



The **VOICE** of
Majestic

Issued for the people of our community by

Duffield Music House

Home of Steinway Pianos

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1932

THE
WILLIAM
BYNTON

Personality in the home

by

DOROTHY AYERS LOUDON

You have thought of personality in connection with people you meet, I am sure, but have you ever considered the fact that a house can also have personality, and that if a house does not have personality it is decidedly uninteresting, both to those who live in it and to those who come to call?

In order to develop all the personality possible it is necessary to consider the house from the very beginning. If you are building a new house, you should try to use a type of architecture which suits your family's needs best. If you are leasing a house or apartment, you will have to be even more careful with the furnishings in order to overcome the fact that the building may not be quite what you ought to have.

After a decision concerning the house itself, there is the matter of lighting arrangements and of color harmony in walls and woodwork. Here again, perhaps, your taste cannot be considered if you do not own your home.

However, the most important part in the development of personality is the choice and arrangement of furniture. To begin with, the living room must be a homey place, a place where all members of the family can feel at home. If you have a lot of fragile chairs and no comfortable places to read or sew, you will find that your family does not enjoy the living room at all. If you place your chairs so that they form units, each with a good light and a table near, there will be room for all of the family to do what will make that person most happy. You can arrange a musical unit around the radio and piano; perhaps a davenport or comfortable chairs can be placed around the fireplace as a unit for visiting or just to use for resting.

When furnishing the master bedroom for the master and mistress of the home, don't forget that dad would like a chest of drawers and at least one substantial chair for himself, even though mother does prefer a dressing table and a fluffy ruffle bench to go with it. All this brings out personality in this room.

Then let your son have a real boy's room. Let it be the color he wants, and let him help with the furnishing of it. Of course some guidance is necessary, but if you realize that to put a boy in a blue and white "girl" room may de-~~velop~~ humiliate him so that it may change his whole disposition and life, you will be glad to help him develop the right kind of personality.

In the daughter's room, too, it is important to let her help. You may find her ideas changing as time goes on. This seems to be natural with girls and should be encouraged within reason. Let your daughter develop personality in her room and change as she grows up.

There is another room that I want to mention briefly and that is

the guest room. In this room you may let your ideas run riot because a startling effect will not become tiresome to a guest who does not live all the time in the room. So if you would like a rose and gold scheme, or even a black and red idea, this is your chance to do the unusual.

Upon the housewife and mother is placed an enormous responsibility in protecting and promoting the health of her family. No greater aid in making possible proper diet and absolute certainty in the correct preservation of perishable foods, which are especially important to the health of children, can be found than in the new Majestic Electric Refrigerator.



Twin beauties. Loretta Sayers, who has recently emerged as one of the prominent featured players in Columbia pictures, is here shown with the Majestic Electric Refrigerator which she regards as an indispensable part of her home equipment. Beauty is but one of the features of the Majestic: Of more practical importance are its dependability, ease of cleaning, freedom from oiling or other care, and economy of operation. The Majestic is backed by a three-year guarantee, and is sold at prices hitherto thought impossible for de luxe models of Majestic quality.



R E C I P E S

BLACK WALNUT PARFAIT

2 eggs
1 pint whipping cream
¼ teaspoonful black walnut extract

Beat yolks and add sugar and one-half the cream. Beat in double boiler until smooth and thick like custard. Remove from stove. Cool, add flavoring and fold in remaining cream which has been whipped. Add well beaten whites of eggs and freeze in Majestic Refrigerator.

DATE NUT ROLL

¾ pound marshmallows cut small
¼ cup cream
½ pound pitted dates cut in strips
¼ pound graham crackers rolled
¼ cup walnut meats chopped
¼ cup maraschino cherries

Soften marshmallows in cream. Mix all ingredients together and shape in a roll. Wrap in waxed paper and chill in freezing

compartment of the Majestic Refrigerator. Cut in slices and serve with whipped cream.

