

HOME TOPICS



RADIO SERVICE SHOP

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'Phone, Stone 6302

Are you prepared for your share
of \$70,000,000
in

RADIO ENTERTAINMENT
this year?



NOW is the time for all radio owners to take inventory of their tubes for the new year.

To insure the greatest degree of satisfaction and enjoyment from your set install a complete set of Sylvania Tubes.

The vision of familiar faces through the air, familiar tunes, haunting melodies, memories of by-gone days are waiting for you. More than seventy millions of dollars will be spent this year for broadcasting. The best talent available will respond to the touch of your hand—PROVIDING your tubes will perform.

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SYLVANIA PRODUCTS COMPANY, EMPORIUM, PENNSYLVANIA
LICENSED UNDER R C A PATENTS

Home Topics

JANUARY

1931

DESPITE the usual display of Christmas neckties that appeared around town after the holidays, we are quite convinced it was a *practical* Christmas. That is to say, people spent more wisely—if not well. The financial wise men tell us there never is less than 80% of the country's money in circulation. That may be. But there's a lot to just *where* it circulates.

We paved the way with our brood of chicks long before the Yuletide bells rang out by making it quite clear that Santa Claus had lost all his money in Sky Blue Copper, and was shuffling around on his uppers. As a result, a few glad hearts will have golden coin to jingle at the January White Sales. These January



Sales—once confined entirely to a clearing out of snow-white linens, and all those things that find a place in the housewife's linen chest—now take in pretty well everything. Yes, January is the time to buy. Now is the month to pick up neckties (anyone will wear) for half the price of those offered in December (that nobody will wear). Now is



Mary Hopple, one of the best known radio contraltos, an admirer of Mme. Schumann-Heink, in whose footsteps she hopes some day to follow. She now is a staff singer of the National Broadcasting Company.

the time to check over stocks that have run low, and replenish with new merchandise at bottom prices. Now is the time to see that your radio batteries are all they should be, to satisfy yourself that your tubes are being fair to your radio, to . . . well, read the ads. Then stow away your wallet of Christmas change, and take yourself amarketing for the big January "White" Sale Bargains.

If you have noticed greater clarity in your radio reception—particularly in the reproduction of orchestral music—it is doubtless due to the simple expedient of raising the mikes ten feet or so above the players. This "dodge" was discovered by WABC engineers during structural alterations at their New York studios. Workmen were

hammering away on the nineteenth floor. It was feared the noise would interfere with a broadcast on the floors below. To the astonishment of those who investigated the trouble, no interruption could be heard over the air.

Thus, it was supposed, if the pounding of hammers could be better heard at a height, surely the broadcasting of programs would be helped by catching the sounds above the players. And so the microphones were raised ten feet. The improvement in reception was at once noticed in London by the British Broadcasting Company who accept the idea as "jolly good."

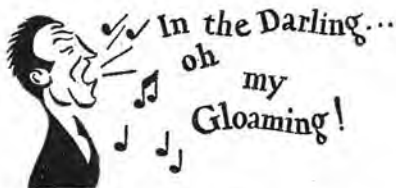
Jackie Coogan's rise to fame and fortune on the silver screen has been duplicated on the air by Baby Rose Marie. This little five-year-old miss, whose real name is Rose Marie Mazetta, earns (or, should we say, *gets*)



The Four Lombardo brothers—who constitute the Royal Canadians, now playing at the Hotel Roosevelt, New York, and who are heard over the air through Columbia. *Left to right:* Lebert, Carmen, Guy and Victor.

\$100,000 a year. But it hasn't turned her head. Although she admits to forty-eight dresses, and a gleaming new sedan car (which, of course, she doesn't drive herself) she still has a warm spot in her heart for the kids on the east side where Papa and Mamma Mazetta keep house for the little celebrity.

The merger, recently concluded by The Columbia Broadcasting System with seven of America's largest concert bureaus, has a great deal of significance for the radio public. The new association of interests will make available for broadcasting programs such well known favorites of the concert hall and operatic stage as The Philharmonic-Symphony, Rosa Ponselle, Albert Spalding, Jascha Heifetz, Maria Jeritza, Ossip Gabrilowitsch, Jose Iturbi, Amelita Galli-Curci, Lawrence Tibbett (who thrilled the world with his masterful performance in "The Rogue Song"), Edward Johnson, Mischa Elman, Efram Zimbalist.



