

# 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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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## RADIO DEVELOPMENT IN INDIA VERY BADLY HANDICAPPED

Radio broadcasting has made little headway so far in India, owing to many natural disadvantages, including the comparatively few people in a position to afford such a luxury, the lack of artists for local programs, climatic conditions, and the sales and servicing difficulties involved in supplying a comparatively small market scattered over a wide area.

When radio broadcasting was first introduced, in 1927, there was much enthusiasm and several agencies were established. A privately financed company was organized to handle the broadcasting and stations were established in Calcutta and Bombay. This broadcasting company was not a success, however, as it depended for revenue on a yearly license fee of 10 rupees per set, and, due to apathy shown by government in the collection of this fee, most sets remained unlicensed. After three years of losses, the company went into liquidation in 1930 and the stations were taken over by government, and operated as the Indian State Broadcasting Service.

However, toward the end of the first year of government operation, it was announced that the service would be discontinued. Importers, having considerable investments in stock which would be unsalable with the discontinuance of broadcasting, in collaboration with the directors of the two stations, persuaded the government to permit the Indian State Broadcasting Service to continue on a budget to be made up of receipts from licenses, a share of the import duty on sets and parts, advertising revenue and any profit made by the Indian Radio Times, a weekly magazine containing program announcements and general information of interest to radio enthusiasts.

To give the Broadcasting Service a chance to operate on its budget, the duty on wireless sets and parts was increased from 25 per cent to 50 per cent, as of March 1, 1932, and the share allotted to the Broadcasting Service was increased from a comparatively small share to the major part of the proceeds. This income was further augmented by an increase in imports when it became evident that broadcasting was to continue on a permanent basis, and also through the efforts of the station directors to round up set owners not possessing licenses.

As a result, it is expected that the service will break even for the year ending the Spring of 1933. Further revenue will be assured if a government bill at present before the Legislative Council is passed. At present it is necessary to prove possession, maintenance and use of a set before there

can be prosecution for nonpossession of a license, but the new bill provides that mere possession is sufficient. It is also possible that the Posts and Telegraph Department of the government, under which wireless comes, may assist in reporting offenders.

Advertising brings in little revenue as the market is not particularly attractive to advertisers. It is comparatively small and there is not much assurance that receiving sets are widely used. There is no objection to sponsored programs, except that the public is generally somewhat prejudiced against the idea. An advertising rate of \$1 a minute is quoted.

Programs are arranged mainly for the Indian listener, as by far the largest proportion of the listening public is Indian. Of 4,000 licenses in Calcutta, only 500 are held by Europeans and it is likely that the unlicensed sets are even more predominately Indian. European programs consist of music (phonograph records or relays from local hotels maintaining orchestras), business announcements, news bulletins and relays of Empire broadcasts, all of which are of course listened to by many Indians as well. The Empire broadcasts are relayed from England three times a week regularly and at other times when they are of exceptional interest.

Recorded broadcasts have not been tried, but the Calcutta station has just received from America five samples of a series of broadcast records.

The prospective market in India cannot be based on the population figure of 350,000,000 by American standards, as probably not over one per cent can seriously be considered as purchasers. One per cent of the population would amount to 3,500,000 people, however, and it is reasonable to expect that a great many more sets than the possibly 50,000 that have been sold to date might be taken by such a market if radio should be really popularized and interesting programs made available, particularly as there are not many competing forms of entertainment.

A principal difficulty, of course, is to devise programs to appeal to an audience of such widely differing tastes, speaking many different languages and dialects. Indian programs are given in Hindi, Urdu, Bengali, Gujrati, Marathi, Telugu and Tamil.

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## COL. REBER, WHO DEVELOPED ARMY RADIO COMMUNICATION, DEAD

Col. Samuel Reber, U.S.A., retired, general foreign representative of the Radio Corporation of America, died at Walter Reed Hospital, Washington, D. C., on Sunday.

Colonel Reber's chief contribution to the army was held to have been his development of wireless telegraphy in the Signal Corps. He was at his death vice president of RCA Communications, Inc., in addition to holding a post with the Radio Corporation of America.

A classmate at West Point of General John J. Pershing, Colonel Reber was a friend of Maj. Gen. James G. Harbord, now chairman of the board of the Radio Corporation of America. He was also a friend of Maj. Gen. Charles McK. Saltzman, former chairman of the Federal Radio Commission.

Colonel Reber was a delegate to the International Radiotelegraph Conference in Washington, 1927. He belonged to the Institute of Radio Engineers, was a fellow of the American Institute of Electrical Engineers and a member of the Franklin Institute of Radio Engineers.

