

— Radio —  
**RADIO POLITICS  
COSTS PARTIES  
TWO MILLIONS**

Rates of NBC Network is  
\$11,500 Hourly; Columbia  
Charges \$4,000.

Approximately \$2,000,000 is the estimated figure that is being expended by the two national political parties and their subsidiaries in promoting the radio campaign of the two major organizations.

This estimate represents the capital outlay over the microphone for the advancement of the two political parties until election eve, exclusive of the free time given by some stations to major political events which would raise the total considerably above the two-million mark.

The official budget for the Democratic party is \$600,000, and according to party leaders it is expected that the sum will reach at least a million, due to radio campaigns being launched by state and local committees, paid for locally.

**\$300,00 Already Spent?**

Of this budget, it is said that over \$300,000 has already been expended, and the remainder will be used for network campaigning from now until election day.

The Republican leaders profess ignorance of the actual budget for radio expenditure, but expect that the central office bill will run above the \$500,000 mark, with state and local expenses totaling about the same amount.

The rates of the National Broadcasting Company, with its network of forty-nine stations, according to officials of the company, is about \$11,500 an hour, while the Columbia Broadcasting System, with its hook-up of nineteen stations, has a rate of about \$4,000 an hour.

**50,000,000 to Listen In**

The rates of the two systems is increased proportionately when non-network stations are added to the chain.

Radio stations are estimating that probably as many as 50,000,000 people in the United States will be listening in on the election.

**THERE'S A DIFFERENCE**  
**Majestic**  
 ALL-ELECTRIC RADIO  
 ASK YOUR DEALER

Enjoy the Election Returns at Home Over a FADA RADIO  
 TERMS IF DESIRED—EXCEPTIONAL SERVICE  
**SMITH-HASSLER-STURM CO.**  
 "INDIANA'S LEADING SPORTING-GOODS HOUSE"  
 219 Mass. Ave. Two Entrances 116 E. Ohio St.

**FADA**  
*Radio*

**\$110 FADA 10**  
 without tubes

**\$235**  
 without tubes

**FADA 31**

**Fada Radios are more  
than receivers  
they deliver—and how!**

**ONE** of the new Fada sets is the radio you've always wanted. You can't go wrong with a Fada that uses A.C. indirect heater tubes, for long life and quiet operation. New Super-dynamic electric speakers. See and hear these wonderful sets today at

**The Gibson Company**

Established 1893  
 Capitol Ave. at Michigan St.

**\$135**  
 without tubes

**FADA 11**

**Fishing The Air**

All references are Central Standard Time.

**SONORA** will present the inaugural concert of a weekly series Thursday night from 8 to 9 o'clock over twenty associated stations of the Columbia Broadcasting System direct from the recording laboratories of the Sonora Phonograph Company in New York.

The Sonora hour will be of the variety type, comprising almost every type of selection from standard classic to light popular. Famous vocal and instrumental soloists will appear on these programs, as well as the Sonora Symphony orchestra, the Sonora Salon group, and the Plaçards, a popular dance orchestra.

Gazouinow's "Bacchanale" will be played as the opening number of the Maxwell House concert to be broadcast through the NBC System Thursday night at 8:30.

Rosario Bondu, director of the orchestra, also appears as arranger of several numbers, including Frim's "Love Everlasting," played by the orchestra; Wood's "I Look Into Your Garden," presented with vocal chorus, and Depuis' "Happy Moments," played by violin and cello.

The French Lick Springs Hotel Company will have old King Pluto and his court funsters on parade before WFBM microphone from 8 to 9 o'clock on Thursday night. Music, melody and comedy are the keynotes of the French Lick Springs Hotel Company's broadcasts, which have become a regular Thursday feature of the WFBM program.

A program of bright numbers by an orchestra conducted by Louis Katzman, and a male quartet, will be presented during the Michelin hour to be broadcast through the NBC system, Thursday night at 9 o'clock.

Among the orchestral selections will be included "Then Came the Dawn," "Schoen Rosmarin," and the old dance favorite, "Paddlin' Madeleine Home."

