

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** / :: ::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. 455

NBC TELEVISION STATION AUTHORIZED

The National Broadcasting Company has just been authorized by the Federal Radio Commission to erect a television and a sound broadcasting station on the eighty-fourth floor of the Empire State Building, of New York, tallest structure in the world.

The stations will operate on ultra high frequencies, above 23,000 kilocycles, in an effort to ascertain whether or not they can be adapted to visual broadcasting. The stations will cost \$75,000, with \$10,000 additional for studios.

Ninety days will be required to complete the construction, according to the applications. A 2,500 watt transmitter and the frequencies of 41000, 51400, 60000 to 400000 and 401000 kilocycles will be used for the sound track, while the bands from 43000 to 46000, 48500 to 50300 and 60000 to 80000 kilocycles are assigned to the television transmitter, which will have 5,000 watts power.

A television antenna will be placed on top of the Empire State Building mooring mast, 1,250 feet above the street level. NBC engineers believe that many of the present obstacles to visual broadcasting will be removed through the operation of the station from this height.

The Columbia Broadcasting System has already opened a television station in New York. It is W2XAB and is synchronized with W2XE, Columbia's short wave rebroadcasting station.

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EXCAVATION BEGINS FOR RADIO CITY

Eight steam shovels, 100 trucks, and about 300 men were scheduled to begin work today on excavations for Radio City, the largest building project in history, according to the New York Times. Early activity will be centered in the section to be known as Metropolitan Square.

The excavation work is expected to be completed this Fall. When the construction of the buildings is under way, at least 5,000 men will be employed on the project.

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NORMAN BAKER SEEKS INJUNCTION IN KTNT CASE

Norman Baker, owner of Station KTNT, of Muscatine, Iowa, is seeking a preliminary injunction against the individual members of the Federal Radio Commission to nullify the action of the Commission in removing KTNT from the air last month. The suit was filed last week in the District of Columbia Supreme Court.

Challenging the constitutionality of the Radio Act of 1927, on which the Commission based its action, the petition claims that the removal of the station from the air violates the Fifth Amendment to the Constitution, destroying its property without due process of law. The approximate value of the 5,000 watt station was placed at \$130,000 in the petition.

Station KTNT already has an appeal pending in the Court of Appeals of the District of Columbia from the Commission's decision of June 5th refusing it renewal of its license on the ground that the station was used by Mr. Baker as a "private mouthpiece" rather than in the public interest. The station obtained a stay order from the Court permitting it to operate during the pendency of the litigation, but on motion of the Commission, several days later, this order was vacated by the Court, and the station again was ordered to cease operating.

Justice Oscar Lohr, of the Supreme Court, upon filing of the suit, issued a rule ordering the five Federal Radio Commissioners, all named as defendants, to show cause on August 3, why they should not be restrained and enjoined as prayed in the bill. The bill was filed by Mathews & Trimble, attorneys for KTNT.

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PHILCO CONFIRMS FARNSWORTH TELEVISION TIE-UP

The following is confirmation by James M. Skinner, President of Philco, regarding their arrangement with Farnsworth, the television inventor:

"Under an agreement made between Philco and Farnsworth, further development work on the Farnsworth Television System will be carried on in the Philco laboratories at Philadelphia. Philco is confident that the Farnsworth Television System will be the system finally adopted because of the elimination of all rotating disks or other moving parts, and equally important, because of the narrow broadcasting band necessary for transmission through the air which will multiply by many times the number of broadcasting stations which can operate simultaneously without interference.

"Philco wishes to point out, however, that much development work is still to be done before television is ready for the market, and that it would be premature even to guess at the date when receivers can be offered to the public.

"Also that television if, and when, it comes will not obsolete present radio sets because television will require an additional and separate receiver of its own."

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"WOBBLING" FOUND ON DECLINE

W. D. Terrell, Director of Radio, Department of Commerce, has just announced that although the order requiring broadcasting stations to maintain their frequencies within 50 cycles of their assigned frequencies was only issued a month ago, and is not effective until about a year hence, there has been an increase of 19 stations in this category for the month of June over the number reported for May. At the present time, stations are allowed to deviate not more than 500 cycles.

