

WFBM OPENS WITH IMPROVED EQUIPMENT.

Merchants Heat and Light
Station Has Better
Facilities.

WFBM is back on the air. With a new broadcasting station, new and greatly enlarged studio, improved aerial and generally improved equipment, the good will station of the Merchants Heat & Light Company is in a better position than ever before to give broadcasting service of the highest grade to radio fans.

The station opened officially today, although Sunday the address of Albert J. Beveridge on "The Bible as Good Reading" was broadcast from the State fairground as a courtesy to the Indiana State board of agriculture, and religious services were put on the air from two Indianapolis churches.

Station Moved

The new station has been moved from Lenore to the tower of the Stephenson Bldg. Cruse and McCarty Sts. The new antenna, of the inverted L type, about 130 feet in the air, is designed to overcome directional tendencies which interfered with reception in certain localities last year.

The new studio is located on the ninth floor of the Indianapolis Athletic Club and occupies four times the space of the studio used last year. In the reception room is located the control boards and telephones. In the broadcasting studio a large number of outlets makes it possible to set the microphone wherever desired without the necessity of dragging long lines of wiring about the room.

Same Wave Length

WFBM broadcasts on the same wave length, 268 meters, that was used last year.

The staff is composed of the following: Tom Polk, director of radio; Bailey Fesler, chief announcer;

World's Series to
Be on Air

The Indianapolis Times, in connection with the United Press, will broadcast a play by play description of the world's series over WFBM, the Merchants Heat and Light Company station, direct from the playing fields.

A special United Press wire has been leased which will be connected to the local station giving the baseball and radio fans a word picture of the entire world's series.

Robert T. Miller, program director; Mrs. Lucille Pettibone, assistant program director; William Ehlers, station operator; Hobart Ashlock, radio engineer, and Blythe Q. Hendrick, director of publicity.

DAVIS FIRM SIGNS UP

Will Broadcast Program Each Thursday Over WFBM.

The R. B. Davis Company, Hoboken, N. J., manufacturers of Davis Baking Powder and Davis Cocomat, have made arrangements through their advertising agency, Frank Senn, Inc., New York City, to broadcast a weekly program over WFBM.

Many of the radio listeners are not familiar with the splendid programs of the Davis Saxophone octet, broadcast the past year over the WEAF network of nine stations.

The services of Mary Traub Busch, contralto, have been obtained to supervise the broadcasting of the R. B. Davis Company over WFBM. Franklyn Greenwood, baritone, has been engaged to appear exclusively on these programs. The programs will go on the air each Thursday evening from the Indianapolis Athletic Club studio.

The
Circle Theatre
announces

The following radio programs through WFBM, Merchants Heat and Light Co., broadcast for the entertainment of our many friends and listeners.

MONDAY

7 to 8 P. M.

Circle Theatre Concert Orchestra
STOLAREVSKY Conducting
AND ASSOCIATE ARTISTS

FRIDAY

11 to 12 P. M.
REQUEST ORGAN PROGRAM
PLAYED BY

DESSA BYRD

Opening Program, Monday, September 6, 7 p. m.

AGAIN THE
BALDWIN
HOUR OF
MUSIC

Monday Eve., Sept. 6

Between 8 and 9 o'clock from our Welte Mignon Salon on the Circle, through WFBM, Merchants Heat and Light Co., we resume

