

Excellent Reception Is Achieved in Tests With New Fada Model No. 70

Nine-Tube Outfit Differs From Many Radio Sets Now on Market.

This is the first of a series covering the latest developments in the radio. In this series The Times Radio Editor will give a complete description of one radio set weekly, telling just how it works under actual demonstration. These articles are prepared to give the Times readers and prospective purchasers of radio equipment and sets the latest information on everything new in radio.

This department has had a thorough opportunity in the last week to observe the new Model 70, Fada receiver, under actual test. This set, operating from the electric light socket or house current, is the latest product of the F. A. D. Andrea Company of New York and has been distributed in this territory for the last five years by the Gibson Company, Capitol Ave., and Michigan St.

The Fada set differs a great deal from many of the AC sets now on the market, because of the employment of the 227 type, direct heater tube, in the radio frequency. This type of tube, designed primarily for the detector socket, is more stable and less sensitive to AC hum than the 226 type of tube in the high frequency circuits.

These tubes operate at about 20 per cent below their normal rated voltage and should last longer than similar tubes. They minimize power line hum, and are not subject to line voltage fluctuations.

Burl Walnut Used
The Fada 70 console is of two-tone burl walnut and has matched burl walnut panels in the front door, covering the radio receiver tuning controls, and swinging doors directly beneath, inclosing the Fada dynamic speaker.

When the loud speaker are open, it discloses the walnut grille, backed by a silk screen, housing the speaker. The loop on this receiver is of the disappearing type, folding within the top of the cabinet, and when folded in place automatically connects the antenna for operation.

During the time this test was conducted, stations were tuned in from many distant points. Monday evening, due to static conditions, was unfavorable for radio reception and we were forced to listen to local and nearby stations. Tuesday evening conditions for radio reception were ideal and we found many stations from New York City to Denver broadcasting the Radio Industries banquet.

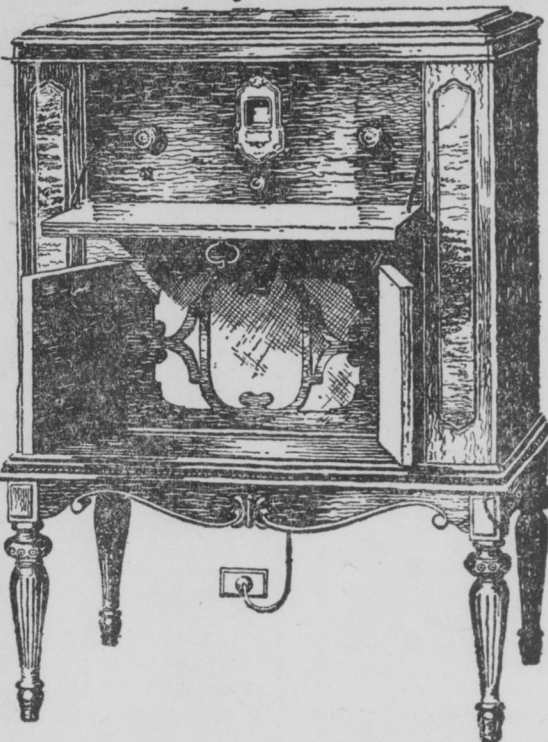
This program was tuned in from fourteen different stations including KSD, St. Louis, an old friend that we have not heard for several months. Following the banquet, good reception was had from WFAA, WTAM, WOR, KYW, KWKH, KSTP, WCCO, WRVA, WSB, WRC, KYDS, KOA, WLS, WMAQ and several others.

Los Angeles Comes In
When WRC, Washington, D. C., signed off, lo and behold, KFI, the old reliable Los Angeles station, came popping in with sufficient volume to fill the room, with the use of the inside loop antenna only.

When this station was switched to the outside aerial the volume was almost as great as on local stations. Wednesday evening again offered excellent radio receiving conditions and several worth-while programs from the big chains. Among the many stations heard were WCCO, WRVA, KMBC, WSB, WTAM, WJZ, WJAX, WJAX, WSAI, WLW, KMOX, WLS, WMAQ, KYW, WBBM and several others.

Thursday evening we again had

Rolls-Royce of Radio



Make of Set—Fada. Model—No. 70. Number of Tubes—Nine. Type of Tubes—Six of the indirect heater type, two power amplifiers and one rectifier. Antenna—Operates from both loop and outside aerial.

Cabinet—Console model, walnut finish. Completely self contained. Speaker—Fada dynamic cone. Tuning—Single illuminated dial. Power Supply—Operates at 25 to 60 cycles, 90 to 130 volts alternating current.

the good fortune to pick up KFI after midnight with excellent results. Our log for this evening was some twenty-odd stations, in various parts of the country, broadcast mostly dance music.

Friday and Saturday evenings also were excellent for receiving, on all wave lengths from 210 to 545 meters. This year's Fada has two outstanding features—selectivity and tone. Both local stations are tuned in without interfering, and stations on the lower wave lengths may be separated, in most cases.

The Fada Model 70 is equipped with the new Fada dynamic power cone, a powerful cone with dynamic type drive and built-in power supply. There is faithful reproduction within the entire musical and voice range, seemingly at any volume.