During June, 4,793 measurements made of 330 broadcasting stations showed that 97 at no time deviated as much as 50 cycles, 71 deviated over 50 cycles one or more times but did not go above or below 100 cycles from their frequencies, and 69 went over 100 but not as much as 200. The other measured deviated over 200 cycles.

These measurements were made at the monitoring stations of the Radio Division located throughout the United States.

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EXPORTS GAIN 57% OVER 1930

Exports of radio receiving sets from the United States for the first five months of this year show an increase of approximately 57 per cent over the similar period in 1930, according to announcement by the Department of Commerce.

The value of exports through May of this year was \$5,191,483 as compared to \$3,312,100 in 1930. Receiving sets exported during May totalled \$1,171,000 as against \$726,000 in May, 1930.

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PROGRESS IN AIRCRAFT DIRECTION FINDER

The following appeared in the Air Commerce Bulletin of the Aeronautics Branch of the Department of Commerce:

"Further simplification was effected in the design of the aircraft direction finder under development by the Aeronautics Research Division. It was found possible to so arrange the input switching unit that but one loop antenna is required in place of the crossed-loop antenna system previously employed. Besides the reduction in the number of loop antennas employed, there is additional simplification in the condenser arrangement used in the input unit. Sense of deviation from the indicated course is still given the pilot by means of a zero-center pointer type course indicator. The use of the direction finder for taking cross bearings is at the same time made considerably easier through the elimination of the right-angle courses which were present with the crossed-loop antenna system.

C O R R E C T I O N

The following letter has been received from Robert E. Segal, Promotion Manager of the Cincinnati Post:

"Will you be kind enough to notice the marked tear sheet enclosed and publish in your interesting business letter a correction in the article concerning the action of Earl Fuller against the former operators of WFBE and against The Cincinnati Post?

"On page 7 of your issue of July 16, you state:

"The 'Post' began operating WFBE a week ago but refrained from announcing the tie-up in its columns. Sheet also remained silent on the Fuller suit, but the story was carried by two other papers.'

"You are in error when you say The Post 'remained silent on the Fuller suit.' We gave more prominence to this story than did either the other afternoon papers or the morning paper. Moreover, we featured in our headline the fact that The Post was sued.

"Your article also identifies Mr. George Schott as 'a principal owner and general manager of Coney Island.' The George Schott identified with WRBE is George M. Schott, secretary of the Cincinnati Galvanizing Company. The George Schott who is president and general manager of Coney Island, Inc., is George F. Schott."

The article referred to by Mr. Segal appeared in the Cincinnati Post, July 10th. It was headed: "POST NAMED IN WFBE SUIT BY MUSICIAN - FULLER ATTACKS 'SALE OR LEASE' OF RADIO STATION - RECEIVERSHIP IS ASKED - ORCHESTRA LEADER CLAIMS ONE-HALF INTEREST" and read as follows:

"Charging transfer of interest in radio station WFBE, in the Parkview Hotel, was made secretly and without his knowledge, and attacking the sale or lease of the station to The Cincinnati Post, Earl Fuller, orchestra leader, filed suit Friday in Common Pleas Court asking receivership and an accounting.

"George M. Schott, 2609 Clifton Ave.; Peter W. Miller, 2825 Clifton Ave.; William C. Schott, Cleves-Warsaw-Pike; Louis Schott, 2615 Clifton Ave.; WFBE, Inc., 108-112 Garfield Pl., and The Post Publishing Co., are named joint defendants in the suit.

"Fuller brought action through his attorneys, Harmon, Colston, Goldsmith & Hoadley.

"The suit specifically asks for appointment of a receiver to hold, operate, manage and control the station; an accounting from the Schotts and Miller, and dissolution of his partnership with them; determination by the court of his interests and judgment therefor; voiding of the sale, transfer or lease of the station to The Post; that The Post be required to turn over the station to him,

or be held to account for interests, and that all defendants be required to answer certain interrogations filed with his petition.