It is said that Morton Downey, who broadcasts from a night club over WABC, is one of the few radio artists who sings unaided by the printed lyrics or music of the number—being able to render from memory over 550 songs. We've rather suspected that others (less qualified to attempt the feat) have tried something like this. But it's quite likely they've never heard of Pelmanism.



MOLYNEUX MODES AND MAIDS

The English Voice of Fashion will be Heard February 6 Over Columbia Network

ONLY those who are utterly indifferent to dress will fail to "twirl the dial" Friday, February 6th (10 p.m. Eastern Standard Time, 7 p.m. Pacific Time). For the great Molyneux will talk to the women of America from his atelier in Paris. This will be the first time Paris fashion hints have been broadcast from France to America, the first time, in fact, that a commercial broadcast of any description has been made from the French capital to the United States.

Do not, however, stand by with "Hugo's French at One Sitting" (or whatever it is that Hugo advertises to make it easy for tourists to order ham and

eggs in French). You are relieved of all that. Captain Edward Molyneux is British—oh, very, very British—born in Ireland, and educated in England. Paris is a post-war adoption. He went there after hostilities, and started in a "small way." One of his first commissions was a gown for Princess Mary. He soon became the vogue. And now—well, "Molyneux" on anything smart has quite the same effect of finality as the word "sterling" on silver.

It really is amazing how this young army officer, with the decorations of war still sparkling on his chest, should "crash" the arena of fashion and become, in so short a time, the outstanding

figure he is. "My grand passion as a young man was painting," confessed Molyneux in reminiscent mood. "I wanted finally to become a portrait painter. But the war killed that ambition. I was rather badly wounded in the right hand. So I returned to a kindred, but less exacting, love—designing. I had shown some capacity for that in very early youth. And I dearly love to create beautiful things."

It is said the seasonal openings at the *Atelier Molyneux* are quite the smartest, attracting celebrities from fashion's most distant outposts. A correspondent in the current issue of *Harper's Bazaar*, who attended a recent opening, makes this typical observation: "Molyneux's invited audience is always very international. I heard English, American, French, German, Spanish and Russian that afternoon."

Although Captain Molyneux's interests employ over two thousand people, he alone is responsible for the creations that bear his name. Perfumes fascinate him. And who of the smart set has not heard of the *Parfums de Molyneux* sold at all the best shops around town. He spends much time and pains seeking new *odeurs*—exquisite scents to fulfill his pictured personalities of the fashion masterpieces he creates. "Some day," prophesied Molyneux, "there'll be perfumes for men. Oh, that's not as amusing as it may sound. Why should not a man enjoy the refreshing influence of a scent that is reminiscent of Scotch tweeds and heather? Or even the clean, healthy smell (perhaps that wasn't the word he used) of soap?"

Building is one of his hobbies and another (guess) is boxing.

GIRLS . . . GIRLS . . . AND PHIL COOK

A Little Bit of "Back Stage" Gossip about a Few People You've Heard

IT seems quite natural to place Phil Cook in the midst of this bevy of beauty. Not that we think him effeminate. Oh, dear, no (he's very much a man's man—185 lbs. six feet tall in his socks, and all that sort of thing). But because he deserves recognition for his many achievements in the musical and literary arts. Long before he came to radio he won his spurs in other fields. His drawings have adorned the covers of leading magazines—including *Collier's*. Three musical comedies, written by him, have appeared on Broadway—"Molly Darling," "When You Smile" and "Plain Jane." Phil Cook puts on two distinct shows each day, and goes on the air three

times daily over the NBC Chain. Each show is prepared (by him) the day of the broadcast, and each requires about six hours' work. So you see, it's not all "beer and skittles" being a radio celebrity.

The sparkling young soul at top left is Harriet Lee—golden haired, blue-eyed, pink-cheeked, tall, statuesque with a "blues" voice that sends the well-known vertebra wobbly with syncopation. And if you doubt Miss Lee's power to cheer and charm, tune in some evening on Ward's Tip Top Hour.

Her whole career has centered around music. In her teens, while living in Chicago, she began studying with miscellaneous



Top row: Harriet Lee (contralto), Adela Vasa (soprano), Mary Charles (soprano). Bottom row: Georgia Backus

(drama), Phil Cook (man of parts for NBC), and Jessica Dragonette (soprano).

hopes for a stage career. It led her finally to the microphone where she became "May" in the team called "May and June."

