

HEINL RADIO BUSINESS LETTER

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No. 736

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RADIO'S PART IN THE 1934 CENTURY OF PROGRESS

The 1934 Century of Progress is a Fair of amplification and illumination. Radio itself is not particularly in evidence but its handmaiden amplification dominates the whole show. The first thing you hear when you enter the gates is the the amplifier music played from one end of the grounds to the other. During your entire stay at the Exposition, you are almost always within ear-shot of one of the 119 amplifiers. They are ornamental affairs mounted on stands at street intersections and other places along with the electric lights and fire alarm boxes.

These amplifiers are a marvelous development of the Public Address System. In addition to broadcasting radio and other programs, they are used for emergency announcements. Typical of these were three made in quick succession one evening last week. A message was addressed to a merchant from Wisconsin who was in the Fair Grounds that his store had burned and his advice was needed, and another notified a man from Nebraska that his mother had died. In each case the person addressed was told to call Victory 7700, the Century of Progress switchboard, such and such a branch number, to receive details. Shortly thereafter a notification came through that there was a fire and for all Exposition guards to stand by.

Announcements at many individual exhibits were amplified. Henry Ford, who with his great display seems almost to have stolen the 1934 show, in addition to broadcasting the Detroit Symphony concerts over a network, sends it to all parts of his exhibition buildings and grounds through loud-speakers. Many exhibits which in years past would simply have been displays with pictures, are now, through a system of amplification, "talking exhibits."

The largest, and one of the very few, exhibits having to do with radio itself is that of the RCA Victor Company. This occupies 12,000 square feet (is more than a city block long), employs 50 people, and is in the very heart of the Communications Building in the Electric Group. Unquestionably the RCA Victor exhibit is one of the most attractive and best thought out exhibit in the entire exposition.

At the entrance in the main lounge is an all-wave display using the flags of 12 nations with various types of all-wave sets revolving about them. Sitting in this room visitors are able to hear broadcasts as they come in from foreign countries.

In the hall adjoining, the visitors see Victor records manufactured and then can hear them demonstrated. A theatre seating about 100 persons shows moving pictures of the manufacture of radios and phonographs at Camden. A miniature RCA-Radiotron factory employs 21 men and turns out approximately 3,000 tubes a day.

There is a complete radio-marine exhibit by R.C.A. Communications, Inc., showing the part radio plays in saving life at sea. A sinking ship may be seen and the S.O.S. call heard with a Coast Guard vessel going to the rescue.

H. M. Winters is the manager of the RCA Victor exhibit and George Clark, Assistant Manager.

There is a complete display of aircraft and police radio. A machine showing how facsimile photographs are sent by radio is also demonstrated. Likewise a Cathode ray oscillograph shows how a radio set works. At the southern entrance is the Hall of Mirrors containing the NBC exhibit. A transcription by James Wallington tells Fair visitors about the American broadcasting system, how it is financed, and then the mirrors become transparent one by one, and show symbolic designs representing 20 major industries whose programs are heard over the NBC network.

The Columbia Broadcasting System has a lounge for visitor where they learn of the features of the network.

Among the other radio exhibits in the Communications Building are the General Electric in the "House of Magic", Stewart-Warner, and the Scott Custom Built Radio.

The amateurs of the Chicago area, known as the World's Fair Radio Amateur Council, have staged a very creditable exhibit in the Travel and Transport Building. Equipment is shown which they have built comprising all types of transmitters and receivers. In addition to this, the Chicago amateurs, including 10 clubs with a total of 2,000 membership, put on popular demonstrations at the Court of Science Theatre. A 20-meter phone transmitter is wheeled out on the stage. Either the operator calls for somebody to answer or hears somebody and answers him. The audience hears and sees it all.

L. H. Kehm is the manager of the Chicago amateurs' exhibit.

Steve Trumbull is in charge of the Fair's radio broadcasts. He has 68 pickup facilities in 62 different locations requiring the use of about 500 miles of wire.

On the Midway is a theatre which carries a sign - "Television - the Eyes of Radio" at which demonstrations are given, being the evidence of television seen on the Fair grounds.

