City; Wallace H. White, Senator from Maine; Eugene S. Wilson, American Telephone & Telegraph Co., New York City; Lloyd Bennett Wilson, Jr., American Telephone & Telegraph Co., New York City; William A. Winterbottom, Radio Corporation of America, New York City; Frank W. Wozencraft, Assistant General Counsel, R.C.A. New York City.

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HEINL RADDIOMNEWS SERVICE

2400 California Street

Washington, D. C.

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January 22, 1935.

BULLETIN

FCC AGAINST RELIGIOUS EDUCATIONAL FIXED PERCENTAGES

The Federal Communications Commission late this (Tuesday) afternoon submitted its long-awaited report to Congress on the highly controversial question of whether or not religious and educational stations shall be specifically provided for by law. The answer is contained in the following recommendation, and it is "No":

"The Federal Communications Commission recomends that at this time no fixed percentages of radio broadcast facilities be allocated by statute to particular types or kinds of nonprofit radio programs or to persons identified with particular types or kinds of non-profit activities."

The Commission, however, proposes to hold a conference of non-profit (educational and religious) and commercial broadcasters at an early date in Washington to "the end of combining the educational experience of the educators with the program technique of the broadcasters, thereby better to serve the public interest", and to consider any specific complaints and whatever remedial measures should be taken.

At the same time the Commission submitted the educational-religious report, they also made two other recommendations to Congress (a) a substitute for the so-called "Davis Amendment", which allocated equal radio facilities to all parts of the country, and (b) that a chief accountant and not more than three assistants be added to the Commission's staff, the Chief to receive \$9,000, and the Assistants, \$7,500.

In giving their reasons for vetoing the proposal that fixed percentages of radio facilities be allocated to religious and educational stations, the Commission said,

"There is no need for a change in the existing law to accomplish the helpful purposes of the proposal.

"Flexibility in the provisions of the law is essential to regulation if growth and development in the art of broadcasting is to be encouraged and regulated for the best interests of the public as a whole.

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public as a whole.

"There are insufficient broadcast facilities available in the present development of the art to provide for specialized broadcast services consistent with a fair and equitable distribution of facilities and services throughout the country.

"No feasible plan for a definite allocation of broadcast facilities to non-profit organizations has been presented.

"The hearings developed no evidence of a real demand on the part of the great body of non-profit organizations or on the part of the general public for the proposed allocation of definite percentages of broadcast facilities to particular types or kinds of non-profit activities.

"It would appear that the interests of the non-profit organizations may be better served by the use of the existing facilities, thus giving them access to costly and efficient equipment and to established audiences, than by the establishment of new stations for their peculiar needs. In order for non-profit organizations to obtain the maximum service possible, cooperation in good faith by the broadcasters is required. Such cooperation should, therefore, be under the direction and supervision of the Commission."

In elaborating upon the reasons for holding a conference of religious, educational and commercial broadcasters, the Commission intends "actively to encourage the best minds among broadcasters and educators alike in order to develop a satisfactory technique for presenting educational programs in an attractive manner to the radio listener. Cooperation with the United States Commissioner of Education and other governmental agencies already established to assist in building helpful radio programs will be sought to an even greater degree than it now exists. The results of the broadcast survey, which is now being conducted by the Commission to determine the amount and quality of secondary service of large metropolitan broadcasting stations in remote sections of the United States, as well as by broadcast stations generally, will be studied with the thought in mind of providing the best possible service to every American radio listener and to provide him with a well-balanced selection of non-profit and public-interest programs.

"The Commission feels, in particular, that broad-casting has a much more important part in the educational program of the country than has yet been found for it. We expect actively to assist in the determination of the rightful place of broadcasting in education and to see that it is used in that place.

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The proposed substitute for the Davis Amendment is as follows:

"In considering applications for licenses, or modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several states and communities as to provide an equitable distribution of radio service to each of the same."

The following proposed amendment was offered to Congress with regard to preliminary hearings in radio cases:

"If it appears upon examination of any such application that the granting thereof will, in the opinion of the Commission, adversely affect the service of any existing radio station, the Commission may, pursuant to such rules and regulations as it may prescribe, conduct an informal and preliminary hearing thereon. If as a result of such informal and preliminary hearing, the Commission is of the opinion that the application violates any provision of this Act or the rules and regulations of the Commission, or that the applicant is not legally, financially or technically qualified, or that the applicant is not in a position financially, technically or otherwise to contest the use of a radio facility with the licensee of an existing station, and that such application should be refused, the Commission may enter its final order refusing such application, stating the reasons therefor."

Also this amendment with regard to suspension of license:

Any station license may be revoked or suspended for a period of not to exceed 30 days for false statements either in the application or in the statement of fact which may be required by Section 308 hereof, or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the Commission in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, or for violations of or failure to observe any of the restrictions and conditions of this Act or any regulations of the Commission authorized by this Act or by a treaty ratified by the United States:

Provided, however, That no such order of revocation or suspension shall take effect until 15 days' notice in writing thereof, stating the cause for such proposed revocation or suspension has been given to the licensee. Such licensee may make written application to the Commission at any time within said 15 days for a hearing upon such order, and upon the filing of such written application, said order of revocation or suspension

shall stand suspended until the conclusion of the hearing conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing, the Commission may affirm, modify or revoke said order of revocation or suspension."

In conclusion the report said, proposing an amendment to the appeal from order suspending station license, the Commission said:

"If Section 312 of the Act is amended so as to authorize the Commission to suspend a radio station license, the right of appeal from the order of suspension should be afforded. The right to appeal from an order of revocation is now afforded under Section 402(a) authorizing appeal from orders of the Commission to special three judge courts. (District Court Jurisdiction Act). Appeal from orders suspending a station license should be under Section 402(b) providing for appeal in certain radio cases to the Court of Appeals of the District of Columbia. That Court has for sometime past and until approval of the Communications Act had exclusive jurisdiction of radio appeal cases, now has jurisdiction over the large majority of such appeals, is required by the Statute to give preferential handling in point of time to them, and there will be involved in suspension cases violations of the many technical regulations of the Commission with which said Court has had experience."

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