

Chain to Put Football on Air Weekly

Sixteen intercollegiate football games will be "covered" by the National Broadcasting Company during the gridiron season this year.

Graham McNamee and Phillips Carlin will be the radio reporters. Two games will be broadcast each week, McNamee at the microphone at one game, Carlin at the other. Extensive networks will be used.

The radio football season will open Saturday afternoon, October 13th, when Yale meets Georgia at New Haven, and Notre Dame and Navy clash at Soldiers Field, Chicago. Carlin will describe the Georgia-Yale game, McNamee the other.

On October 20th Harvard will meet the Army eleven at Cambridge. Notre Dame plays Georgia Tech on the same date. Both will be broadcast by the chain.

Dartmouth and Harvard will meet at Cambridge, October 27th, and Yale and Army will clash at New Haven on the same date.

Sears-Roebuck Sells WLS to Farm Paper

Chicago

WLS, the Sears-Roebuck station, has been sold to "Prairie Farmer," America's oldest farm paper.

The present ideals of service to agriculture and maintenance of midwest culture will be continued. Sears, Roebuck and Company will continue to be represented each day on the air. These announcements have been made by the officers of the two companies.

E. L. Bill, director of the station since its opening four and one-half years ago, will remain in charge. The wavelength remains 345 meters (870 kilocycles). The time each week on the air is 70 hours. The call letters will remain the same.

New Waves Aid Sales, Lafount Tells Trade

Steps recently taken by the Federal Radio Commission in the interest of improved radio reception "open up great possibilities for expansion in radio sales," according to Commissioner Harold A. Lafount.

In a letter to three manufacturers of apparatus, the Commissioner stated that the rural areas heretofore deprived of good radio will have excellent reception under the reallocation of stations ordered by the Commission to become effective November 11. Consequently, he declared, increased radio sales should follow.

The letter was addressed to Harold Wrape, president, Radio Trades Association, St. Louis; Herbert H. Frost, vice-president of the Federal Kolster Co., New York City, and Louis B. F. Raycroft, Electrical Storage Battery Co., Philadelphia.

Former Radio Maker

The full text of the letter follows:

"During the past week certain orders have been announced affecting radio broadcasting stations, which will in my opinion open up great possibilities for expansion in radio sales.

"As a former manufacturer of radio apparatus, I naturally feel interested in that branch of the industry and feel at liberty to address you on this subject. Also, being from the great open spaces of the West, I know the value of the radio to the farmer, and that it is becoming a necessity in every home.

"The radio industry has assumed tremendous proportions; manufacturers have kept pace with the art, modernizing transmitting and receiving equipment, with the result that radio has become a potent factor in the lives of millions of people of all classes. During its spectacular growth, the regulation of the ether channels (the foundations of every branch of radio activity) has been and is understood by comparatively few people.

Mistake Would Be Fatal

"A mistake on the part of the Federal

Radio Commission would wreck the entire industry. If all the applications for radio stations had been granted, or if the Commission had taken favorable action upon one-half the applications for increased power, such a thing as radio reception would have been impossible.

Seeks Improvement

"Consequently, the first thought of the Commission is to improve radio reception and at the same time protect the invested millions, thus assisting in building and stabilizing a permanent, progressive and profitable industry. The most recent action of the Commission will, in my opinion, assist materially in the accomplishing of these things.

Extremely Interested

"I am extremely interested in your undertaking and most sincerely hope that you and all other manufacturers will greatly increase your sales this Fall, to the end that the public everywhere may enjoy this new, remarkable, unique medium of entertainment, education, etc., etc., known as radio."

New AC Regulator

A new and highly efficient voltage regulator for the users of AC tube sets has been brought out after long experimentation by the Ward Leonard Electric Co., Mount Vernon, New York. This is the Vitrohm 507-109 unit and is of the general order of high excellence of the Ward Leonard products. It is easily and instantly installed and answers all the requirements of a unit of this kind. Once installed it lengthens the life of any type of AC tubes by automatically lowering the filament voltage to the proper level and keeping it there, no matter how high the line surges. Full information on this unit and on the complete line of Ward Leonard products may be had by addressing Frank Logan, care Ward Leonard Electric Co., 31 South Street, Mount Vernon, N. Y. Mention RADIO WORLD.—J. H. C.

Half of Quota Goes to Small Stations

Washington

The smaller broadcasting stations throughout the country have been given particular attention by the Federal Radio Commission in its reallocation of broadcasting facilities to become effective November 11th at 3 a. m., according to a statement made public by the Commission.

The statement compares present assignments of stations with those to become effective in November. The full text of the statement follows:

August, 1928, assignments compared with assignments as of November, 1928, reallocation:

Note: Particular attention has been given by the Radio Commission to the needs of the smaller broadcasting stations.

In carrying out its desire to provide liberally for such local broadcasters, it should be observed that nearly one-half (48 per cent) of the assignments to each State are for local broadcasters having powers of 10, 50 and 100 watts, while the remaining assignments are divided among

the larger stations of 250 and 500 watts upwards.

The figures given first indicate the number of stations operating in August, 1928, and those given second, the number assigned in the November reallocation.

Zone I: Maine, 3 and 2; New Hampshire, 3 and 1; Vermont, 2 and 1; Massachusetts, 16 and 9; Rhode Island, 7 and 2; Connecticut, 3 and 4; New York, 35 and 24; New Jersey, 18 and 9; Delaware, 1 and 1; Maryland, 4 and 4; District of Columbia, 3 and 2; Porto Rico, 1 and 3; total, 96 and 62.

Zone II: Pennsylvania, 33 and 21; Virginia, 10 and 6; Ohio, 20 and 15; West Virginia, 4 and 4; Michigan, 20 and 10; Kentucky, 3 and 6; total, 90 and 62.

Zone III: Alabama, 5 and 6; Florida, 11 and 4; Georgia, 6 and 7; South Carolina, 2 and 4; North Carolina, 6 and 6; Tennessee, 13 and 6; Texas, 29 and 12; Louisiana, 11 and 4; Mississippi, 5 and 4; Arkansas, 3 and 4; Oklahoma, 9 and 5; total, 100 and 62.

Zone IV: Illinois, 33 and 17; Indiana, 16 and 7; South Dakota, 8 and 1½; North Dakota, 6 and 1½; Nebraska, 13 and 5; Wisconsin, 15 and 6; Iowa, 18 and 5; Kansas, 7 and 4; Minnesota, 15 and 7; Missouri, 19 and 18; total, 154 and 62.

Zone V: Alaska, 3 and 2; Arizona, 5 and 3; California, 38 and 24; Colorado, 12 and 5; Hawaii, 2 and 2; Idaho, 4 and 3; Montana, 7 and 3; Nevada, 0 and 1; New Mexico, 2 and 2; Oregon, 11 and 4; Washington, 16 and 8; Wyoming, 1 and 2; Utah, 4 and 3; total, 105 and 62.

Total assignments, all five zones, 310.

Total assignments for 250, 500, 1,000, 5,000 watt stations, 165.

Total assignments 10, 50 and 100 watt stations, 145.

Figures here shown are for "full-time assignments," that is, positions operable during night hours. One assignment may, however, be shared by two, three or more broadcasting stations, depending upon the extent of the time-sharing required to accommodate the actual number of licensed stations in the State or locality.