

IN WASHINGTON

WHAT IS TAKING PLACE BY

Post R. Reynolds
UNITED STATES SENATOR

THE EVOLUTION OF A RADIO CABINET

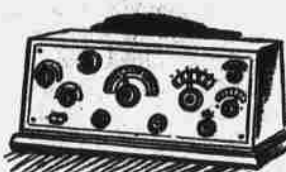
ARM CHAIR MODELS LATEST WRINKLE IN RADIO CONVENIENCE

Entire Radio Industry Recognizes New Design Trend

Each year around the middle of June, brings with it a spring growth of new radio designs, introduced by the country's various manufacturers. Keen merchandisers as they are, the radio manufacturers press their ears close to the ground so they may keep in close touch with the public demand in design, models and convenience features. Especially are they interested in discovering what the women want. And both men and women, it seems, want operating convenience in their radio.

As a result the recent manufacturer showings of radio instruments to distributors made evident one thing above all others—radio cabinet design is going more distinctly toward the arm chair type—which places the radio and its controls right at the owner's elbow. To bring in entertainment, he needs but disturb the tranquility of a wrist and a few fingers.

It is quite evident that Mr. and Mrs. Radio Purchaser have at last been successful in influencing the radio manufacturer to tear himself away from the stereotyped console form to which he has been inseparably attached for so many years. And a merry siege it has been. Fifteen years ago you had to be ambidexterous to handle all the control knobs on a radio. As little as 8 years ago radio high-boys were built on high pilings and called for a step ladder and a pair of stilts as standard operating equipment. And then came the down-to-the-floor console—with dials placed so low in the cabinet that they afforded many a proud owner pleasant exercises in back-bending and genuflection.



13 YEARS AGO
YOU HAD TO BE AMBIDEXTEROUS TO TUNE THIS RADIO



7 YEARS AGO
THE "HIGH-BOY" RADIO CALLED FOR A STEP-LADDER AS OPERATING EQUIPMENT



ONE YEAR AGO
"DOWN TO THE FLOOR" CONSOLE GOOD FOR BACK-BENDING EXERCISES IN TUNING



THE ARMCHAIR RADIO OF TODAY AND TOMORROW
SETS ALONGSIDE YOUR FAVORITE ARMCHAIR
DON'T GET UP... KEEP YOUR SEAT...
THE WORLD IS "AT YOUR ELBOW"

What do your neighbors think of this new trend in radio? Just ask any ten of them what type of radio they would prefer if they could buy a new one—arm chair or the old type console. It is a pleasant game and it will give you many an interesting answer.

And what do the manufacturers think? Well, let's go to one of them. Let's ask Eugene A. Tracey, Vice-President in Charge of Sales of Zenith Radio Corporation, Chicago, who must handle the output of a factory capable of producing 10,500 new radios every 8 hours. A

man who has that many radios slipping through his hands every day, really has to know what the public is asking for.

Says Mr. Tracey, "Many millions are millionaires today because they have catered to the ease-loving characteristics of the American Public. And many in business have gone penniless because they have failed to listen to the public demand for change and improvement. The manufacturer who refuses to cater to the public trend may as well go out of business."

"In this case the call is unmistakable and we have tried to respond to it just 100% by placing into our new range of designs no fewer than 16 different models of the newly demanded Arm Chair Radio."

"That means," continued Mr. Tracey, "no more 'standing-up tuning', no more 'bending-down tuning', no more walking over to the radio just to tune it. The modern radio owner asks to have the radio at his elbow—chair height—controls handy to the fingers and his plea has at last been heard!"

FILM FORECAST

Friday only — "Between Two Women"

A great dramatic story of a rising seer, who said that my life belongs to a profession I have no reason to neglect. Franchot Tone, Maureen O'Sullivan and Virginia Bruce are the featured stars.

Saturday Only — "The Ranger Steps In"



BOB ALLEN

Featuring the well-known Western hero, Bob Allen, with beautiful Eleanor Stewart in the feminine lead, the picture is jam-packed with action. Gripping chases, gun fights and tender romantic scenes highlight the film. Director Spencer Gordon Ben-

a farm program will be ready. It is not inconceivable that a compromise of some fashion will be reached between those who oppose production control and those who favor this method of meeting the farm situation. Some dissatisfaction over the nine-cent loan on cotton may have an influence on any new farm bill.