"Fuller also seeks court costs.

"Questions asked by Fuller are:

"1. Whether or not the amount of capital specified in the station's articles of incorporation has been paid, and, if so, when and in what amount.

"2. Whether any stock has been issued, and to whom?

"3.. Whether any directors have been elected, and, if so, who?

"4. Whether the broadcasting station was sold or leased to The Post.

"5. Terms and considerations in the deal.

"Fuller also asks that The Post be required to answer specifically his question of the amount paid by The Post to other defendants or WFBE, Inc., and to whom the money was paid.

"He sets forth that under an agreement with the defendants, other than WRBE, Inc., and The Post, he re-equipped and modernized the obsolete equipment in the station, paying for it out of his own funds, or obligating himself for it.

"Due to his sole efforts, reputation, and knowledge of metropolitan Cincinnati, he avers, he was enabled to obtain lucrative advertising contracts for the station, increasing its value from almost nothing to in excess of \$250,000.

"By reason of his agreement, he says, he became a partner in the station, owning and holding an undivided one-half interest.

"During none of the negotiations with The Post, he claims, was he present or invited, and the amount received by the other defendants from The Post never has been accounted for.

"His repeated demands for an accounting have been refused, he declared.

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PRESS GROUP PLANS TO FIGHT RADIO

Following is part of an article appearing in the current issue of Editor and Publisher:

"At a meeting of the Executive Committee of the Pennsylvania Newspaper Publishers' Association at the Irem Temple Country Club, near Wilkes-Barre, Pa., July 18, the manager, William N. Hardy, was authorized to employ counsel in co-operating with the A.N.P.A. and other newspaper agencies in combating competition of the radio for newspapers in the fields served by low-power broadcasting stations.

"The general subject of radio competition was considered at length by the Executive Committee at the request of several members, notably the Williamsport Sun-Gazette, and the Oil City Derrick, where local low-power stations are in operation.

"George E. Graff of the Williamsport Sun-Gazette reported that he had engaged Elisha Hanson of Washington, D. C., attorney for the A.N.P.A. to protect his interests before the Federal Radio Commission.

"Mr. Hanson was retained by the P.N.P.A. this week to represent the Association in the Graff proceedings if it became apparent that by so doing he could serve the newspaper industry. Mr. Hanson was also asked to protest for the P.N.P.A. at the hearing to be granted C. R. Cummins of Williamsport, whose petition for 260 low-power broadcasting stations, 41 of them in Pennsylvania, has been placed before the Commission.

"A report of the manager showed that the presidents of the International Typographical Union and the Pressmen's Union have pledged their support to the newspapers in their fight against radio, along legislative and any other lines desired."

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SEEKS BROADCASTERS AID IN TONING DOWN SPEAKERS

The following letter was addressed recently to the Editor of the New York Sun and printed in that paper:

"Well may William H. Higbie ask, Why Keep a Radio? At various times I have asked the broadcasting stations to assist in alleviating the loud loud speaker nuisance. WOR cooperated. Politely at 10:45 each evening that station suggests that loud loud speakers be turned down. The Aylesworth people, with their haughty public utility attitude, pass the buck to the Noise Abatement Commission! If Geraldine Farrar could have listened to her voice as it bellowed from two loud loud speakers hereabouts, shaking the very houses as it ricocheted down the street, Miss Farrar would weep and the Packard sponsors do some thinking. Program sponsors are being kidded; radio broadcasting is committing suicide.

Phillip Vyle, F.B.G.S."

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CALDWELL WARNS AGAINST TELEVISION HYSTERIA

"In New York and other cities, television is now being made into a stock-selling racket preying on the savings of the ignorant trusting public to an extent that has already attracted the attention of the District Attorney's office", declared Orestes H. Caldwell, former Federal Radio Commissioner, speaking before the faculty and post-graduate classes of the Fairhope Summer School, at Rosemary Hall, Greenwich, Conn., Saturday afternoon, July 25th.