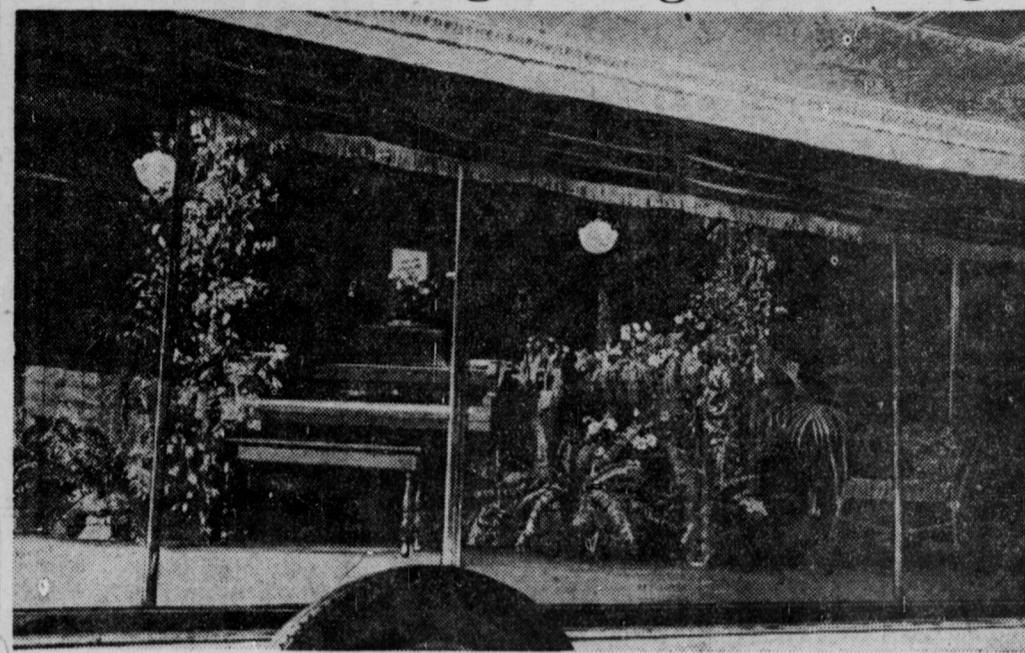
Broadcasting

our usual weekly deluxe programs presenting to the radio listeners carefully prepared programs of the highest quality by the best artists obtainable.

The Baldwin Piano Co.

35 Monument Circle

Nite Hawks to Begin Programs Tonight



FIESTONE CORNER STUDIO

Tonight will find the Hoosier Nite Hawk G. Dippers back on the air from Firestone Corner studio at the Carr Tire Company, Delaware and Michigan Sts., when WFBM, the Merchants Heat and Light Company station, takes the air again after a two-months lay-off.

Bill Lynch, the leader, said the orchestra has been practicing up on some of the song hits of the summer season and promised to play a few tunes that have not been heard in this city over the radio as yet. The Hoosier Nite Hawks is the oldest radio organization to play steadily

each evening at 6:30 p. m.

PRIZE WINNERS ON AIR

Lists to Be Announced From Fairground Each Evening.

Each evening this week WFBM will broadcast the following day's State Fair programs and a list of the principal prize winners.

This is being done so that listeners in the rural districts may be able to keep in close touch with the fair. These bulletins will be broadcast

each evening at 6:30 p. m.

Announcing
the
"Goodness Gracious
Greggorizers"
and the
"Voice of Gold"

Return of the Popular Favorites
Who Will Be Heard Each

TUESDAY EVENING

Between

9:30 and 10:30

From the Hotel Severin
Studio

Over

WFBM & LIGHT COMPANY

For Your Entertainment
Sponsored by

Gregg & Son
INC.

RADIO

Lower Prices Every Day at
the Guarantee

Tubes 69c

WE STOCK ALL TYPES OF
CUNNINGHAM TUBES

Meters Voltmeter \$1.45
..... Voltmeter 85c

Batteries Storage "A" \$12.75
22½-Volt 70c
1½-Volt 32c 45-Volt \$3.15

Lightning Arrestor 35c
Interference Eliminator 95c
100-Ft. Antennae Wire 70c
5-Wire Battery Cable 49c
Battery Hydrometer 50c
Glass Insulators 15c
Ground Clamp 10c
Kester's Resin Core Solder 20c
Electric Soldering Iron \$1.10

Guarantee

Tire and Rubber Co.
211-213 S. Illinois St. 938 Virginia Ave.
4147 College Avenue

TIMES WILL OPEN
ITS RADIO SEASON
ON FRIDAY NIGHT

First Program, Again From
Severin, to Be Operatic
Festival.

Radio program which will make all radio patrons want to tune in will be the aim of the Indianapolis Times during the fall and winter season.

The first radio program of the Indianapolis Times for its second season will begin at 9:30 p. m. Friday, Sept. 17, from the studio at the Severin over WFBM, Merchants Heat and Light Company station.

An Operatic Festival will be the nature of the opening program.

This festival program of operatic music will introduce over the air for the first time the Bel Canto Opera Company.

Members of Company

It is composed of Miss Norma France, contralto, student of Fred Newell Morris and Corrine Rider-Kelsey; Ernst Heberlein, baritone, student of Glenn Freimond and Gertrude Conte; Miss Victoria Poggi, soprano, student of Gertrude Conte; Miss Helen Montagu, soprano, student of Gertrude Conte and Miss Opal Dawson, Carmel, Ind., soprano, and student of Gertrude Conte.

Miss Gertrude Conte is director of the company and Mr. Heberlein is

manager as well as a member of the organization.

This operatic company, composed of well-known Indianapolis artists, will present scenes from "Barber of Seville" and "Madame Butterfly" as well as groups of vocal solos and instrumental numbers.

