

FIVE ZONES IN NEW NATIONAL MAP OF RADIO

Full Time Assignments for
Broadcasting Are Cut
Down.

WASHINGTON, Sept. 3.—The Federal radio commission has made public its plan dividing the Nation's radio facilities equally among the five zones, and reducing the total number of full-time broadcasting assignments from 545 to 310 on Oct. 1.

Commissioner Sykes signed the order as acting chairman when Chairman Robinson, who believes the new allocation too drastic a move to be undertaken summarily, refused to do so.

Coinciding with the announcement, Commissioner Pickard issued a statement saying he felt it "unfortunate" that his views on the borrowing clause of the radio act were not shared by a majority of the commission.

Favors Present Set

The chairman refused to present a minority report on the plan which was approved by the other four commissioners, but said he believed that stations should be authorized in areas not now served and the present set-up retained as a basis.

The commission determined that maintenance of a ten-kilocycle separation between frequencies was necessary to provide good reception.

This broadcasting band will extend from 550 to 1,500 kilocycles, exclusive of the 1,365 kilocycle band set aside for maritime mobile services by last year's convention.

Frequencies Withheld

Six frequencies were withheld for the exclusive use of Canadian stations and even for simultaneous use of American and Canadian broadcasts, with the reservation that no American stations will be authorized on these frequencies which interfere with the Canadians or which use more than 500 watts of power.

The sixty-two assignments in each zone are divided into eight full-time positions for stations of 5,000 watts and above; twenty-four for 500 and 1,000-watt stations and thirty for 50 or 100-watt stations. The large stations will be restricted to one on each wave length, while smaller stations will share channels.

Rural Listeners to Benefit

The commission declared that the plan will provide "an improved standard of radio reception," and Commissioner Caldwell said that "millions of rural listeners will be the chief beneficiaries of the new arrangement, especially in their future ability to hear smaller stations in their own neighborhood and States."

Commissioner Pickard, who represents the fourth, or mid-western zone, which now accommodates 154 stations, agreed to the plan, but said that without application of the borrowing clause, whereby certain mid-western States might use wave lengths not needed in other sections, the facilities of the zone would be curtailed.

"In support of this view," he said, "I cite the fact that the fourth zone covers a large area, chiefly devoted

MAYHEW NEW DEALER

Will Sell Majestic Sets and Give Good Service.

The Capitol Electric Company announces appointment of John H. Mayhew, 5723 W. Morris St., authorized Majestic dealer. Mayhew announces that he will feature service and will offer his patrons not only satisfactory installation of Majestic sets, but will guarantee 100 per cent service at all times.

TWO SETS OFFERED

Majestic to Specialize in Pair of Models.

Majestic all-electric radio sets now are offered in only two models, both equipped with the Majestic Dynamic speaker. Model 71 is a console type of two-tone walnut, with the speaker built-in below the set.

Model 72, also of walnut, is a beautiful, full-cabinet console with panel doors, which when closed completely hide the set and speaker. Earlier in the season the Grigsby-Grundy Company manufacturers of Majestic offered two table models, but the demand was so great for the above two sets that they were discontinued.

The Capitol Electric Company, local distributor, reports that it is unable to supply dealers with enough sets. Two carloads were received and shipped last week.

W. W. Mathews, in charge of the radio department at the Capitol Electric, has arranged an interesting display for the radio show

to agriculture; that its stations must serve a scattered population; that, located in the interior of the country, its broadcasters serve four zones; that it is subject to interference from all sides, and that because of its location none of its service is wasted by going to sea.

Among the States in this zone which will be curtailed heavily in positions in the radio spectrum are Illinois, which is dropped from thirty-three to seventeen assignments; Iowa, which will be allowed five instead of eighteen, and Wisconsin, which drops from fifteen to six. South Dakota will have one and one-half cleared channels instead of eight.

SEE AND HEAR
THE NEW

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ALL-ELECTRIC
RADIO

Let Us Demonstrate It
Authorized Beech Grove
Majestic Dealer

Dynes
Radio Service
519 MAIN ST.
BEECH GROVE

Back on Air



Joska De Babary

CHICAGO, Ill., Sept. 3.—One of radio's most liked violinist virtuosos has come back. Joska-De Babary, known to followers of Westinghouse station KYW for more than five years, has returned to Chicago after an extended tour of Europe, having spent considerable time in Vienna, Budapest and the Swiss Alps, regions of his earlier days.

De Babary is recognized further to radio as conductor of his own Continental Orchestra, which has played daily dinner concerts from the Congress Hotel and broadcast by KYW. He and his orchestra will now be heard in a series of Monday evening programs during the home studio broadcasts starting at 9.

Fast Worker

It doesn't take Robert Hurd, program manager of KFI, Los Angeles, long to tell whether an aspiring performer's voice is trained for radio. In recent tests he has performed that duty in 30 seconds, often testing more than 100 applicants during the tryout hour.

Radio Builds Church

Through friends he has won in his Bible class conducted over KOA, Denver, the Rev. O. Rogers now possesses a new church. Four years ago the minister began his broadcasting in a basement, and now, through gifts from fans, he is building a new church.

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Majestic
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From Experienced
Radio Dealers

Showing Complete Line

Majestic Furniture
and Radio Co.
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F. R. VAN BLASICUM

GREAT ADVANCE MADE IN RADIO

'Good Old Days' Were Far
Behind Present.

From time immemorial and from now till the crack of doom, there will always be those who hark back to "the good old days."