"New television corporations are being organized daily in Delaware and other States, in a frantic rush to get in on the present bonanza of television stock selling. Regiments of stock salesmen are being hired to call on sucker lists and sell securities under the pretense of letting the investor share in legendary profits of 'this new billion-dollar industry.'

"Even reputable Wall Street firms are making open inquiries among radio men, seeking television companies to promote. Meanwhile the Department of Justice, the New York District Attorney's office and the Post Office Department are watching some of the high-pressure stock-selling methods now under way, with a purpose of action. Already the use of the mails by several television 'tipster sheets' has been stopped.

"Before any layman takes hard-earned dollars and invests them in television securities, he should inform himself to some extent about the status of the television art and the likelihood of improvements, and should also insist on witnessing a television demonstration to observe the crudities of present television for himself", Mr. Caldwell declared.

"The basic principle of all present television machines was invented back in 1887 by a Russian named Nipkow, and except to apply recent details, the basic principle remains the same. This point-by-point method involves the sending of enormously high frequencies over radio or wire circuits, and even with half-million cycles per second, the picture will be something like that of a poor newspaper halftone, and far less satisfying than a home movie.

"Present systems are all surprisingly identical in method and results produced, and all seem limited to the showing of coarse outlines of a single face, or at best two faces. One's 'interest' in watching such television images of limited detail quickly subsides after a minute or so, and those who have witnessed demonstrations of all the principal systems do not feel that the flickering television image is yet more than a scientific curiosity, and is still far from being a medium of entertainment or amusement.

"Television has been up against a stone wall of limitations as far as future developments of present methods is concerned. And despite the herculean efforts expended upon it, little advance has been made in five years. Television of motion-picture quality still awaits a new inventor with a brand-new idea for transmitting images, replacing the present complex point-by-point method", Mr. Caldwell concludes.

LAFOUNT URGES MORE POWER FOR WEST

While still in the midst of his Western inspection tour, Radio Commissioner Harold A. Lafount has expressed the opinion that broadcasting stations in the West need more power because of the often large areas they are required to serve.

"Stations in this vast territory must cover a very large area to reach anything like the number of listeners that eastern stations of equal power reach", he said. "A large audience is essential to the sale of time at a price that will pay profit, and profits must be realized if high standards are to be maintained."

The Western Radio Commissioner reiterated his contention that cleared channel stations should be permitted to use the maximum power of 50,000 watts. He also noted that numerous technical improvements in broadcasting are apparent throughout the West.

Mr. Lafount addressed the National Association of Broadcasters at San Francisco last week.

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LEVIATHAN RECEIVES TELEVISION IMAGE

For the first time in the history of television, a program was received by a ship at sea last Thursday. The Leviathan received the picture and voice of an announcer from Station WLXAV, Boston, and some pictures from Washington.

The experiment was conducted by the Short Wave and Television Corporation.

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CECO MAKES LARGE TUBE SHIPMENT

The following has been received from the CeCo Company:

"More than 50,000 CeCo tubes were shipped from the factory of the CeCo Manufacturing Company in Providence, R. I., on a recent day in July. It was the biggest daily CeCo shipment since the Autumn of 1929 and one of the biggest shipments in CeCo history.

"S. J. (Jack) Helsper, CeCo Sales Director, states that many more similar shipments will follow between now and the end of the year."

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

July 24 - The Sun-Gazette Co., Williamsport, Pa., C. P., amended to request 1370 kc., instead of 1420 kc., and to share time with WRAK instead of unlimited time; KSO, Iowa Broadcasting Co., Clarinda, Iowa, C. P. to install new transmitter; KFMX, Carleton College, Northfield, Minn., license to cover C. P. granted Feb. 17, 1930, to make changes in equipment; WCMA, General Broadcasting Corp., Culver, Ind., C. P. to move studio and transmitter from Culver Military Academy, Culver, Ind., to 643 Lake Shore Drive, Culver, Ind.; KPPC, Pasadena Presbyterian Church, Pasadena, Calif., license to cover C. P. granted June 26, 1931, to install new transmitter and use antenna of former station KPSN.