Funeral services were held in Washington on Tuesday afternoon.

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## COMPOSERS ISSUE MUSICAL COPYRIGHT BOOKLET

The American Society of Composers believes the whole nation is becoming more and more interested in and conscious of music of all types - who writes it, how we get it, and how the increasing demand to hear both popular and classical music is filled. They feel that especial interest attaches to conditions surrounding the broadcasting of the music. To answer questions along these lines, the Society has prepared a booklet - "How the Public Gets Its New Music".

The booklet contains chapters on "The Right of Public Performance For Profit", "Copyright and What It Means", "Invention of Printing Increases Necessity of Copyright", "Early Colonial Laws", "Present Law Enacted in 1909", "Maximum of Copyright Protection is 56 Years", "Purpose of the Law", "American Society Organized in 1914 to Prosecute Infringements", "Radio Becomes Greatest User of American Music", "Membership of the Society and How It Operates", "Radio Broadcasting", and many others. Copies may be obtained by addressing the Society, 1501 Broadway, New York City.

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## RADIO NEWS GROUP MAY BE FORMED AS RESULT OF KSOO CASE

The possibility that the oft-discussed radio news association will soon be organized to furnish news for broadcasting by stations throughout the country has been given impetus by the decision of Judge James D. Elliott in federal district court in Sioux Falls, S. D., granting a permanent injunction to the Associated Press against the unauthorized broadcasting of its dispatches by KSOO, Sioux Falls, declares Martin Codel, editor of Broadcasting.

"That radio stations, whether or not they are owned by or otherwise affiliated with newspapers, may be forced to establish their own sources of news, is also indicated by preliminary rumblings from the forthcoming annual meetings of the American Newspaper Publishers Association and the Associated Press. Radio will be one of the foremost topics at the A.N.P.A. convention in New York, April 25-28, and at the Associated Press, also in New York, on April 24," Codel continued.

"A.N.P.A. has been polling its membership as to its attitude toward radio, and preliminary reports are that the returns have been overwhelmingly unfavorable to radio in view of the fact that only a small percentage of the newspapers have radio interests or tieups. It is expected that the A.N.P.A. will resolve against the broadcasting of news, though radio-affiliated newspapers will probably not be forced to abide by its decision.

"On the other hand, the vote of the membership of the Associated Press, a cooperative and non-private news-gathering organization, may be made obligatory, and there is every indication that that vote will also be unfavorable toward radio. There are about 100 radio stations that are owned outright or corporately affiliated with broadcasting stations, and there are perhaps 200 more that have satisfactory news and promotional tieups with radio. Even if these 300 newspapers held out in favor of radio, and in spite of the fact that some of these newspapers are national leaders, they could undoubtedly be outvoted by a preponderance of the A.P. membership of about 1,200."

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The Mooseheart, Ill. station, WJJD, operated for many years by the Loyal Order of Moose, is believed to have been either sold or leased to Ralph Atlass, owner of WJKS, Gary, Ind., and identified with broadcasting for years.

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## NBC NEW AND RENEWAL ACCOUNTS AND CHANGES

Change, Swift & Co. - WJZ - "Thurston, the Magician"  
Thurs. Fri. 8:45-9:00 p.m. and 12:15-12:30 midnight, EST,  
on May 4 and thereafter this program will be changed to  
8:45-9:00 p.m. and 11:15-11:30 p.m., EDST. The last pro-  
gram on the old schedule will be given April 28, 1933.  
Contract extended three weeks up to and including May 19,  
1933.

Change, The Best Foods, Inc., - WEAJ - "Hellman's  
Musical Grocery Store - Tom Howard", Fridays 9:00-9:30 p.m.  
12:30 - 1:00 a.m., EST. On May 5 and thereafter this  
program will be changed to 9:00-9:30 p.m. and 11:30-12:00  
midnight, EDST. The last program on the old schedule  
will be given April 28, 1933.

Change, The Wander Company - Pacific Coast - "Little  
Orphan Annie" - daily exc. Sun. and Thurs. 4:45-5:00 p.m.,  
PST, and 5:30-5:45 p.m. PST. On May 1 and thereafter this  
program will be changed to 4:30-4:45 p.m. PST Orange KGIR  
KGHL KTAR and 3:45-4:00 p.m. PST KOA KDYL The last pro-  
gram on the old schedule will be given April 29, 1933.

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## COLUMBIA'S NEW AND RENEWED CONTRACTS

Gulf Refining Co. Agency: Cecil, Warwick & Cecil.  
Irvin Cobb - Ted. and Fri. 9:00-9:15 p.m. Starts either  
April 26, 1933 or May 3, 1933. Seventeen basic stations,  
21 supplemental, Florida group.