Workmanship on both cabinet and set is of highest type.

The Model 70 Fada also is equipped with a phonograph attachment, allowing one to play records, using the dynamic speaker for a reproduction, which gives the same tone reproduction as the new electric phonograph.

The complete Fada line consists of six models, three table and three console models, all of which are AC operated. Two types of speakers are offered this year by Fada; the dynamic and magnetic cone, which may be had at purchaser's option, with any model. Fada radio is sold in Indianapolis through nine dealers.

Next week: The new 8-tube All-American Mohawk AC Set.

SMITH SPEECH ON AIR TONIGHT

26 Stations in Hookup for St. Paul Talk.

By United Press
NEW YORK, Sept. 27.—Governor Alfred E. Smith's speech at St. Paul tonight will be broadcast over the Red Network of the National Broadcasting Company, and six Pacific coast stations—KPO, KEO, KOMO, KGW, KHO and KFI—making twenty-six stations in all. The broadcast will begin at 9 p. m., Central Standard time. Two hours earlier the Red Network will carry a broadcast by the Republican national committee, with Speaker Nicholas Longworth making the principal address.

FEDERAL RADIO OUTFIT TAKEN ON BYRD'S TRIP

Distributor Here Receives Word of Tribute to Set

Guy May, manager of the radio department of the Vonnegut Hardware company, local dealers and distributors of Federal Radio, has just received word from the Federal factory at Buffalo that Lieutenant Thomas B. Mulroy, chief engineer of Commander Richard E. Byrd's South Pole Antarctic expedition, has selected a seven tube Federal Ortho-sonic receiver for his personal use aboard the City of

City Stations

WFBM (275.1) INDIANAPOLIS (Indianapolis Power and Light Company)
THURSDAY
Noon—Correct time, courtesy Julius C. Walk & Son; Lester Huff on studio organ.
12:30—Livestock market, Indianapolis.
1:00—Ind. and Kansas City; weather report.
1:30—Lullie Peithory's Tea-Time talk.
4:50—Items of interest from Indianapolis Times Want Ads.
5:00—Correct time.
5:15—"What's Happening," Indianapolis time.
5:30—A chapter a day from the New Testament.
5:45—Safety talk, Lieut. Frank Owens, Indianapolis police department.
6:00—Correct time, Hoey Carmichael and band from Columbia Club.
6:30—Baseball scores.
7:00—Timely topics, news events from the magazine time.
7:10—WFBM Sinfonietta.
8:00—Chamber of Commerce message, Ed Hunter, secretary.
8:15—La Shelle Choral Club.
8:30—Sleep time tunes.
10:15—"The Columbus," Indianapolis Star.

WKRF (232) INDIANAPOLIS (Hoosier Athletic Club)
THURSDAY
A. M.
10:00—Recipe exchange.
10:15—Brunswick Panatope.
10:25—Interesting bits of history, courtesy Indianapolis public library.
10:30—Livestock and grain market; weather and shippers' forecast.
10:45—WKRF shopping service.
P. M.
6:00—Late news bulletins and sports.
6:00—Dinner concert.
7:00—Christenson School of Music.
7:30—Studio hour, under direction of Mrs. Will C. Hitz.
8:30—Always Kent local girls' contest.
9:30—Iris Players.

New York, during the epochal trip. The Federal F model was selected by Lieutenant Mulroy after several weeks' test, during which time several hundred stations were logged.

SPECIAL
Winter Cloaks \$1.00
Men's Overcoats
Cleaned and Pressed
PARIS CLEANERS
236 N. Illinois
2331 N. Meridian
Riley 7474
Talbot 6090

THERE'S A DIFFERENCE
Majestic
ALL-ELECTRIC RADIO
Ask Your Dealer

WORLD SERIES ON AIR

Columbia Chain Named to Broadcast Baseball Classic.

By United Press
CHICAGO, Sept. 27.—All games of the 1928 world's series will be broadcast by the Columbia broadcasting chain, it was announced today by Judge K. M. Landis, national baseball commissioner.

Night Features

Central Standard Time

THURSDAY
—NBC System (WEAF)—
5:30—Hoover sentinels.
6:00—Portrait seller.
7:00—Halsey Stuart hour.
—NBC System (WJZ)—
4:00—U. S. Navy band.
6:00—Different orchestras.
6:30—Maxwell hour.
8:00—Governor Al Smith's talk from Minneapolis.
—Columbia Network—
6:00—Opera, "The Little Duke."
—WNYC, New York—
5:00—Tenth anniversary music-Ar-gonne offensive.
—WRVA, Richmond—
7:15—Discovery hour.

7-DAY SERVICE
Call us any time of the day or night, Sunday included. Our business has been built on quick and personal service.
Majestic
RADIO
WASHINGTON RADIO AND SUPPLY CO.
Oldest Majestic Dealer in City
2227 E. Washington St.
CHerry 1245

Buy Your New Majestic All-Electric Radio
Where you
"Buy Service as Well as Radio"
Complete \$137.50 Less Tubes
H. T. Battery and Radio Service
823 W. 30th St. Talbot 0200

Get Your MAJESTIC RADIO for the World's Series
SMITH-HASSLER-STURM CO. EASY TERMS
219 MASS. AVE. TWO ENTRANCES 116 E. OHIO ST.