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SENATOR SCHALL STRIKES AGAIN AT PRESS CENSORSHIP

Senator Schall has issued two additional statements to the one of the first part of this week in which he scored the new organ, "The Blue Eagle", of the NRA. These deal with press censorship and are as follows:

"General Von Hindenberg says that press censorship in Germany is destroying the country and unless it is removed the nation faces immediate disaster.

"President Roosevelt's determination to censor the press of the United States will produce the same results in this country. The people of the United States must stop him in his fantastic desire to destroy American institutions and the way to do this is to keep the press free.

"The Communications Bill which he has just signed gives him the authority to appoint a Commission to investigate radio, telegraph and cable services and 'other forms of communication'. Are we to understand that 'other forms of communication' is to include the United States mail and is our correspondence to be subject to the critical eye of our political Postmaster General?

This Administration is determined to gain its object regardless of how it affects the rights of the citizens and it can not establish this dictatorship so long as the telegraph wire, the press, radio and mail is free."

The statement issued yesterday (June 28) reads:

"The reason for press censorship is becoming more apparent every day. The general rumor in Washington now is that one of the guests on Vincent Astor's yacht with President Roosevelt on its secret trip in Florida waters, was Baron Maurice Rothschilds, head of the House of Rothschilds of France. Another supposed participant on this trip was the well known genius of this Administration, Barney Baruch.

"If these two men attended conferences in secret with President Roosevelt, what was the purpose? Why were all newspaper men excluded from this trip and why was a list of the participants refused? Besides being head of the French banking system, Baron Rothschild is a member of the French Senate and it is needless to say anything concerning the attitude of the French government toward the United States. Its defalcations and financial skull-duggery are well known. Baron Rothschilds has spent eight months in the United States. Half of this time was in Florida waters and the remainder in Washington."

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RADIO CONTINUES TO MAKE PROGRESS IN SWEDEN

Radio broadcasting continued to progress in Sweden during the past calendar year, a report to the Commerce Department from its Stockholm office points out. The number of licensed receiving sets recorded in the country at the end of 1933 was 666,368, an increase of 10 per cent over the figure recorded at the close of 1932.

Broadcasting in Sweden, the report reveals, is the exclusive monopoly of one company which operates under the control of the State. Eleven State-owned broadcasting stations were in operation during 1933 and in addition there were some 20 smaller stations which were broadcasting during the year. Receipts from license fees during 1933 amounted to 6,663,000 crowns, of which 1,829,229 crowns went to the broadcasting company. After deducting all expenses, the total profit on radio broadcasting in 1933 amounted to approximately 13,000 crowns.

The State program in 1933, with a total of nearly 3,000 hours, consisted of contributions from Stockholm and other stations. Approximately 500 lecturers were employed, including university and high-school faculty members, teachers in various professions, agriculturists, state officials and authors. School radio was developed to a notable degree during the year. In this phase of the lecture work, the report shows, nearly 1500 schools participated in 1933 as compared with 300 represented in 1929 when this type of instruction was first inaugurated.

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CONTRACT AWARDED FOR NEW NAVY RADIO TEST ROOM

A contract for the construction and mechanical equipment for a new radio test room at the Naval Research Laboratory, Bellevue, D. C., was awarded this week to the York Ice Company, of Philadelphia, for \$23,368.

In this structure will be simulated conditions which exist during high altitude flights and in penetrating the stratosphere to study the problems of radio communication at extremely low temperatures and greatly reduced atmospheric pressure.

The test room will be an insulated air-tight vault approximately 15 by 20 feet and 10 feet high. It will be equipped with an air conditioning system by means of which it will be possible to maintain in the room any desired uniform temperature between 30 degrees below zero and 150 degrees above zero Fahrenheit.

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ELECTRONICS IN THE DAY'S NEWS

The above title is the caption of an editorial which appears in the June issue of "Electronics".

"The vitality of the electronic arts - the spread of the uses of electronic tubes in their myriad of applications - the penetration of electronic tools of one kind or another into almost every walk of modern life - are all well illustrated by the frequency with which news events based on some electronic feature, are reported in the daily press", the article goes on to say.

"Usually the electronic aspect is hidden behind some commonplace reference, but the vacuum tube is playing its part, nevertheless. Here, for example, are news items of electronic significance picked up at random during the past few weeks:

"The Gettle kidnapping mystery is solved and the kidnappers apprehended through use of a police microphone, amplifier and recorder.