ORANGE SPONGE CAKE

6 eggs ¼ teaspoon salt
1½ cups sugar 2 teaspoons baking powder
4 tablespoons grated orange rind ¾ cup orange juice
orange rind 2¾ cups pastry flour

Beat egg whites stiff. Add yolks one at a time and beat well before adding another. Add sugar gradually. Continue beating. Add orange rind and juice. Fold in dry ingredients. Bake in shell cake pan for fifty minutes at 350 degrees. When cool, fill center with the following:

APRICOT FILLING

1 can apricots 1 tablespoon lemon juice
1 cup juice ¾ pint whipping cream
1 tablespoon gelatin 5 tablespoons sugar
16 marshmallows 1 egg white

Put apricots through a sieve. Heat juice to boiling point. Add gelatin which has been

soaked in a little cold water. Add cut marshmallows and lemon juice and chill in Majestic Refrigerator. Fold in apricot pulp. Whip cream; add 1 tablespoon sugar and fold into apricot mixture. Freeze in Majestic Refrigerator. Fill center of orange sponge cake with the mixture. Beat egg white, add the rest of the sugar and 1 cup of whipped cream. Garnish cake.

TUNA CHEESE LOAF

1 pint cottage cheese ¼ teaspoon tabasco sauce
1 cup sliced celery 2 tablespoons lemon juice
¼ cup sliced sour ¼ cup mayonnaise
cucumber pickle 4 teaspoons granulated
1 can tuna fish gelatin
¼ teaspoon salt ¼ cup cold water

Break tuna into pieces. Soften gelatin in cold water, dissolve over hot water, cool and add to mayonnaise. Combine cottage cheese, celery, pickle, tuna, salt, lemon juice, tabasco sauce and blend carefully. Pour

into a mold and chill in Majestic Refrigerator. Unmold, slice and serve as a cold meat loaf, or on lettuce as a salad. Platter may be garnished with lettuce, olives or slices of hard boiled eggs.

SPRING SALAD

Cut a slice from tops of six large firm tomatoes. Scoop out the pulp, cut in small pieces, add the juice, strained to remove seeds, add 1 large cucumber chopped, discarding seeds, 1 teaspoon Worcestershire sauce, 2 teaspoons gelatin soaked in ¼ cup cold water and dissolved over hot water, ¼ teaspoon salt, 1 teaspoon paprika and ¼ teaspoon mustard, together with a few grains cayenne, and one cup mayonnaise dressing or tartar sauce. Mix well and freeze in Majestic Refrigerator pan. Fill tomatoes with mixture. Chill well and slice to serve. Garnish with parsley, mayonnaise.



A characteristic pose of Charles Dawes, erstwhile General, Vice-President of the United States, and ambassador to England, now at home to assist President Hoover in his efforts to improve the domestic economic situation.

Acme Photo

BELOW: Tito Schipa, premier tenor of the Chicago Civic Opera Company, with Mrs. Schipa, in their Chicago apartment, enjoying the new Majestic radio-phonograph combination which was presented to Mr. Schipa following his recent visit at the Majestic plants. This new model Majestic replaces one which Mr. Schipa has used and enjoyed for the last two years.

Kaufman & Fabry Photo



Myriad cars traverse the new Hudson River span between New York and New Jersey. The recently opened George Washington Bridge is viewed here from one of the bridge towers at an elevation of 630 feet. The bridge was constructed at a cost of \$60,000,000.

Acme Photo



The charm of Carol Lombard, motion picture actress, skill in lighting, and the symmetry of the pose, combine to produce this interesting and artistic photographic effect.



The call of the range. The bellowing of the untamed bulls is sweet music in the ears of western cattlemen, and on a frosty morning may be heard for miles. This piece of photographic artistry was accomplished by Charles J. Belden, photographer of western subjects.



A night view of the Gothic spire of Tribune Tower, Chicago skyscraper, with the lights and shadows producing an eerie effect. The lighting of the surfaces of buildings, which has long been practiced in American cities, has recently been adopted in London, England.