Downtown Headquarters for Majestic Radio
Baldwin on the Circle

Enjoy the "World's Series" WITH A
Majestic
ELECTRIC RADIO

A grandstand seat right in your own home. As clear as a bell through the marvelous Majestic Dynamic Speaker



TRULY A BLUE RIBBON VALUE!!

MAJESTIC DEALERS' RADIO PROGRAM
Over WFBM, Indianapolis
Every Tuesday Evening From 8:15 to 9:00

Your Nearest Majestic Dealer Will Demonstrate Distributors of Majestic Radio
CAPITOL ELECTRIC CO.
Wholesale Electrical, Telephone and Radio Supplies
122-124 S. SENATE AVE., INDIANAPOLIS, IND.
Riley 9436

Buy Your Majestic THE PEOPLE'S EASY WAY
Small Down Payment
Peoples Outfitting Co.
133-135 West Washington St. Opposite The Indiana
No Interest to Pay

SKOURAS-PUBLIX THEATRES

INDIANA
CHARLIE DAVIS in "Hard-Scram!"
MACKAILL-MULHALL in "Waterfront"

INDIANA
STARTS SATURDAY
BARGAIN ENTERTAINMENT
AND HOW!
Dazzling stage production with laughs, surprises from start to finish and music galore!
Charlie DAVIS
Presents "Babes on Broadway"
Featuring: FURS AND FASHIONS
Gorgeous wraps and gowns through the courtesy of L. S. Ayres & Co.
Plus
Another glorious SOUND success
ESTHER BAKSTON
The dream girl of the screen was never more radiant in—
"The Sawdust Paradise"
Hear—great choral numbers—carnival effect, you'll leave the theater whistling the catching "Sawdust"

CIRCLE
3rd sound HIT!
STARTS SATURDAY
Third of the Mighty Parade of SOUND Triumphs!
Featuring:
Janet Gaynor
Star "14 Heaven" and
George O'Brien
Epoch Drama of Pure Versus Ill-Will Love!

DAY'S CASINO
Corner Emerson and Southeastern Aves., Indianapolis
SATURDAY AND SUNDAY NIGHTS
SEPT. 29th AND 30th
PERSONAL APPEARANCE
INDIANA BATHING BEAUTIES
With Miss Leonette Pickett, Miss Venus of Indiana of 1928 in a
GRAND BEAUTY REVIEW
Park Plan Dancing With Ross Moller's Orchestra
General Admission, 25c

"IT DOES MAKE A DIFFERENCE WHERE YOU BUY"
WAIT! WAIT!!
—Just You Wait and See What's Coming Saturday!
SEE FRIDAY'S TIMES FOR COMPLETE DETAILS!
"MAYER SATISFIES"
"IT DOES MAKE A DIFFERENCE WHERE YOU BUY"

MOTION PICTURES
LOEW'S
PALACE
THEATRE
NOW
ALL COMEDY BILL
"The Cameraman," MGM Feature
Comedy
OUR GANG IN "SCHOOL BEGINS"
HARRY LONDON IN "SOLDIER BOY"
Next Saturday
"Our Dancing Daughters"
With Joan Crawford

LOEW'S
PALACE
Coming Saturday
"OUR DANCING DAUGHTERS"
with
Joan Crawford
An MGM
Sound Picture

See EM-ROE
Fire Sale Ad
Page 8

MOTION PICTURES
APOLLO
Vitaphone's
2nd All Talking Picture
SEE, HEAR
AND BE
THRILLED
AS YOU'VE
NEVER
BEEN
THRILLED
BEFORE!
MAY M'AVOY
Louise Fazenda
and a Great Cast
Vitaphone Acts
Movietone News

AMUSEMENTS
LYRIC
MARCUS SISTERS
and Carlton Brothers
KRUGEL & ROBLES | MAY & KILOUFF
SADIE BANKS & CO. MARIE RACKO
KHARUM
Extra Added Feature
DELIRIO & MORENO
with
Palmira Lopez—Senor Carlos
and Genuine GAUCHO BAND

MUTUAL
BURLESQUE THEATRE
"STEP ON IT"
WITH
MIDGIE GIBBONS
On the Illuminated Runway

Hey! Hey! Dance Lovers!
Good News! Great News! You've waited for it! You've Longed for it—
GALA FALL OPENING
of the
INDIANA BALLROOM
ROOF
NEXT SATURDAY EVENING, STARTING
AT 7:30 P. M.
Everybody will be there! Bring your girl—bring your friends—come prepared for the gayest dance crowd—the most joyous dance time of your life!
Thrill to the lifting dance rhythm—pep—frill—and personality of—
Slim Lamar's
"SOUTHERNERS"
They're red-hot—direct from New Orleans—land of the "Wa-Wa" Blues!
INDIANA BALLROOM ROOF
NEW FALL PRICES
Week Day 10c
Sundays 15c
Ladies 5c
Children 2c
Coke 10c
Free