Nonspi Company. Agency: Cecil, Warwick & Cecil.  
The Street Singer - Mon. Wed. and Fri. 9:15-9:30 p.m.,  
starts June 5, 1933. 22 Basic stations, Don Lee, 2 supple-  
mental.

On May 1st the "An Evening in Paris" program - Nat  
Shilkret's Orchestra, comedy and musical artists - will  
add the Columbia Don Lee coast unit to its hookup.

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## Radio

The Merchant Marine/and Fisheries Committee of the  
House will hold hearings on Rep. Louis Ludlow's bill to  
regulate the reception of signals intended for the police,  
beginning April 27.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted

WINS, American Radio News Corp., New York, granted CP to move station from Astoria, L.I. to Paterson Park Rd., Carlstadt, N.J.; WNBW, WNBW, Inc., Scranton, Pa., granted extension of auth. to remain silent from April 16 to June 1, pending action on application; WSUI, State Univ. Of Ia., Iowa City, Ia., granted spec. temp. auth. to operate from 10 p.m. to 12 midnight, CST, April 28; WQBC, Delta Brdcstg. Co., Inc., Vicksburg, Miss., granted spec. temp. exp. auth. to operate unlt'd. time on a frequency of 1360 kc., with 500 w. on exp. basis, from May 1 to Nov. 1, 1933.

### Applications Granted - Other Than Broadcasting

Walter van Nostrand, Atlanta, Ga., granted radio telephone first class radio operator's license; New, F. E. Meinholtz, portable in Antarctica, granted CP, private coastal, coastal telg. service, freq: Calling - 500, 3105, 4140, 5520, 6210, 8280, 11040, 12420, 16560, and 22080 kc. Working - 457, 3115, 4150, 5515, 6230, 8300, 11025, 12450 and 16580 kc., 15 w. Also granted 1 year license covering CP. Also granted same as above, except freqs: Calling - 3105, 4140, 5520, 6210, 8280, 11040, 12420, 16560, and 22080 kc. Working - 3115, 4150, 5515, 6230, 8300, 11025, 12450 and 16580 kc.; power 500 w. To communicate primarily with mobile station WHD in New York; Antarctica land stations, and with maritime mobile stations, and second, with amateur stations provided no interference is caused to commercial communication. Also granted 1 year license covering CP.

New, F. E. Meinholtz, NR-12269, granted aviation license, freqs: Calling 500, 3105, 4140, 5520, 6210, 8280, 11040, 12420, 16560, and 22080 kc. Working: 457, 3115, 4150, 5515, 6230, 8300, 11025, 12450 and 16580 kc., 100 w.; New, City of Lakeland, Fla., granted CP for emergency police service, freq. 2442 kc., 50 w.; New, Aeronautical Radio, Inc., Salina Airport, Salina, Kans., granted CP, 2906, 5692.5 kc., 100 w.; KGSI, same Co., Kansas City, Kans., granted CP to move transmitter locally from No. 1 Hangar, Fairfax Airport, Kansas City, Kans., to Universal Hangar, Fairfax Airport, Kansas City, Kans., and to change emission; KGSJ, same Co., Goodland, Kans., granted aviation license, freqs. 2906, 5692.5 kc., 100 w.; KGSB, same Co., San Francisco, granted license, aviation service, freqs: 2906, 3072.5, 3088, 4967.5, 4987.5, 5510, 5540, 5672.5, 5692.5 kc., 400 w.; WAEI, Same Co., Detroit, Mich., granted mod. of CP to change freqs. from 2938, 5825 kc. (aero); 2698 kc (aero pt. to pt.) to 3127.5, 3232.5, 3242.5, 3257.5, 3447.5,



3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlt'd.; 4917.5 kc., day only; 400 w.; KOE, Same Co., Cheyenne, Wyo., granted mod. of lic. for addl. frequencies 3147.5 and 5122.5 kc.; WPEK, Bergen County, N.J., Police Dept., Hackensack, N.J., granted license for police service, freq. 2430 kc., 200 w.; WPDW, District of Columbia, Metropolitan Police Dept., Washington, D. C., granted license covering installation of additional eqpt.;

WER-WHR, RCA Communications, Inc., Rocky Point, N.Y. granted mod. of CP to change points of communication from Brussels and London, to Paris only; WE N-WQL, Same Co., New Brunswick, N.J., granted mod. of CP to change primary pts. of communication from Havana, Port-au-Prince, Santo Domingo, to Port au Prince, Santo Domingo, Paramaribo and Curacao; WEQ, Same Co., New Brunswick, N.J., granted mod. of CP to change transmitter number and change pts. of communication from primarily with Panama, San Jose, and Monagua, to: primarily with Panama, San Jose, Managua, and with any other pts. of communication specifically named in pt. to pt. telg. service station licenses for fixed public service;