Underwood & Underwood Photo



Clara, Lu, 'n' Em, whose neighborly conversations are the nightly delight of thousands of radio listeners, are here shown engaging in one of their gossip-fests, over the backyard ashcan. They may be heard over stations of the National Broadcasting Company.

BELOW: "Jocko the Jockey," who flashes around the race track on the back of "Chocks," champion English greyhound racer. These stuffed monkey jockeys are a new feature of dog racing in England.

Acme Photo

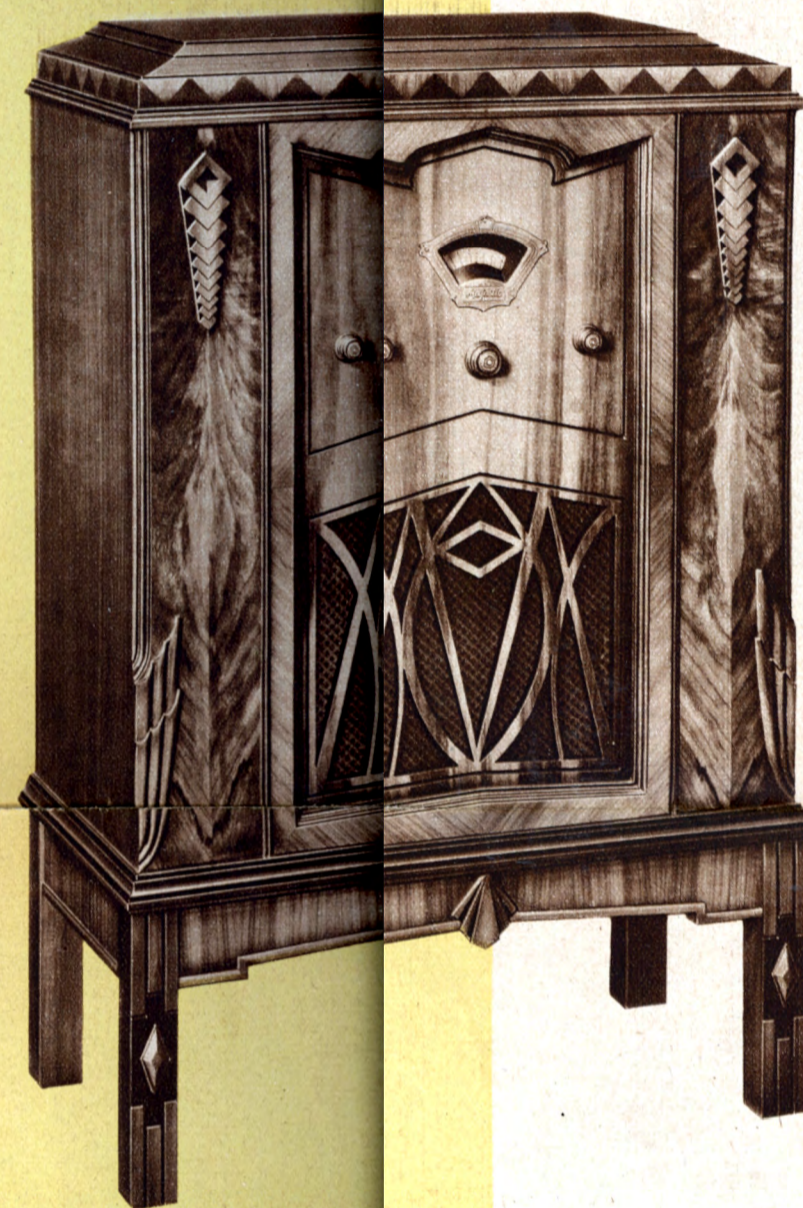


A constantly improved radio at drastically lower prices

..... BUY NOW—
the next price swing must be UPWARD



CROYDON—Model 215. Highboy of 18th Century Early English design with recessed center panel and corner overlays of imported Lacewood. Two coordinated speakers assure finest possible reproduction. Receiver is a 10-tube superheterodyne using Spray-Shield, Multi-Mu, pentode and Duo-Diode tubes, the image rejector circuit and improved automatic volume control. Price, **\$119.50** complete with tubes.