Every so often some radio "old-timer" reminisces about the days when a one-tube set was enough to bring in stations thousands of miles away, and points to present five and six tube sets which can rarely duplicate those feats; as proof of the fact that lowered costs of tubes are responsible for lowered efficiency of receivers.

Consideration of some facts will bring to light some interesting information. Nowadays a headphone is unknown, and any well-designed set will tune in distant stations through the handicap of powerful local stations.

As far as the tubes themselves are concerned, a comparison of tube characteristics will show the great strides that have been made in radio tube design and production. Back in 1915, the C-301 radio tube was designed to operate at five volts and consumed one ampere, a total energy consumption of five watts.

Today the corresponding tube, the CX-301-A, operates at five volts and draws one-quarter of an ampere, thus consuming only 1.25 watts, or one-quarter that of the older tube. In addition to the progress made in this type of tube, there has been a steady development of tubes for special purposes, such as the CX-322 screen grid tube for radio frequency amplification; the CX-340 high mu tube for resistance and impedance coupled amplification; and the CX-371A, CX-310 and CX-350 tubes for power amplification.

IN THE MAILBOX

The National Broadcasting Company estimates that it receives a half million or more letters from radio fans every year.

COLOR IS KEYNOTE OF SEASON FOR PHILCO

Color!

That's Philco's keynote for the season. Not only color—but vivid color! Greens, reds and mahoganies—dressed in particular shades as "mandarin red" and each set in solid color or flowers applied by hand.

Philco feels that the offering of sets in color is a timely response to the demand for more color in the home.

The colors are soft and dignified, outlined by Hollinsworth Pearce, an interior decorating authority. Colors on Philco sets are applied by hand.

Four models are included in the color line—in shades to meet the requirements of every artistically designed living room.

NAME RADIO MANAGER

The Fuller-Ryde Music Company has rearranged its store to feature the popular selling Majestic electric radio sets. The radio department will be in charge of Ray G. Christeney.

He formerly was associated with the Stewart-Warner radio sales, the Capitol Electric Company and also operated an exclusive radio service business for the past two years.

Joel Ryde of the Fuller-Ryde Company announces that radio sets will be sold by his company on the payment plan. The company will also maintain a service department.

CLEAR RADIO OF WEATHER GUILT

Rainfall Heavier Before
Broadcasting Advent.

By NEA Service

LONDON, Sept. 3.—If there still are some who believe that radio is responsible for "the terrible weather," the royal meteorological office of England comes forth with final facts and figures settling this point forever.

England is not to be excluded from the regions of the earth that have been visited by an unusual amount of rainfall in the last six years. These have been particularly wet, some of the heaviest and most persistent rains occurring during the summer months.

But that radio, becoming so prominent at the same time, has had anything to do with his rainfall is absurd, says the report of the meteorological office.

Figures produced in this report show that although rainfall has been high from 1921 to 1927, it was still higher in the period from 1911 to 1920, when radio was much less in use, and considerably higher from 1871 to 1880, when practically nothing was known of radio waves.

SERVICE RADIO SETS

East End Firm Specializes in Installation, Repair.

One of the most complete radio service departments in the city is found at the East End Radio Company, 3306 E. Tenth St., where radio service on all makes of sets, speakers and battery eliminators is featured.

A force of three radio experts is employed by this company for aerial installation and repair service. They also are dealers of Crosley radio sets and speakers.

English Opera Success

The Columbia Broadcasting System, taking its fan mail as an indication, reports that operas, translated and presented in English, are making a big hit with radio listeners.

CANADA WILL HAVE RADIO COMMISSION

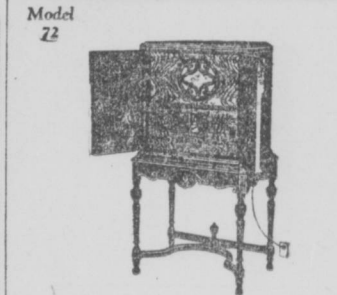
By NEA Service

Ottawa, Sept. 3.—Announcement that a Federal radio investigation commission will be formed during the next few weeks has been made here. The commission will consist of three men, one from Ontario, one from Quebec, and one representing the west.

The commission will investigate systems of radio broadcasting, and the broadcasting situation in Canada at present, handing in a report early in November for the next session of Parliament. Parliament has voted \$25,000 for the commission.

More exclusive wave-lengths for the dominion and perhaps a Government control of all broadcasting are features of the investigation.

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Majestic
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PERFECTLY
\$137.50 Complete
(less tubes)
SEE IT! HEAR IT!
Then you'll know

It's MARVELOUS
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Will Give You a New Radio Thrill!

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The Above
Model Complete
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Before You Buy

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\$50.00 Down—\$10.00 per Month

Fournace Hardware Co.

Quick Service 139 W. 16th St. Quick Service

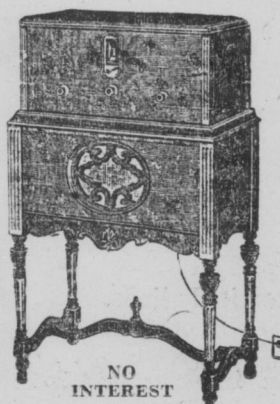
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\$137.50

(Without Tubes)

The Majestic Electric Radio is a phenomenal success. It provides constant entertainment at less than 1 cent per hour for electricity. The beautiful walnut veneer cabinet, with matched burl walnut panels, will add immeasurably to the charm of your home.



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