From the standpoint of the farmer, these controversies are hopeful signs. They mean that there is real interest in the farm problem and that it is daily winning more attention. And there is agreement that the farmer cannot have any assurance of economic stability as conditions are today.

net has retained a speedy tempo throughout and has built the suspense to proportions that kept yesterday's audience on the edge of their seats.

A feud between two families, a dramatic fight for valuable railroad land, cattle rustling and the ever alert intervention of the courageous Texas Rangers, of which Allen is a member, contribute knock-out punches to the story.

Excellent performances by Allen, Miss Stewart, John Merton, Hal Taliferro, Jack Ingram and others in the cast, lift the film into the better group of 'outdoor' dramas. Western fans will thrill to "The Ranger Steps In."

Monday and Tuesday — "Mountain Music"

Bob Burns and Martha Raye are co-starred for the first time in "Mountain Music," a satire of life among the hillbillies. In order to stop a feud between their families, Burns is supposed to marry Terry Walker. But he gets hit on the head, forgets about the wedding, and winds up with Miss Raye. Which is okay with his brother, John Howard, who cops Miss Walker in the interim. The cast also includes George Hayes, Rufe Davis, Spencer Charters and a number of other well-known featured players.



Wednesday Only — "Born Reckless"

Brian Donlevy and Rochelle Hudson in a dynamite on wheels. He was reckless, with men, women and life itself. A show that everyone should see.

Thursday Only — "Last Train From Madrid"

The capable cast is headed by beautiful Dorothy Lamour, Gilbert Roland and Anthony Quinn. The latter is an officer in the army who manages to get a pass for the train for his sweetheart, Miss Lamour, and his pal, Roland. Quinn is unable to leave Madrid himself. It soon becomes apparent that Miss Lamour and Roland are old lovers. Loyalty to both forces Quinn to let them go, determining to permit Miss Lamour to choose the

man of her choice later. With the governmental forces seeking Roland it later becomes necessary for Quinn to hold up his commander and keep him prisoner in order that the train be permitted to leave.

Marking Steel Tools
To mark steel tools warm them slightly and rub the steel with wax or hard tallow, until a film gathers. Then scratch the letters on the wax, cutting through to the steel. A little nitric acid poured on the writing will quickly eat out the letters. Wash off the acid and remove the wax with a hot rag, and the letters will be securely etched.

TAYLOR Theatre
EDENTON, N. C.

Today (Thursday) Sept. 16—
Gertrude Michael
Buster Crabbe

—in—
"Sophie Lang Goes West"
News - Travelogue - Musical

Friday, Sept. 17—
Franchot Tone
Maureen O'Sullivan
Virginia Bruce

—in—
"Between Two Women"
Color Cartoon

Saturday, Sept. 18—
Dick Foran

—in—
"Blazing Sixes"
Robinson Crusoe No. 2
Our Gang Comedy

Monday, Sept. 20—
Kay Francis
Ian Hunter

—in—
"Confession"
News

Tuesday, Sept. 21—
Wm. Gargan
Orien Heyward

—in—
"She Asked For It"
Cartoon - Pete Smith

Wednesday, Sept. 22—
Ann Sheridan
Barton MacLane

—in—
"Wine, Women and Horses"
Act - Comedy
BANK NIGHT

Thursday - Friday, Sept. 23-24—
Bob Burns and
Martha Raye

—in—
"Mountain Music"

Coming
Beers-Barnes Circus

Show Grounds
TOWN LOT—HERTFORD
Thurs., September 23rd

BIG WATERPROOF TENTS
25
BIG
CIRCUS
and
Trained
Animals
Acts
25



Sensational, Thrilling, Aerial Acts
See Captain Moyer's Man Killing Trained Lion, "Albert"
Afternoon and Night, 2 and 8 P. M.
Adults—30c **Children—15c**

Permanent Waves and Facials

ARE REDUCED IN PRICE THROUGH SEPTEMBER

Take advantage of our Fall Specials. Let our Miss Carlyle suggest the most becoming hair style for you.
In Curls \$1.95

\$3.50 Permanent now \$2.95
\$5.00 Permanent now \$3.95
\$7.50 Permanent now \$5.95

PRICES IN EFFECT ONLY THROUGH SEPTEMBER
How is your skin? Look in the mirror and see for yourself. Is it dry—tan and brown looking from the summer sun? If so, don't take chances . . . come to see us at once and get a facial and get instructions on how to keep your skin through the winter.



FACIALS NOW \$1.00

Blanchard's Beauty Shop

Second Floor Hertford, N. C. Second Floor