STRATFORD—Model 214. A remarkably pleasing application of Art-Moderne design that blends harmoniously with all living room arrangements. Its "V" matched Oriental walnut overlays and side panel and base overlays are authentic to this style. The 10-tube receiver provides a perfected automatic volume control, new Duo-Diode detection, Spray-Shield and Multi-Mu tubes and twin pentode output. Price, **\$99.50** complete with tubes.

RECORD OF MAJESTIC IMPROVEMENTS AND COST OF SIMILAR MODELS

VALUES UP — PRICES DOWN

Chart illustrating similar Majestic models, showing downward trend of prices, even in face of finer quality and many added improvements

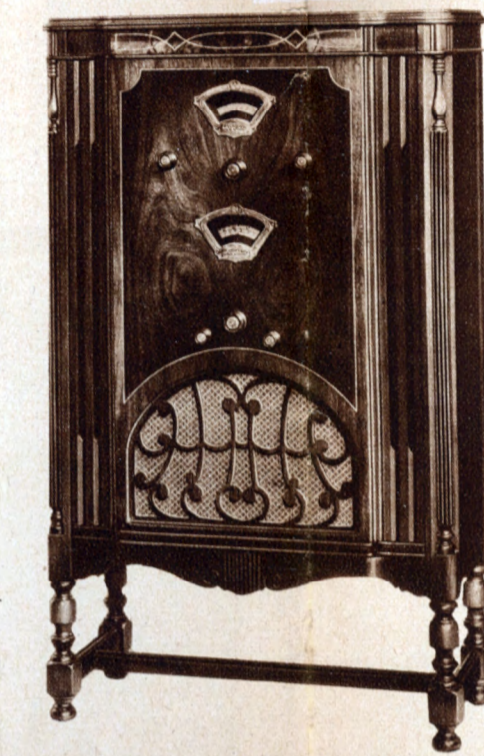
1928— First with the Dynamic Speaker at popular prices	1928— Model 71, Price... \$163.00
1929— First with Humless Radio	1929— Model 91, Price... \$137.50
1930— First with Superheterodyne models at popular prices	1930— Model 131, Greatly improved model. Price... \$137.50
1931— First with Spray-Shield and Multi-Mu tubes	1931— Model 253, Price... \$99.50

1932

Majestic is first again, this time with the amazing new Duo-Diode Tube, which makes possible greater sensitivity without any loss in stability or quiet operation. A set similar in type and construction to those listed above, yet incorporating all of the new improvements and developments, some of them exclusive with Majestic, is available in Model 203 at the unprecedented low price of... **\$69.50**

A small portion of the price will be accepted as a down payment on a new Majestic Radio. The rest may be budgeted over a period of small monthly sums. Call at the store or telephone today for a free demonstration in your home.

Our telephone number and address appear on the front cover page of this magazine.



EXPLORER—Model 204. Richly designed lowboy in Early English design with free use of boxwood inlays and two-tone effects by master craftsmen. 8-tube Short Wave Converter Chassis included with heavy welded steel 8-tube chassis engineered to provide image rejector circuit for exceptional selectivity and a perfected automatic volume control. The new Majestic Duo-Diode and Spray-Shield, Multi-Mu and Pentode tubes are used. Price, **\$94.50** complete with tubes.



VIKING—Model 58. Full size lowboy console of French design with matched walnut two-tone finish front panel, recessed speaker grill and fluted corners. 8-tube Short Wave Converter Chassis included with 6-tube superheterodyne chassis of heavy construction and designed for the new Spray-Shield, Multi-Mu and Pentode tubes. The dynamic speaker, interior and tone control. Three tubes, one of them a G-50. Wavelengths covered are from 15 to 200 meters. Price, complete, **\$84.50**.



SHORT WAVE CONVERTER, Model 11. Is housed in a handsome cabinet of matched, beautifully grained woods and can be placed beside, or on, your present receiver. It works with any set—tuned radio frequency, old regeneratives, superheterodyne or 1924-25 neutrons—battery powered or A. C. current sets—just so A. C. current is available for the converter. Three tubes, one of them a G-50. Wavelengths covered are from 15 to 200 meters. Price, complete, **\$38.50**.