"The Nantucket lightship is run down by a steamer whose navigator followed the radio beam, without picking up the underwater oscillator.

"Chicago's second Century of Progress Exposition is opened by radio by Admiral Byrd from his solitary shack nearest the South Pole.

"Newspapers of the Associated Press group contract for picture-transmission service by means of facsimile over the telephone lines.

"Dr. Morehead of the Reconstruction Hospital, New York, applies photocells and amplifiers to permit totally paralyzed persons to 'handle' radio, books, etc.

"President Roosevelt's Warm Springs Foundation applies photocell self-opening door, for convenience of infantile-paralysis patients.

"New York City's BMT subway installs new air-conditioned electric trains with photo-cells to control lights when trains enter tunnels.

"The electron is now a front-page headliner. Electronic tubes are making history daily, - not only in the laboratory and in the experimental plant, but also outside in the affairs of men."

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NBC STUDIO VISITORS CAST VOTES FOR FAVORITE PROGRAM

Dance music is the overwhelming favorite of the American radio listener, if the preferences of visitors to the National Broadcasting Company's Radio City studios can be taken as a criterion.

During the past few months the NBC has been conducting a survey among its studio guests, and a tabulation of the answers to more than 140,000 individual questions, asked of 17,659 men and women, has just been completed.

The results show a striking parallel between the desires expressed by listeners, and the types of programs actually broadcast by the NBC. In most cases the percentages were extremely close. The figures for the six major classifications follow:

<u>Type of Program</u>	<u>Percentage Requested</u>	<u>Percentage Broadcast</u>
Dance Music	27.3	30.4
Comedy Skits & Comedians	8.8	7.2
Drama & Mystery	7.1	12.6
Symphonic Music	6.9	8.3
News Broadcasts	6.2	1.0
Variety Shows	5.2	4.8

These six classifications, according to the expressed desire of listeners, should account for 59.5% of the broadcasting schedule. Actually, over NBC networks, they account for 64.1%. The remainder of the schedule, according to the votes, should be made up of a wide variety of other material, as in fact it is.

Other preferences, representing less than 4% but more than 2% of the votes cast, were, in order, military bands, operettas, Hawaiian music, grand opera, choruses and politics. Other choices were scattering.

How closely the 17,000 persons questioned may have represented the radio audience as a whole is a matter of conjecture, but the figures are interesting, particularly in parallel.

Another survey, along entirely different lines, was conducted by the NBC at the recent convention of the Advertising Federation of America, through the use of voting machines. Of some 200 members voting, 54.8% said a studio audience added to their enjoyment of a program; 23.6% had radios in their cars; 77.6% had radios in their summer homes or camps; 48.3% favored the installation of radios in their offices; 56% had one radio in the home, 31% had two, and 9% had three.

A new edition of the NBC studio questionnaire is being put out shortly, along somewhat different lines.

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COMMUNICATIONS COMMISSIONERS NOT YET NAMED

At the White House press conference this (Friday) afternoon, President Roosevelt said that he hoped to announce the members of the new Federal Communications Commission either tomorrow (Saturday) or Sunday. The President hopes to start his trip on Sunday.

The latest report seems to be to the effect that Judge Sykes will not be named as Chairman of the new Commission, not because of any real prejudice against him but merely for the reason that the President is understood to feel that he must appoint someone as Chairman who would rule with an "iron hand" in investigating and combatting the telephone companies. It looks now as though Dr. Milo R. Maltbie, Chairman of the New York State Public Service Commission, has perhaps refused an appointment on the new Commission, if it was offered to him, as rumored.

Former Representative John E. Nelson, Republican, of Maine, who served for years on the House Interstate Commerce Committee, former Representative Homer Hoch, also a Republican, and at present a member of the Kansas State Utilities Commission, and Capt. S. C. Hooper, Chief of Naval Communications, continue to be considered likely prospects among a group of about 100 names which it is understood the President has had to mull over. This large list of persons recommended for Commissioners is probably one reason why no announcement has yet been made as to whom the appointees are to be. Another reason for the delay is that doubtless places have been offered to several who have not accepted, thus necessitating selecting others, all of which has resulted in much loss of time.