July 25 - Dr. S. A. Lutgen, Wayne, Nebr., C. P. resubmitted amended as to equipment; WPAD, Paducah Broadcasting Co., Paducah, Ky., C. P. to make changes in equipment and increase power from 100 w. to 100 w., 250 w., L. S.

Applications, Other Than Broadcasting

July 24 - Radiomarine Corporation of America: WOE, Palm Beach, Fla., renewal of coastal license; WCY, West Dover, Ohio, WRL, Duluth, Minn., renewal of Marine Relay licenses; KEA, Adam Wm. Lipke, Seldovia, Alaska, license covering C. P. for 500, 425, 178 kc., 100 w., coastal and point-to-point service; WRDI, The Franklin County Board of County Commissioner, Columbus, Ohio, renewal of police license for 2416 kc., 200 w.; KHE, Everett Packing Co., Herendeen Bay, Alaska, license covering C. P. for 252, 178 kc., 50 w., limited public service; Police Department, Homewood, Ill., new C. P. for 2410 kc., 50 w.; WPDL, City of Lansing, Mich., renewal for 2400 kc., 50 w., police service; Pan American Airways, Bangor, Maine, Calais, Maine, new C. P.s for 2662, 4164, 6305, 8015, 3070, 5690 kc., 10 w., aero and point-to-point aeronautical service.

July 25 - Aeronautical Radio: WAEF, Newark, N. J., renewal of license for 2722, 2734, 4108, 6365, 8015 kc., 400 w., point-to-point aeronautical; WQDQ, near New Orleans, La., license to cover C. P. for 2326, 2344, 4140, 6260, 6275 kc., 400 w., point-to-point aeronautical; WEEQ, Orlando, Fla., (requested), C. P. for 3070, 3076, 5690, 4164, 6320 kc., 350 w., aeronautical and point-to-point aeronautical; WFEB, Wayne County Airport, Wayne County, Mich., license covering C. P. for 278 kc., 10 w., aeronautical; WAEB, Aeronautical Radio, Columbia, Ohio, C. P. for change in location, 3082, 3088, 5510 kc., 400 w., aeronautical; W9XAY, National Battery Broadcasting Co., portable, special license for 2368 kc., 7.5 w.; WBA, Pennsylvania State Police, Harrisburg, Pa., WMB, W. Reading, Pa., WDX, Wyoming, Pa., renewals for 275 kc., 300 w., police; WMP, Commonwealth of Mass., Holden, Mass., C. P. to change location, 1662 kc., 5 kw (day) 10 kw (nights) police; WRDR, Township of Grosse Pointe, Grosse Pointe, Mich., renewal of 2410 kc., 50 w., police.

Also, RCA Communications: W2XAM, New Brunswick, N. J., renewal for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 10 kw., experimental; W2XBI, Rocky Point, N. Y., renewal for 51,400, 60000 to 400000, and above 401000 kc., 10 kw., experimental; W2XBC, RCA Communications, Rocky Point, N. Y., renewal for 17300, 25700, 34600, 51400, kc., 10 kw., experimental; W2XAS, Rocky Point, N. Y., renewal for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 80 kw; W2XBG, Radiomarine Corp. of America, Garden City, N. J., renewal of license for 1604, 2398, 3256, 4795, 6425, 8650 kc., 200 w., experimental.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

The following decisions were granted July 24th:

KFI, Earle C. Anthony, Inc., Los Angeles, Calif., request granted to include 5 kw., auxiliary transmitter which was omitted in renewal of license granted July 7, 1931; WFBL, Onondaga Radio Broadcasting Corp., Syracuse, N. Y., authority to measure antenna input; KFDM, Magnolia Petroleum Co., Beaumont, Texas, authority to measure antenna input; WOW, Woodmen of the World Life Insurance Association, Omaha, Nebr., authority to measure antenna input; WMT, Waterloo Broadcasting Co., Waterloo, Iowa, authority to measure antenna input.