NEVER BEFORE, IN THE HISTORY OF THE RADIO INDUSTRY, has the opportunity existed, which presents itself today, to buy a radio set of the very highest quality at prices which are drastically lower than those of former periods. Perhaps never again will the same set of circumstances exist which makes this possible today.

Today all production costs, materials, transportation charges—all that goes into the making of a radio are available at rock bottom prices. Majestic, with the largest, most thoroughly equipped radio plants in the world, is in a position to take full advantage of this situation, and offer you radio sets of the very best quality at prices which are also rock bottom.

We could dwell at length on the twin speaker models and features, such as the DUODIODE tube and advanced automatic volume control, which make the new 1932 Majestics the crowning achievement of years of leadership. But we prefer to make only one suggestion—that you see and hear these sets today, and convince yourself of the improvements which they bring.

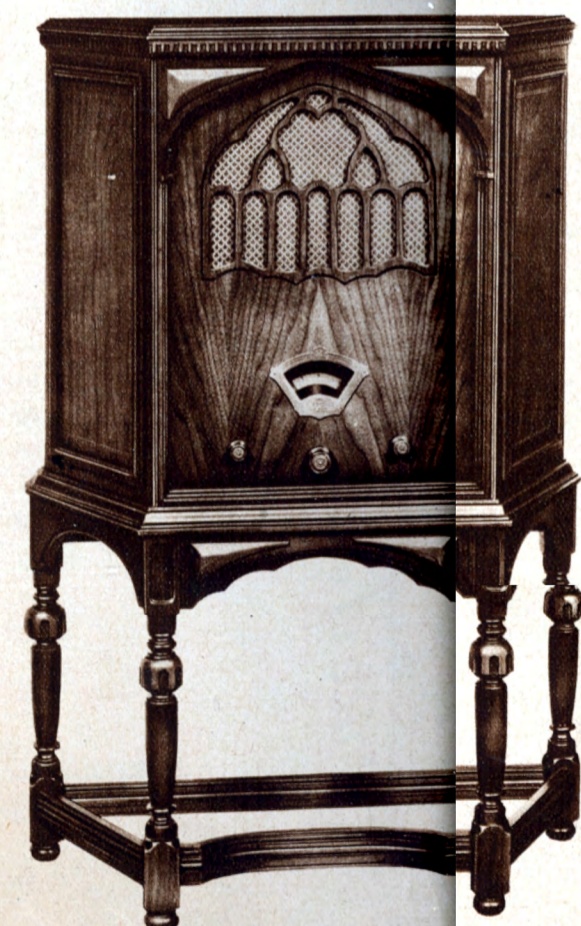
Now is the time to equip your home with a radio, or replace your old set with one which embodies all of the new improvements. Already there is an indication of an upward trend in costs. Quality sets can not long be available at these low prices.



ABBEYWOOD—Model 253. Radio-phonograph combination, Charles II in every line from the fluted square rear legs to the Gothic tracery of the grille. Matched burr walnut center panel and doors, which are bordered with imported marquetry inlay. The 10-tube superheterodyne receiver provides automatic volume control, Spray-Shield and Multi-Mu tubes, twin power detection and twin pentode output. Automatic record changer handles 10 records while electric pickup and turntable will play both 33 1/3 and 78 r.p.m. records. Price, complete with tubes, **\$290.00**.



COLLINGWOOD—Model 321. Massive Tudor period cabinet with matched burr walnut doors and curved side panels having Boxwood line inlay, Gothic in design. The 10-tube superheterodyne chassis includes automatic volume control, twin power detection, twin pentode output, Spray-Shield and Multi-Mu tubes, tone control and Co-ordinated Grand Opera Speakers. Price, complete with tubes, **\$165.00**.