High Spots of Thursday Night's Offerings  
 7:30—WEAF Network—The Sentinels.  
 8:00—WOR-WABC Network—Sonora hour.  
 8:30—WJZ Network—Maxwell hour.  
 9:00—WABC Network—Hank Simmons' Show Boat.  
 9:00—WOR, Newark—Republican rally, Newark.

A four-act melodrama popular among theatergoers of fifty and sixty years ago is to be revived in the Hank Simmons' Show Boat broadcast at 9 o'clock Thursday night through station of the Columbia broadcasting system.

In addition to the play, there will be numbers by Hank Simmons' Show Boat orchestra and novelty numbers by members of the company.

From the Indiana ballroom, atop the Indiana theater, Dick Powell and his orchestra will entertain the WFBM audience with their toe-tickling melodies at 10:30 p.m.

Walter O'Keefe, composer and vocalist, will be guest artist with the Champion Sparkers during the program to be broadcast through the NBC system Thursday night at 7:30.

O'Keefe will present some of the music from his musical comedy, "Just a Minute," including "Anything Your Heart Desires," "Pretty, Pretty and Sweet," and "Heigh-Heigho Cheerio."

Kemble and Mills, sponsor of a series of radio programs broadcast from the studio of Station KDKA each Thursday night at 6:30, announce that Patti Page Baldridge, contralto, will be the guest soloist during their program broadcast from the pioneer station Thursday.

A program of dance music by Hal Kemp's Hotel Manger orchestra will be broadcast through WJZ of the NBC System, Thursday night at 5 o'clock.

Opening with "Once in a Lifetime," the program will continue with "Roses of Yesterday," "All of the Time," "Ten Little Miles from Town" and "I Can't Give You Anything But Love." Other numbers include "Dream House" and "Forgetting You."

Viennese music, with atmospheric selections reminiscent of the days when Vienna was the world's art and music center, will be played under direction of Hugo Mariani, during the Blue Danube Nights program to be broadcast through the NBC System Thursday night at 9:30.

Strauss' "Persian March" will be followed by "Wenn Ole Blatter Leise Rauschen," by Gaertner; Godowsky's "Terpsichorean Vindobona," and "Rose Maid," by Granichta.

**Day-Fan All-Electric Radio Outfit  
Made in Only Two Models This Year**

This is another of a series of articles appearing each Thursday on the radio page of The Times, giving latest information on the new WFBM receivers.

Make of set—Day Fan. Model tested—The Console. Number of tubes—Eight. Type of tubes—Five UX 228; one UX 227; two UX 171A; one UX 280.

Antenna—Outside, about sixty to eighty feet. Cabinet—Walnut finish, completely self-contained. Speaker—Rola, magnetic cone. Power supply—Operates 25 to 60 cycles, 90 to 130 volts, alternating current.

**BY TIMES RADIO EDITOR**  
 The Dayton Fan Electric Company, manufacturers of the Day-Fan all-electric radio receiver, is offering but two models this season, a table and a console model, both employing the same eight-tube chassis. The new Day-Fan may be had with either dynamic or magnetic speaker. Regular stock models are equipped with the Rola magnetic cone speaker.

The Day-Fan set is controlled with a single illuminated dial and one volume rheostat. It also uses a volume control switch for local and long distance stations. This year's Day-Fan is a splendid distance getter. Stations up to 2,000 miles are received with practically as much volume as the locals. The set is extremely selective, and stations within ten kilocycles may be separated with ease.

**Dial Twisters**

(All references are Central Standard Time)

WFBM (1090 Kilocycles) INDIANAPOLIS (Indiana Power and Light Company)

THURSDAY  
 Noon—Correct time; Lester Huff on studio organ.

P.M.  
 12:30—Livestock market, Indianapolis.

12:35—Farm market, United States department of agriculture.

1:30—Tea-time talk.

4:30—Sonja's housekeepers' chats and radio recipes.

4:50—Items of interest from Indianapolis.

5:00—Longine's observatory time, "Speaking of Dogs," by Dr. J. C.

5:15—"What's Happening," late news from Indianapolis Times.

5:30—"The Testament," a radio drama, by Parker Wheatley.

5:45—Safety talk by Lieutenant Frank Frankenstein, Indianapolis police department.