New to Times' Friends

This operatic group is entirely new to the radio friends of The Indianapolis Times, and it is with great pleasure that its debut is announced.

On the first program will appear Miss Kathleen Bumbaugh, a singer who is well known on The Times programs of last season.

She will sing two groups of numbers; the first, "Evening," by Hagerman, and "Rain," by Curran, and the second, "Down," by Weaver.

Mrs. Busch will strive to maintain the same high standard during these hours of entertainment as she did in her programs last season.

These programs will be distinctive in that, beginning on Monday, Sept. 13, each will include a short talk, both educational and entertaining; the latter, because each program will be built around the subject for the evening. The first Rainbow Hour will be broadcast Tuesday evening, Sept. 7, from 8:30 to 9:30. Thereafter it will be featured on Monday evening, from 10:30 to 11:30.

RAINBOW HOUR
TO BE STARTED

Through Courtesy of Beauty Culture Academy.

The Rainbow Hour of Music to be broadcast over WFBM, through the courtesy of the Rainbow Academy of Beauty Culture, sponsored by Mr. and Mrs. C. W. Fulton, will be under the personal direction of Mrs. Mary Traub Busch, contralto.

Mrs. Busch will strive to maintain the same high standard during these hours of entertainment as she did in her programs last season.

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OBTAI NEW ANNOUNCER

Jack Carr To Be in Charge of Firestone Programs.

WFBM has added a new announcer to the staff. Jack Carr of the Carr Tire Company, sponsor of the popular Monday evening Firestone Corner programs, will preside at the microphone this year during the Firestone programs in place of John McPhee. Carr has a pleasing, deep voice and should become popular with the listener's of Firestone Corner.

Radio Fans! Tune in Tonight
Hear the Famous
"Firestone Corner" Radio Battery
PROGRAM

IN THE SEASON'S RE-OPENING OF W F B M
MERCHANTS HEAT AND LIGHT CO. STATION

Greater
Reception
and
Sharper Tuning
Is Always
Enjoyed
by Users of
"Firestone
Corner"
Radio Batteries



Made from the highest quality materials, "Firestone Corner" batteries offer to the user maximum service, both in their car and as the power for their radio. Every battery carries the strongest of warranty and guarantees and every purchaser has the added protection of the co-operation of a local manufacturer who has been serving the Indianapolis motoring public for over 10 years.

CALL YOUR DEALER TODAY FOR SERVICE
There Is a "Firestone Corner" Dealer Near You

—Indianapolis Dealers—

ANDREWS TIRE AND BATTERY CO.
307 West Thirtieth St. RA. 6795

HEDRICH BROS.
870 Virginia Avenue DR. 5127

B. C. COOL & SON BEI. 1343
2126 West Washington Street

TROY AND MADISON GARAGE DR. 4774
Troy and Madison Avenues

NO. INDIANAPOLIS TIRE & BATTERY SHOP RA. 6010
Thirtieth and Northwestern

BAKER TIRE SHOP DR. 0270
1055 West Thirtieth Street

BUENING TIRE AND BATTERY SHOP WE. 0475
2317 East Tenth Street

HARDING STREET GARAGE BEI. 0174
1136 South Harding

ROSE TIRE CO. MA. 0270
365 South Meridian Street

D. & X. RADIO SERVICE KEN. 2671
1908 College Avenue

PETTIS DRY GOODS CO. MA. 2722
25 East Washington Street

CARR TIRE CO. LI. 8901
Delaware at Michigan

JOE HILL GARAGE
212 West Thirteenth Street MA. 3638

NORTH SIDE NASH-AJAX SALES
2248 College Avenue KEN. 5880

J. E. RUSSELL TIRE AND BATTERY SHOP
1152 Fairfield Avenue WA. 5165

WEST SIDE TIRE AND BATTERY SERVICE
439 Indiana Avenue LI. 1662

BOYD'S RADIO SHOP
405 West Twenty-Ninth Street RA. 6139

CENTRAL RADIO SALES AND SERVICE
2905 Central Avenue RA. 6982

LINK BATTERY AND IGNITION SERVICE
3870 East Washington Street IR. 1233

NEW JERSEY GARAGE
310 North New Jersey Street MA. 5520

BROAD RIPPLE GARAGE
6404 Cornell Avenue WASH. 3700

CLAYBORN SERVICE SHOP
(Ralph Carr, Prop.)

3358 N. Capitol Ave. RA. 1110

SMITH-HASSLER-STURM CO.
219 Massachusetts Ave. MA. 6289

CARR TIRE CO. LI. 8901