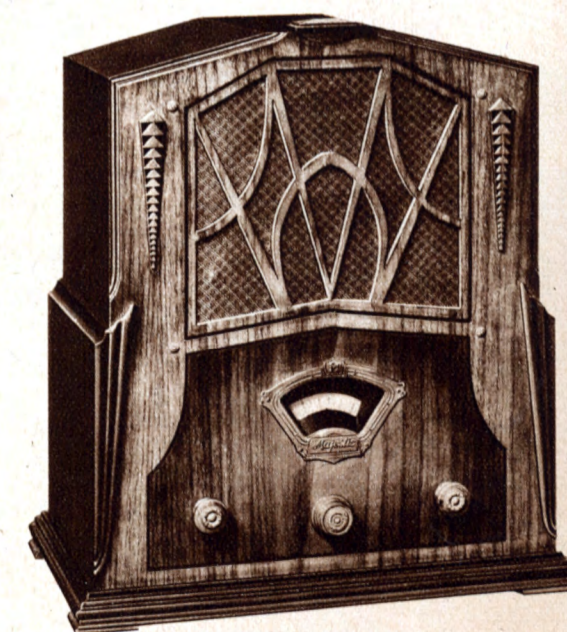
WHITEHALL—Model 211. Highboy, rich in authentic characteristics, of Jacobean design, its slanting ends bordered in imported marquetry inlay and front panel of matched burr walnut. The 10-tube chassis approaches the ultimate in radio perfection with sharply selective image rejector circuit, far advanced automatic volume control, twin pentode output, new Duo-Diode tube detection and Majestic's Spray-Shield and Multi-Mu tubes. Price, complete with tubes, **\$89.50**.



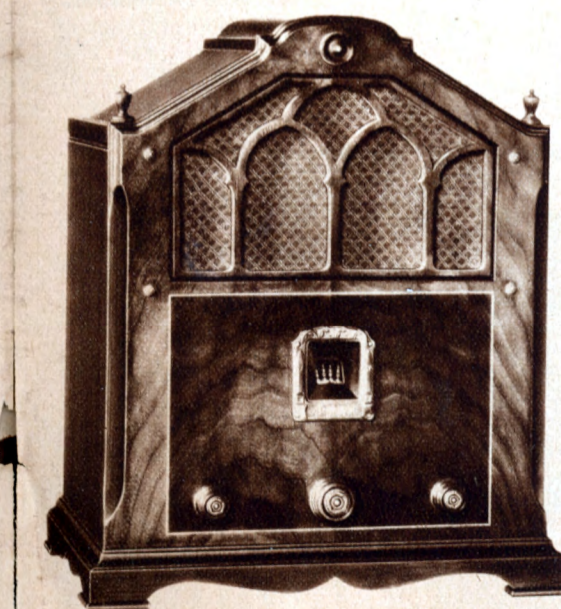
FAIRFAX—Model 203. Richly designed lowboy in Early English design with free use of boxwood inlays and two-tone effects by master craftsmen. The heavy welded steel 8-tube chassis has been engineered to provide image rejector circuit for exceptional selectivity and a perfected automatic volume control. The new Majestic Duo-Diode and Spray-Shield, Multi-Mu and Pentode tubes are used. Price, complete with tubes, **\$69.50**.