It is felt that the President is going to take care of Representative Prall by having Herbert L. Pettey, act as Secretary Commissioner until January 1st when Prall will be able to take up the reins himself, his Congressional career being finished.

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WRC GETS DAY POWER INCREASED

Station WRC, owned by the National Broadcasting Co., of Washington, D. C., was today granted a modification of license to increase its day power from 500 watts to 1 KW.

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 ::BUSINESS LETTER NOTES::
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Ralph Atlass has received permission from the Federal Radio Commission to move the studios of Station WJJD from Mooseheart, Ill. to Chicago. This permission was granted some time ago but its carrying out was protested by NBC and Station WGN, Chicago.

 "Amos 'n' Andy", otherwise known as Freeman Gosden and Charles Correll, visited their old stamping grounds at Muskegon, Mich. and White Lake last week-end aboard Eugene F. McDonald's yacht, "Mizpah."

Mr. and Mrs. Correll will leave for an Atlantic cruise on the Leviathan August 31st, arriving back in New York about September 15th.

 It is reported that several of the principal radio manufacturers are to be heard on the air this Fall in a concerted selling campaign, namely Philco, already on the air, Atwater Kent, United American Bosch and RCA Victor.

 Last night (Thursday) was the first time that microphones of the American Broadcasting System faced the President when he spoke from the White House. Station WOL, Washington outlet of the ABS, made the installation in the White House.

 Va.
 A radio police net for the Richmond/area became assured yesterday with authorization by the Governor for installation of short-wave receivers in 48 State police cars. An unexpected balance of about \$4,000 in the Motor Vehicle Division is to be used to purchase equipment.

 Starting last Monday, 3,000 representatives of Station WSM, National Life & Accident Insurance Company, of Nashville, will call on 1,000,000 in 21 States to find out what they listen to - what stations, what programs - what they want on the air. This will be the most comprehensive house-to-house radio survey ever conducted by a single independent radio station in America. Whether the canvassers will double as insurance salesmen, is not known.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (June 29, 1934)

WSPD, Toledo Broadcasting Co., Toledo, Ohio, C.P. to install new equipment and increase daytime power from 1 KW to $2\frac{1}{4}$ KW; WMAZ, Southeastern Broadcasting Co., Inc., Macon, Ga., C.P. to move transmitter locally; install new equipment, increase power from 500w to 1 KW; WDAY, WDAY, Inc., Fargo, N. D., C.P. to make changes in equipment and increase daytime power from 1 KW to $2\frac{1}{2}$ KW; WNBX, WNBX Broadcasting Corp., Springfield, Vt., license covering changes in equipment and increase in power from 250 to 500 w., 1260 kc., daytime hours; WATR, Harold Thomas, Waterbury, Conn., license covering new station, 1190 kc., 100 w. daytime; WSFA, Montgomery Broadcasting Co., Inc., Montgomery, Ala., license covering local move of transmitter and installation of new equipment 1410 kc., 500 w. simultaneous day, share night with WALA; WEED, Wm. Avera Wynne, Rocky Mount, N. C., license covering move of transmitter from Greenville to Rocky Mount, N. C., 1420 kc., 100 w. daytime; WLBF, WLBF Broadcasting Co., Kansas City, Kans., license covering new equipment 1420 kc., 100 w. unlimited time.

Also KTBR, Thos. R. McTammany, and Wm. H. Bates, Modesto, Cal., license covering new station, 740 kc., 250 watts, daytime; WFEA, New Hampshire Broadcasting Co., Manchester, N. H., extension of special experimental authority to operate on 1430 kc., 500 w., unlimited time and simultaneous with WOKO, WHP WBNS and WHEC, until commencement of program tests on 1340 kc., but not later than Nov. 1, 1934; KSLM, Oregon Radio, Inc., Salem, Ore., modification of C.P. approving transmitter site; KWYO, R. E. Carroll, d/b as Big Horn Broadcasting Co., Sheridan, Wyo., modification of C.P. to extend completion date from July 2 to Sept. 1, 1934; WTBO, Asso. Broadcasting Corp., Cumberland, Md., modification of license to change frequency from 1420 to 800 kc., and hours from unlimited to daytime.