WPFM, City of Birmingham, Ala., Birmingham, Ala., granted mod. of CP extending commencement date to March 21, 1933 and extending completion date from April 21, 1933 to May 21, 1933; KGHO, State of Iowa, State Bureau of Identification, Des Moines, Ia., granted mod. of lic. to Jan. 1 1934 to change freq. from 2506 to 1534 kc.; New, U.S. Airways, Inc., NC-9489, granted aviation license, freq. 3105, 2906, 5692.5 kc., 15 w.; New, same, NC-9488, same frequencies; New, Eastern Air Transport, Inc., NC-429-Y, granted license, freqs. 3105, 2922, 2946, 2986, 4122.5, 5652.5 kc., 15 w.; New, American Airways, Inc., NC-12192, granted aviation license; freq. 3105, 3127.5, \*3222.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, #4917.5, 5602.5, 5612.5, 5632.5 kc., power 50 w. (\* Day only, not to be used within 300 mi. of Canada or Mexico; # Day only, not to be used within 600 miles of Mexico); KHHTG, Same Co. - NC-12137, granted mod. of lic. for the additional freq. 3127.5 and to change eqpt.;

WLXAK, Westinghouse E. and M. Co., Chicopee Falls, Mass., granted ren. of spec. exp. license, 990 kc., 50 KW; W2XAX, Atlantic Brdcastg. Corp., New York, granted renewal of exp. visual brdcastg. license; freq. 43000-46000, 48500-50300, 60000-80000 kc. 50 w.; KIEE, Red River Lumber Co., portable in Shasta, Modoc, Tehama, Lassen and Plumas Counties, Calif., granted ren. of spec. emergency license, freq. 3190 kc. 7.5 w.; KIEH, Same Co., Westwood, Calif., granted ren. of spec. emergency lic. 3190 kc., 500 w.; KIER, Modesto Irrigation Dist., portable, Calif., granted ren. of spec. emergency lic. 3190 kc., 7.5 w.; KIES, Same, Modesto, Calif., granted ren. of spec. emergency lic., 3190 kc., 150 w.

### Set For Hearing

New, Southwestern Radio Telg. Co., A. Partnership, W. D. Thompson, J. B. Liggett, F. W. Stearns, F. T. Peyton, W. O. Heathcote, San Diego, CP for public coastal - coastal telegraph station; KGHI, Loyd Judd Co., Little Rock, Ark., CP to make changes in eqpt. and to increase operating power from 100 to 500 w., also change freq. from 1200 to 570 kc.; WGN-WLIB, WGN, Inc., Chicago, Ill., CP to make changes in eqpt. and to increase operating power from 25 kw. to 50 kw.

### Miscellaneous

WOQ, Unity School of Christianity, St. Louis, Mo., granted oral argument before the Commission en banc for May 3, 1933. Station given until April 26, 1933, within which to reply to the exception filed by Station KFH.

W4XS, W4XT, Pan American Airways, Inc., applications for gen. exp. CP's hitherto issued, were retired to the files, inasmuch as more than 30 days has elapsed since the required completion of construction under the permits, and no appl. for extension nor appl. for license has been filed.

### Ratification of Acts of Commissioners

WQAM, Miami Brdcastg. Co., Miami, Fla., granted spec. auth. to reduce hours of operation from unlt'd. to the following spec. hrs., 8 a.m. to 1 p.m.; 5 to 10:30 p.m. for period April 16 to June 1, 1933.; WQBC, Delta Brdcastg. Co., Inc., Vicksburg, Miss., granted mod. of spec. temp. exp. auth. to reduce hrs. of operation from unlt'd. to the following: 9:30 a.m. to 2:30 p.m. and 5 to 9 p.m., for period ending May 1, 1933. This mod. spec. exp. temp. auth. to use 500 w. night time on 1360 kc., shall not be construed that the Commission has found the operation of this station is, or will be, in the public interest beyond the exp. auth. herein granted. Such decision will be made only after hearing upon certain applications now pending before the Commission.

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### COMMISSION GRANTS STATION WIL FULL TIME

Full time operation was granted Station WIL, the Missouri Broadcasting Corp., St. Louis, Mo., effective twenty days from April 14, while the St. Louis Truth Center, operating KF'WF, was denied a license. The American Legion, Dept. of Missouri, Donald Holden Post. No. 106, was also denied the use of this frequency - 1200 kc. KF'WF and WIL formerly shared time.

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