At top right you see the likeness (and a very good likeness, too) of Mary Charles, another Columbia star, famous for her vivid impersonations of Irene Bordoni, Gertrude Lawrence, Helen Morgan and others. Miss Charles played a leading role in "Interference"; the only American in an all-English cast. She played also in Ziegfeld's "Show Girl"—doing several feature specialty dances with Jack Buchanan, the English actor who made a splendid impression on this public in the recent talkie, "Monte Carlo."

Although a native of Philadelphia, where she made her debut at the age of five in the Chestnut Opera House, Miss Charles is best known professionally in England. After eighteen months on the stage in London she opened the fashionable "Splendide Club," one of London's most popular after-supper rendezvous. With performers as pleasing to the eye, as wickedly winsome as Miss Mary Charles, it's a downright shame television isn't a little further advanced.

Georgia Backus, the pensive person at lower left, is one of the most interesting members of Columbia Broadcasting System's staff. Her list of achievements includes the part of Myra Loring in "Arabesque," which she played for more than a year . . . origination of the idea for the Nit Wit programs which Brad Browne developed successfully . . . direction of Whoops Sisters, Peter Arno's hilarious new skit . . . and lots

and lots of other fine things, including distinguished work in the Broadway shows "East Side, West Side," "In the Next Room," and "The Shanghai Gesture."

Adela Vasa, who appears (top center) above Phil Cook has a secret "pash" to sing love songs in the modern manner. You know—a crooner. But her voice is not that sort. She has a lyric soprano—sweet, clear, enchanting—but not, by any stretch of imagination a voice that could be called "crooning." If you have listened in during the grand opera concerts, Voice of Columbia, the Cathedral Hour, and occasionally during the Philco Hour, you will have heard this golden-throated bird of paradise, and felt just a little more pleased with life for having heard her. She is a native of Newark, N. J., an erstwhile member of Roxy's Gang, and now, sshh! she recently became engaged to another member of Columbia's staff.

And last in this group of talented young people is Jessica Dragonette (lower right), who forsook the stage for the radio microphone—not because she couldn't make a "go" of it, but because she "believed in the advancement of radio."

Her brief and meteoric stage career after leaving Georgian Court, Lakewood, N. J., started in Max Reinhardt's spectacular production, "The Miracle." Chaliapin, the famous Russian basso, said of her performance, "The angel is the best voice. It is a beautiful voice, a superb voice." She later sang in "The Student Prince," and virtually knocked the audience out of their seats, including an NBC director.

TED HUSING

Ex-Boxer, Furniture Salesman,
Flyer, and Now — Columbia's
Pride

TO hear Ted Husing report a major sports event leaves one wondering how in the world he possibly can keep up with the action of the play, how he can maintain dramatic suspense and tell you about every detail without becoming too wordy. The answer appears to be that he is just as much in the game as any one of the players, and is hardly conscious of being dramatic, or of what impression he is making on his audience. He is himself. I remember once reading the biography of a well known actress who was famous for the tremendously dramatic realism with which she played certain parts. When asked how she could consistently act her parts so true to life, she replied, "I really don't act; I *live* the part—experiencing despair, horror, grief as realistically as though it were part of my life." This, I am sure, may be said of Ted Husing. He *lives* the part.



Ted Husing, Columbia's Pride.

BEAUTY



Painted especially for Crosley Radio by John Richard Flanagan

*You're there
with a*
CROSLY

Electric
Phonograph
and
Radio
Combination



The Arbitrator

A truly versatile instrument that provides complete entertainment for any occasion in the modern home. Soft, crooning music from the air as a background for conversation . . . then some one says, "Let's dance!" Instantly the radio receiver is switched to the electric phonograph and the latest dance hits. The CROSLY ARBITRATOR lives up your parties . . . makes your home the center of social attraction for the youngsters and their elders. A cabinet of superlative beauty, a super-selective and sensitive radio receiving set, a power speaker of utmost tone flexibility. Screen Grid tubes, Neutrodyne circuit, A. C. electric, electric phonograph . . . all these are yours in the new CROSLY ARBITRATOR for only . . . **\$137⁵⁰** LESS TUBES

Available with induction type self-starting motor at \$147.50

BEAUTY . . . throb of hoofs and hushed expectancy of tense thousands as away from the barrier, at pistol-crack, pedigreed horses, nostrils distended, eyes aglitter, swing into their stride around the track. The grandstand . . . the paddock . . . the amphitheatre of green sod, the gay colors of slender jockies . . . what a beautiful sight! Sport o' Kings! And this momentous pageant is all based upon . . . its enthusiasm kept alive by . . . the popular tribute paid the WINNER. A sensitive, soft-coated, dynamic animal in whose veins aristocracy has always flowed.