Also, WCAX, Burlington Daily News, Inc., Burlington, Vt., modification of license to change specified hours; WSAI, Crosley Radio Corp., Cincinnati, Ohio, modification of license to increase power from 500 w., night, 1 KW, LS, to 1 KW night, $2\frac{1}{2}$ KW-LS, using directional antenna; WRBX, Richmond Development Corp., Roanoke, Va., modification of license to increase daytime power from 250 to 500 w.; WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., modification of license to increase power to 500 w. night, 1 KW day, specified hours, 1360 kc.; KFKU, The University of Kansas, Lawrence, Kans., modification of license to increase power from 500 w. to 1 kw; KVOA, Arizona Broadcasting Co., Inc., Tucson, Ariz., modification of license to make change in specified hours of operation; KGGC, The Golden Gate Broadcasting Co., San Francisco, modification of license for two additional night time hours of operation, 9 to 11 P.M.; WREC, WREC, Inc., Memphis, Tenn., special experimental authority to increase power from 500 w. night, 1 KW-LS, to 1 KW night, $2\frac{1}{2}$ KW-LS.

Also, NEW, Marion K. Gilliam, Staunton, Va., C.P. for new station to be located between Staunton and Harrisonburg, Va., 550 kc., 500 watts, daytime; WMT, Waterloo Broadcasting Co., Waterloo, Ia., special experimental authority to install new equipment and increase power from 500 w. night, 1 KW-LS to 1 KW night, 2½ KW-LS; KUJ, KUJ, Inc., Walla Walla, Wash., special experimental authority for extension of special experimental authority to operate unlimited time instead of daytime only; WGAL, WGAL, Inc., Lancaster, Pa., C.P. to make changes in equipment and increase day power from 100 w. to 250 w.; KGKL, KGKL, Inc., San Angelo, Texas, C.P. to install new equipment and increase day power from 100 w. to 250 watts; WDGY, Dr. Geo. W. Young, Minneapolis, Minn., C.P. to install new equipment and increase day power from 1 KW to 2½ KW; KIEV, Cannon System, Ltd., Glendale, Cal., C.P. to install new equipment and increase power from 100 to 250 watts; KLZ, The Reynolds Radio Co., Inc., Denver, Colo., C.P. to move transmitter locally, install new equipment and increase day power from 1 KW to 2½ KW; WDBJ, Times World Corp., Roanoke, Va., modification of C.P. to increase night power from 500 w. to 1 KW.

Also, WBRC, Birmingham Broadcasting Co., Inc., Birmingham, Ala., modification of license to increase night power from 500 w. to 1 KW; WMEX, The Northern Corp., Chelsea, Mass., modification of C.P. to make changes in equipment and extend commencement date to Aug. 1, and completion date to Aug. 20, 1934; WJIM, Capital City Broadcasting Co., Lansing, Mich., modification of C.P. to make changes in equipment and correct transmitter location; KRE, First Cong. Church of Berkeley, Berkeley, Cal., modification of license to change hours from specified to unlimited; WDAS, WDAS Broadcasting Station, Inc., Philadelphia, Pa., C.P. to move transmitter and studio location locally and make changes in equipment; KFVS, Hirsch Battery & Radio Co., Cape Girardeau, Mo., C.P. to install new equipment, increase daytime power from 100 w. to 250 w.; WWRL, Long Island Broadcasting Corp., Woodside, L. I., C.P. to make changes in equipment and increase daytime power from 100 w. to 250 watts; WICC, Southern Conn. Broadcasting Corp., Bridgeport, Conn., C.P. to install new equipment and increase daytime power from 500 w. to 1 KW.

Also, WKRC, WKRC, Inc., Cincinnati, Ohio, C.P. to install new equipment, increase day power to 2½ KW-LS (application to increase night power from 500 w. to 1 KW night, set for hearing), special experimental authority to use 1 KW continued; WPHR, WLBG, Inc., Petersburg, Va., C.P. to move transmitter to near Petersburg, install new equipment, change frequency from 1200 kc. to 880 kc., increase power from 100 w. night, 250 w-LS, to 500 w. and hours from unlimited to daytime; WLVA, Lynchburg Broadcasting Corp., Lynchburg, Va., modification of license to change frequency and hours of operation from 1370 kc. to 1200 kc., S-WBTM to unlimited; WBTM, Piedmont Broadcasting Corp., Danville, Va., modification of license to change hours of operation from sharing with WLVA to unlimited; WADC, Allen T. Simmons, Tallmadge, Ohio, C.P. to install new equipment and increase daytime power from 1 KW to 2½ KW;