6:00—Longine's observatory time, current weather forecast; Column Club orchestra.

6:30—"The Family Fund" program.

6:35—Newscasting, world events from time.

7:00—"Discreet National Committee" radio program.

8:00—"The Hotel Company," WFBM.

9:00—"Theatrical Pictures."

9:15—Dance matinee, Tomlinson hall.

10:15—Longine's observatory time, test of the Walk on Son; the communist; weather forecast.

10:30—Dick Powell's orchestra.

10:30—Crosley Showbox hour.

THURSDAY

—WBAL (1050 Kilocycles) Baltimore.

5:30—Third anniversary program.

6:00—"WBAL 1050 Kilocycles" Detroit.

6:30—WBAL 1050 Kilocycles.

7:00—"Soda shop."

8:00—"Republican national committee."

9:00—"Halsey Stuart hour."

9:30—"WBAL 1050 Kilocycles."

10:00—"Goldie's Alley."

7:30—"Champion Sparkers."

7:30—"Gordon Smith."

9:30—"Melodeon Delvings."

9:30—"Simmons shot boat."

**CROSLEY  
RADIO  
ON CREDIT**

**100**  
 DOWN MOTOR TIRE  
 122 W. NEW YORK ST.  
 OPEN NIGHTS

**Election Returns**  
 Is Your Radio Set Ready?  
 Home of Federal Ortho-Sonic and Atwater Kent RADIO SETS  
 Quality Radio Supplies

**VONNEGUT'S**  
 120-124 E. Wash. St. Est. 1852  
 Call Lincoln 2321 for Expert Radio Service

**FADA**  
*Radio*

**The FADA 10  
A. C. Electric**

The FADA 10 uses the same 227 type indirect heater tubes you find in the higher priced sets and Fada makes them last three times as long as ordinary tubes. Velvetex finish, gold and brown two-tone metal cabinet.

**\$110.00**

Without Tubes

**Stewart's Radio Sales & Service**  
 108 W. 38th St. Wash. 5405

654 Fairfield Ave. Wash. 1137

**CLEAR TONE**  
*ELECTRIC RADIOS*

— Radio —  
**SURVEY RADIO  
IN BEECH GROVE**

Interference Man Finds  
Trouble Source.

Radio fans of Beech Grove have encountered a great deal of interference in recent months, and The Times interference man made a thorough survey of that section this week, in response to many letters.

One mile south of Beech Grove are high tension lines which have about as high voltage as any in the vicinity of Indianapolis. This seriously affects the south end of Beech Grove and runs north on Sherman street.

The car lines serving Beech Grove are a source of interference which has caused a great deal of grief to listeners, and X-ray and other machines at St. Francis hospital also have caused some trouble.

In the last three nights The Times interference man has located sources of trouble at the following places:

Fan motor in garage at Broad

Ripple: light company transformer at rear of fire engine house, 5500 block East Washington street; doctor with spark machine (previously reported) in 2900 block East Tenth street; wire touching transformer in Drexel Arms, North Illinois street.

The Pennsylvania railroad will have electricians working on stop signs on the east side this week, which should bring a great measure of relief to Irvington fans.

**AYRES**  
 Stands Back of the  
**FADA RADIOS**  
 It Sells!

Visit Our Complete Stocks  
 Ayres—Sixth floor

**Jobber's Radio CLEARANCE**

*All discontinued models,  
demonstrators and floor  
sample sets must go!*

**50% Off**

Chance of a lifetime to buy at factory cost and less. These are last year's models, but of good dependable quality and will give long and satisfactory service.

**ERLA MO-NOD-IC**

5-Tube Receiver,  
Regular Price \$65  
Less Accessories

**Sale Price**

**\$29**

Completely equipped  
and on terms of only \$10 down and \$2 a week.

**\$57**

**ERLA Console**

Exactly as Pictured

Regular Price \$170  
Less Accessories

**Sale Price, \$85**

Completely Equipped \$110

\$22.50 Down—Balance \$2 Per Week

**ERLA Console**

Queen Marie Model Single Dial

Regular Price \$150  
Less Accessories

**Sale Price, \$75**

Completely Equipped \$99.50