RADIO . . . parallels these qualities . . . aristocracy of mechanics with the visible beauty and grace of an outer form. Tense thousands await the result of a Kentucky Derby . . . a nationally important football game . . . a President's message to his people . . . opera and jazz, and a sermon and a prayer. It is but natural that there should be **ONE** conspicuous example of radio pedigree . . . CROSLY.

THE CROSLY RADIO CORPORATION
Powel Crosley, Jr., Pres. Home of "the Nation's Station"—WLW
CINCINNATI

Also manufacturers of CROSLY Battery Radio Receiving Sets, the CROSLY ROAMIO Automobile Radio Receiving Set, and the famous AMRAD RADIO

The CROSLY NEW Companionship Series

SCREEN GRID · NEUTRODYNE
POWER SPEAKER · A. C. ELECTRIC

The NEW Buddy

An exquisite table, mantel or clock type self-contained receiving set, with power speaker, so small in size and light in weight that it is easily moved from place to place. Contains the same type receiving set as The PAL and The MATE. Employs three Screen Grid tubes. Nothing ever equalled it at so low a price . . . **\$64⁵⁰** WITH TUBES

The Pal



A marvelously beautiful cabinet, 25 1/2 inches high, suitable for use as an end, bedside or occasional table. Contains the same receiving set and power speaker as The MATE and employs same number and type of tubes. The price is amazingly low for the quality and performance **\$74⁵⁰** WITH TUBES

The Mate



A delightfully designed and executed cabinet that harmonizes with any surroundings in the home. It contains an entirely new receiving set and power speaker. Employs three type -24 Screen Grid tubes, one type -45, and one type -80. The unusual value of The MATE at the exceptionally low price is self-evident . . . **\$79⁵⁰** WITH TUBES

The CROSLY NEW Leadership Series

SCREEN GRID · NEUTRODYNE
POWER SPEAKER · A. C. ELECTRIC

The Director



A particularly beautiful cabinet containing a receiving set employing three Screen Grid tubes type -24, one type -27, two type -45, and one type -80. Positive automatic volume control, local-distance switch and dynamic-power speaker are features of this set. Astonishingly low in price . . . **\$107⁵⁰** LESS TUBES

Available with D. C. chassis at same price

The CROSLY ARBITRATOR Electric Phonograph and Radio combination is a member of The CROSLY NEW Leadership Series

CROSLY RADIO

"Speakin' Of Specialists . . . "

THIS IS an age of Specialization
AND THAT'S JUST how it should be.
FOLKS ARE GETTING to believe the Axiom
"JACK OF ALL trades and master of None."

A TOOTHACHE calls for a tooth Specialist
AND A SORE THROAT calls for a throat specialist
AND A PAINFUL EAR calls for an ear specialist
AND SO ON down the line.

AND FOR that same reason,
ANY TROUBLE that occurs in your Radio
REQUIRES the Services of a
RADIO SPECIALIST.
WE ARE RADIO SPECIALISTS.
OUR PRACTICAL experience of 14 years
OF RADIO Sales and Service
AND OUR EFFICIENT Staff of Radio Service Specialists
AND OUR ESSENTIAL and modern Test and Repair Equipment
AND OUR RAPID serving of your Wants in Radio
ASSURE YOU of Responsible and Reliable
SPECIALIZED RADIO SERVICE AND REPAIRS.

AND BECAUSE we are Specialists in Radio
WE CAN MINIMIZE our expenses
AND REPAIR your Radio in Less Time
AND REPAIR IT so that it will Stay Repaired
AND DO ALL these things at a Lower Cost to You.

THOUSANDS OF Rochesterians have Tried
OUR SPECIALIZED Radio Service
AND THOUSANDS of Rochesterians have Applauded
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