Also, WKJC, Lancaster Broadcasting Service, Inc., Lancaster, Pa., C.P. to install new equipt. and increase day power from 100 w. to 250 watts; WDAG, National Radio & Broadcasting Corp., Amarillo, Tex., C.P. to make changes in equipment, increase day power from 1 KW to $2\frac{1}{2}$ KW; KROW, Educational Broadcasting Corp., Oakland, Cal., modification of license to increase nighttime power from 500 w. to 1 KW; WORK, York Broadcasting Co., York, Pa., Spec. Exp. Auth. to make changes in equipment, using directional antenna; change frequency to 1320 kc., increase power to 1 KW, and operate unlimited time experimentally; KGKO, Wichita Falls Broadcasting Co., Wichita Falls, Texas, Spec. Exp. Auth. to Sept. 1, 1934, to increase night power from 250 w. to 500 w.; WMC, WMC, Inc., Memphis, Tenn., Spec. Exp. Auth. to make changes in equipment and increase power from 500 w. 1 KW LS, to 1 KW and $2\frac{1}{2}$ KW-LS; KGKO, Wichita Falls Broadcasting Co., Wichita Falls, Tex., modification of license to increase day power from 500 w. to 1 KW; KRMD, KRMD Inc., Shreveport, La., and WKBB, Sanders Bros. Radio Station, DuBuque, Ill., modification of licenses to increase hours of operation from specified to unlimited.

Also, KFQD, Anchorage Radio Club, Inc., Anchorage, Alaska, modification of license to change frequency from 600 kc. to 780 kc; KOIL, Mona Motor Oil Co., Council Bluffs, Ia., C.P. to install new equipment at site to be determined, increase day power to $2\frac{1}{2}$ KW; KSD, The Pulitzer Publishing Co., (St. Louis Post Dispatch), St. Louis, Mo., C.P. to make changes in equipment, increase day power 1 KW-LS to $2\frac{1}{2}$ KW-LS; application to increase night power from 500 w. to 1 KW, set for hearing; KMBC, Midland Broadcasting Co., Kansas City, Mo., C.P. to increase day power from 1 KW to $2\frac{1}{2}$ KW; KWK, Thomas Patrick, Inc., St. Louis, Mo., C.P. to make changes in equipment and increase daytime power from 1 KW to $2\frac{1}{2}$ KW; KQW, Pacific Agr. Foundation, Ltd., San Jose, Cal., modification of C.P. to increase power from 500 w. to 1 KW, from 7 PM PST: WBAA, Purdue University, W. Lafayette, Ind., modification of license to change frequency from 1400 kc. to 890 kc., increase day power to 1 KW-LS, and change in specified hours; WKBF, Indianapolis Broadcasting, Inc., Indianapolis, Ind., modification of license to change hours from specified to unlimited.

Also, WOR, Bamberger Broadcasting Service, Inc., Newark, N. J., modification of C.P. to make changes in antenna system; also to change street number of studio; ext. commencement date to Aug. 16, 1934 and completion date to Dec. 16, 1934; KSO, Iowa Broadcasting Co., Des Moines, Ia., C.P. to move transmitter to site to be determined in Iowa; install new equipment; change frequency from 1370 kc., to 1320 kc. and increase power to 250 w. night, 500 w. day; KGBX, KGBX, Inc., Springfield, Mo., Spec. Temp. Auth. to move transmitter install new equipment, change frequency from 1310 to 1230 kc., and power from 100 to 500 watts, and change hours from LS to midnight; WKBF, Indianapolis Broadcasting, Inc., Indianapolis Ind., C.P. to make changes in equipment and increase daytime power from 500 w. to 1 KW, also granted regular renewal of license for term ending Nov. 1, 1934; KMA, May Seed & Nursery Co., Shenandoah, Ia., and KGBZ, York Broadcasting Co., York, Neb., applications to increase night power to 1 KW heretofore set for hearing, reconsidered and granted.

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