

— 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.

\$300,000 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.

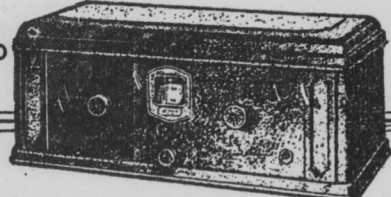
219 Mass. Ave.

Two Entrances

116 E. Ohio St.

FADA Radio

\$110 FADA 10
without tubes



**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

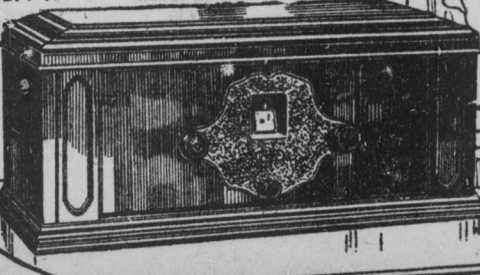
The Gibson Company

Established 1893

Capitol Ave. at Michigan St.

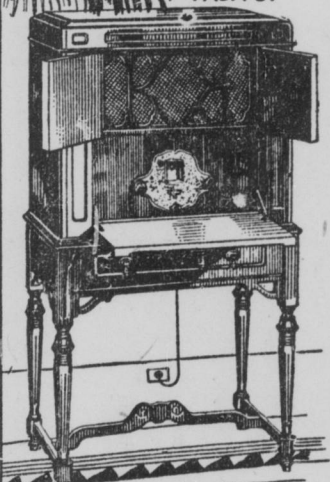
\$135
without tubes

FADA 11



\$235
without tubes

FADA 31



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 Pledors, a popular dance orchestra.

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

The French Lick Springs Hotel Company will have old King Pluto and his court fencers on parade before WFEB microphone from 8 to 9 o'clock on Thursday night. Music, melody and comedy are the key notes of the French Lick Springs Hotel Company's broadcasts, which have become a regular Thursday feature of the WFEB 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' Made-line 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 House.
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 WFEB audience with their toe-ticking 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, Petite and Sweet" and "Heigh-Ho 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 Rude Baldrige, 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's "Persian March" will be followed by "Wenn Ole Blatter Leise Rauschen," by Gaertner; Godowsky's "Terpsichorean Vindobona," and "Rose Maid," by Granichtaeden.

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 AC radio receiver.

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 Rectifier, 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.

Using two stages of push-pull amplification, employing 171A tubes, the Day-Fan engineers have produced a set with exceptional tone quality. Stations are received clearly and with equal volume on both high and low wave lengths.

During the week this test was made, as many as fifty stations were tuned in during a single night, ranging from Colorado to New York and from Texas to Canada. Due to poor weather conditions during the test, we were unable to pick up west coast stations, but we believe that under better conditions this set will bring in stations from coast to coast.

The workmanship on both set and cabinet is of highest type, the design of the console model is neat and compact, and will harmonize with the furnishings of practically any home. The new Day-Fan eight-tube AC set will win many friends among the radio owners. It is distributed in Indianapolis and central Indiana by Riser Brothers & Co., 561 East Washington street, and is sold through eight Indianapolis dealers.

Next Thursday: The new Model 52 Atwater-Kent AC Receiver.

Dial Twisters

(All references are Central Standard Time)

WFEB (1000 Kilocycles) INDIANAPOLIS

Indianapolis Power and Light Company

THURSDAY

Noon—Correct Time; Lester Huff on studio organ.

P. M.

12:30—Livestock market, Indianapolis and Kansas City.

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

4:00—Fea-time talk.

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

4:50—Items of interest from Indianapolis Times Want Ads.

5:00—"Speaking of Dogs," by Dr. J. C. Vance.

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

5:30—A chapter a day from the New Testament, by Parker Wheatley.

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

6:00—Longene's observatory time, courtesy Julius C. Walk & Son; the columnist, weather forecast.

6:30—Community fund program.

6:55—Newscasting, world events from Time.

7:00—Democratic national committee radio program.

8:00—Fluto hour, courtesy French Lick Springs Hotel Company.

9:00—WFEB concert trio.

9:15—Indiana theater features.

9:45—Dance marathons, Tomlinson hall.

10:15—Longene's observatory time, courtesy Julius C. Walk & Son; the columnist, weather forecast.

10:30—Dick Powell's orchestra.

WKBF (1190 Kilocycles) INDIANAPOLIS

(Hoosier Athletic Club)

THURSDAY

A. M.

10:00—Recipe exchange.

10:15—Studio program.

10:25—Interesting bits of history, courtesy of Indianapolis public library.

10:30—Livestock and grain market; weather and shippers' forecast.

10:40—WKBF shopping service.

P. M.

10:45—Late news bulletins and sports.

6:00—Dinner concert.

6:30—Bair's theaters program.

7:00—Studio program.

7:30—Studio hour, under direction of Will C. Hill.

8:00—William H. Block Company.

8:30—Steiner's music studio.

9:00—Old Trails Insurance Company.

WLW (700 Kilocycles) CINCINNATI

THURSDAY

P. M.

3:00—Novelty notions.

3:30—The Hawaiian.

4:00—The Office Boys.

4:30—Livestock reports.

5:15—Latonia results.

6:20—Market reports.

6:30—Dynamite.

6:00—Jan Garber orchestra.

6:15—Talk on Americanization work of the Chamber of Commerce, John B. Kenna.

6:30—Mel Doherty's French Bauer orchestra.

7:00—Franco's Tamburita orchestra.

7:30—Champion Sparkers.

8:00—Republican national committee program.

8:30—Maxwell House Coffee concert.

9:00—Correct time.

9:30—Michlin Tire Company program.

9:30—Sam Watkins' orchestra.

10:00—Amos 'n Andy.

10:10—Mell and Dell, Melodious Delvings.

10:30—Crosley Showbox hour.

THURSDAY

—WBAT (1050 Kilocycles) Baltimore—

5:30—Third anniversary program.

—WLB (580 Kilocycles) Detroit—

6:00—University of Michigan hour.

—NBC System WEAF, 610 Kilocycles—

7:00—Soue shop.

7:30—Hoover sentinels.

8:00—Republican national committee.

8:00—Halsey Stuart hour.

—WJZ, 660 Kilocycles—

7:00—Retold tales.

7:30—Champion Sparkers.

8:30—Maxwell hour.

9:30—Michlin hour.

—Columbia Network (660 Kilocycles)—

8:00—Sonora hour.

9:30—Simmons shot boat.

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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