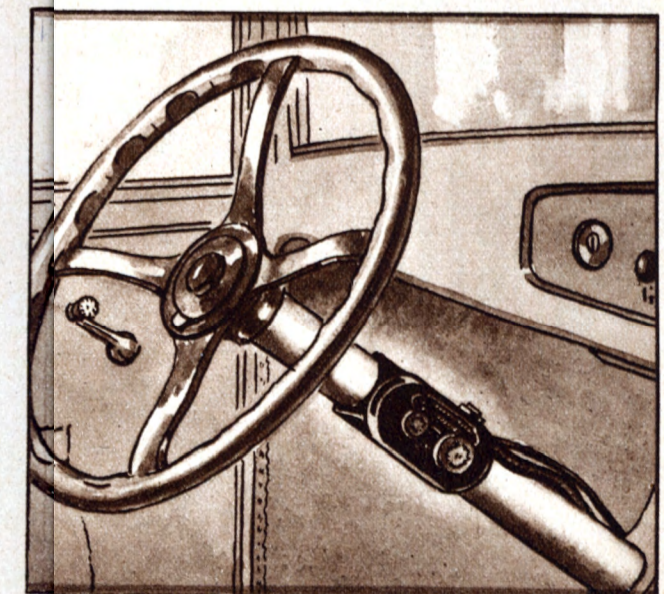
BERKSHIRE—Model 27. Full size lowboy console of French design with matched Oriental Walnut "V" overlay on front panel, recessed speaker grill and fluted corners. The 6-tube superheterodyne chassis is of heavy construction and designed for the new Spray-Shield, Multi-Mu and Pentode tubes. The dynamic speaker, cabinet interior and tone control are carefully coordinated for finest reproduction. Price, complete with tubes, **\$59.50**.



SHEFFIELD—Model 201. Table model of Art-Moderne design, a pleasing combination of straight lines and simple curves in carefully matched two-tone finish, walnut. The heavy welded steel 8-tube chassis includes perfected automatic volume control, image rejector circuit, tone control, Spray-Shield, Multi-Mu and Pentode tubes and the new exclusive Duo-Diode detector tube. Price, complete with tubes, **\$59.50**.



ARDMORE—Model 56. Table model of authentic Colonial design, its front panel of matched attractively grained walnut with two-tone finish, bordered with imported boxwood inlay. The 6-tube superheterodyne chassis utilizes Majestic Spray-Shield, Multi-Mu and Pentode tubes, has smoothly variable tone control and large, full dynamic speaker. Price, complete with tubes, **\$44.50**.



MOTOR MAJESTIC AUTO RADIO—Model 110. Compact and rugged, supplying clear, accurate reception. Seven tubes, including pentodes and Multi-Mu. Dynamic speaker. Easily installed in any make or model car. Control panel mounted on shaft of the steering wheel. Housed in shockproof and water-tight container. Price, complete with tubes, aerial and aerial installation slight extra charge, **\$87.50**.

Frances Bowden, eighteen year old "gal", fresh from the Ozark country, proved something of a radio sensation in broadcasting her reactions to, and impressions of, New York City places and people.

Right: Maria Jeritza, one of the leading prima donnas of the Metropolitan Opera Company, who is frequently heard in radio broadcasts as an exclusive N. B. C. artist.



A quiet evening at home seems to be indicated in this scene showing Mayor Matt Thompkins (George Frame Brown) and his wife Marthy (Virginia Farmer). Both have been familiar to radio listeners more than three years in the program "Real Folks," which is heard each Sunday over the Columbia chain.



Tito Coral, South American baritone, who is featured as soloist regularly in programs over the National chain.

Voice of Majestic

**A FEW
OF THE ARTISTS**
who perform for you
regularly on the air



With a MAJESTIC RADIO
in your home, their artistry
is brought to you with
all of the realism of
a personal ap-
pearance



Nan Dorland, actress in many radio dramas, came to radio from the legitimate stage. She is heard regularly in the Saturday Matinee series, broadcast from N. B. C. studios.



Above: Jane Froman, fascinating "blues" singer of N. B. C. Jane is one of the few individuals with an almost perfect radio voice. She is heard in daily programs.

Right: Jane Carpenter, popular pianist of C. B. S., who reigned as queen of the recent Chicago Radio Show. Miss Carpenter plays regularly in programs originating in Chicago.



Irresistible Irene Taylor hails from way down south, the land of the "blues", which may account for her perfect interpretation of that type of music. She is heard nightly from Chicago.



Paul Whiteman, popularly known as the dean of modern music, is shown here as he explains his method of discovering new radio talent to be presented in his programs over N. B. C. The young ladies are, left to right, Jean Richey, Virginia Goss, and Lillian Bresnahan.



Team work is indicated in this pose by Ted Husing and Irene Beasley, who appear together on the weekly Mennen program, broadcast by C. B. S.