

Add Another World To Yours With RADIO

THE FIRST INDIANAPOLIS RADIO SECTION

Beginning tomorrow and every Thursday The Times will bring to radio fans a tabloid section devoted exclusively to radio.

Who cares how it's done? meaning radio.

All we know or care is that radio entertains, educates and informs, radio is simple, radio is wonderful, radio is fool-proof and that radio's within any one's reach.

In which it differs from any other method of communication.

For when we want to *stretch our voice* so that the outside world may hear us, we use and pay for the telephone—if "central" isn't too busy.

But when we come to *stretch our hearing* so that the outside world may talk to us, we put in our own receiving plant for a few dollars, become our own "operator" and hear FREE-ly!

Who cares how it's done? Meaning radio.

Tap it! Hear the whole outside world talk, sing, jazz, pray or preach. Tune in—to Art, Education, Science, Music, Religion, Humor and the Dance! Tune in the worth-while, tune out the bores—that's one of radio's greatest qualities—we can "walk out" on the bores without being seen!

Install *your* radio NOW and once you hear what you've been missing you'll thank this persistent reporter for the hurry-up tip. Because "NOW is the accepted time" for you to buy your first or a better radio outfit—you meaning anybody and everybody.

For the radio manufacturers have made the very set *you* ought to own, at the price *you* want to pay and at the terms *you* can easily manage. Listen while you pay—that's it!

Ease in to your enjoyment of this first Popular Science if you like. Start with a "plant" costing a few dollars with which you can get everything broadcasted locally and the "hang of the thing" at the same time.

Radio itself will do the rest! For radio is its own best salesman and will make you a full-fledged "bug" before you know it, talking and using "two-tubers" to "five-tubers" with the best of 'em—and all at such a tiny cost! Nothing, indeed, now costs as little, benefits considered, as adding another world to our own—by radio.

Tune in first through the radio advertisements in The TIMES—they will show you what and where to buy in every range of price and service. The best and most of this radio business news is in The TIMES, because this newspaper's hour-by-hour radio programs are not only the most complete, but are read by one of Indianapolis' largest bodies of radio buyers.

Make the Grade with Radio!

The Times
90% HOME CIRCULATION
—a Scripps-Howard Newspaper