Also, NBC (see page 2); Submarine Signal Co., Boston, Mass., C. P., frequencies 1604, 2398, 3256 and 4795, 15 w. power, A1 and A2 emission, subject to rules and regulations governing general experimental stations; WKDH, Alaska Salvage and Towing Co., on board vessel "Akutan", temporary authority to operate in conformity with existing license for a period not to exceed 60 days, frequencies: radio compass 375 kc., calling 500 kc., working 425 kc., 500 w. power, class B emission; WPDL, Police Dept., Lansing, Mich., authority to operate police radio transmitter in conformity with G. O. 113; KWO, Transpacific Communications Co., near Sacramento, Calif., modification of C. P., frequencies 7565, 7610, 10840, 15355, 15415, 21060 kc., 20 kw., power directed toward the Hawaiian Islands, all other terms of C. P. to remain the same;

Also, Pan American Airways, Inc., Bangor, Me., C. P. (a) 3070 kc., unlimited, 5690 kc., day only; (b) 2662, 4164 kc., unlimited; 6305, 8015 kc., day only. (a) frequencies for aeronautical ground to plane communication, frequencies (b) for aeronautical point-to-point service, 100 w., A1 and A2 emission, for communication with ground station and planes along route between Boston, Bangor, Calais, St. Johns and Halifax for a period of 90 days, subject to provisions of G. O. 99 as amended; Western Air Express, NC-422-E, license, 2368 kc., 50 w., A3 emission, for July 25, 1931, only. For rebroadcast through KSL, Salt Lake City, and other broadcast stations.

The Commission directed the Secretary in accordance with G. O. 114, Section 2, to request the following stations to file applications for renewal of license through the Office of the Supervisor of Radio in charge of the district in which the station is located on or before August 10, 1931:

KUOA, University of Arkansas, Fayetteville, Ark.; KLRA, Arkansas Broadcasting Co., Little Rock, Ark.; KOB, New Mexico College of Agriculture and Mechanic Arts, State College, New Mexico; WKBN, Warren P. Williamson, Jr., Youngstown, Ohio; WEAO, Ohio State University, Columbus, Ohio;

The Commission granted the following renewal applications for licenses:

KJBS, Julius Brunton & Sons Co., San Francisco, Calif; KMOX, The Voice of St. Louis, Inc., St. Louis, Mo.; WCBD, Wilbur Glenn Voliva, Zion, Ill.; WCCO, Northwestern Broadcasting, Inc., Minneapolis, Minn.; WMAZ, Macon Junior Chamber of Commerce, Macon, Ga.; WOR, Bamberger Broadcasting Service, Inc., Newark, N. J.; WOI, Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa;

The Commission reconsidered and granted the following applications for renewal of license:

KGDA, Mitchell Broadcasting Corp., Mitchell, South Dakota; KGHI, Berean Bible Class, First Baptist Church, Little Rock, Ark.;

The Commission reconsidered and designated the following application for hearing and directed that a temporary license be issued beginning 3 A.M., E.S.T., Aug. 1, 1931, and period ending according to Special Minute No. 360, adopted April 16, 1931:

KFEQ, Scroggin and Co. Bank, St. Joseph, Mo.

The Commission granted temporary renewal license to the following station beginning 3 A.M., E.S.T., Aug. 1, 1931, and ending 3 A.M., E.S.T., Sept. 15, 1931:

WOV, International Broadcasting Corp., New York, N. Y.; KVI, Puget Sound Broadcasting Co., Inc., Tacoma, Wash., on consideration of the fact that station is licensed for limited time but has failed to file copies of regular operating schedule signed and approved by the licensee of unlimited time station in accordance with G.O. 105, Commission designated application for renewal of license for hearing and directed that temporary license be issued beginning 3 A.M., E.S.T., August 1, 1931, and period ending according to Special Minute No. 360, adopted April 16, 1931, license to contain the following clause: "This license is issued on a temporary basis and subject to such action as the Commission may take after hearing on the licensee's pending application for renewal of license. No authority herein contained shall be construed as a finding by the Federal Radio Commission that the operation of this station is, or will be, in the public interest beyond the term hereof."

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