

An illustration at the top of the page features an eagle with its wings spread on the left, perched on a branch. On the right, a white dog sits atop a blue, crystalline structure. The background is a soft, colorful wash of red, pink, and blue.

The VOICE of
Majestic

Issued for the people of our community by

Vol. 1, No. 9

ROBERT L. WELLER
Sales MAJESTIC Service
LIMEKILN, BERKS CO., PA.

5 Cents



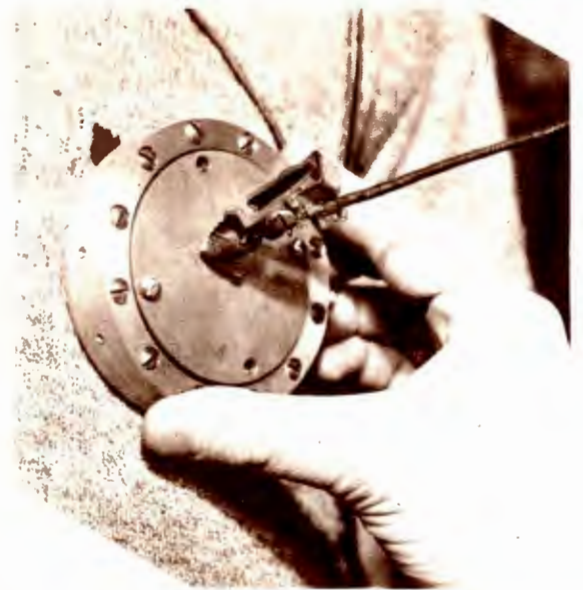


Bringing Broadway to the isolated cow country of the Wyoming range. The expressions on the faces of these cow boys indicate the pleasure they derive from the entertainment brought to them by the Motor Majestic Auto Radio mounted on the tail board of the "chuck wagon".

Belden Photo

A microphone and loud speaker attachment for the heart. This device used for medical examinations amplifies the sound of heart beats to the loudness of a muffled drum beating.

Underwood & Underwood Photo



Looking up. Visitors to the now completed Travel and Transport Building of the 1933 Chicago World's Fair gain this curious perspective when they glance upward thru one of ventilators of the building, catching a glimpse of the blue sky above.



Voice of Majestic

Film Fashions

Olympic beach pajamas, modeled by Kitty Sandstrom, and presented by George Boria, who designed the black silhouette figures of athletes.

Irenne Dunne presents a study in brown. The sport frock, representing smart simplicity, is of soft angora basket weave cloth. Miss Dunne completes the costume with a brown silk hat, brown leather pumps, and a two-skin sable scarf.



Black Chandra cloth adapts itself to the smooth fitted lines of the coat, worn here by June McCloy. The unusually beautiful collar and sleeve adornments are of blue fox fur.



Hostess pajamas still hold their own in milady's wardrobe, as witnessed by these luxurious satin and velvet two-piece pajamas, worn by Roberta Gale.

The Voice of Majestic Prize Competition Contests

FOR AMATEUR REPORTERS AND PHOTOGRAPHERS

If you hear of any unusual event or have an unusual experience, write a short story about it, not over 200 words, and mail it to the Contest Editor, Voice of Majestic, 5801 Dickens Avenue, Chicago.

A PRIZE OF \$10.00

will be awarded for the most unusual and interesting event reported.

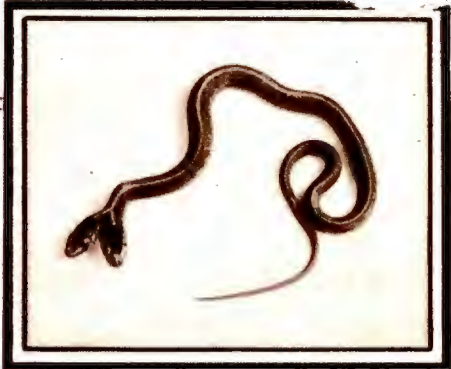
If you can furnish a photograph illustrating your story, and your contribution wins, you will receive an additional prize of \$5.00.

\$5.00 for Unusual Photographs

Voice of Majestic will pay \$5.00 for unusual photographs submitted by its readers and accepted for publication.

Send your photographs with a short description of the subject to the Photo Editor, Voice of Majestic, 5801 Dickens Avenue, Chicago, Illinois. Each month prize photos will be judged and prizes awarded.

Be sure to write your name and address clearly on all articles and photos submitted. Articles and photos which are to be returned must be accompanied by a stamped and addressed envelope.



"Heads Win"

It is said that two heads are better than one. If that is true, the two-headed watersnake which I found the other day in a marsh near Silverton, Oregon, has many advantages.

The freaky specimen I found is very much alive. In fact it is so animated that I had to put the snake on ice before photographing. The two heads are of the same size and each has a pair of bright eyes and a tongue which slithers actively. About nine inches in length, the watersnake has a yellow stripe running the length of its body, forking near the heads to make the marking perfect. The heads are dull-red in color. The body is a greenish-brown in color, while the belly is a greenish-yellow. It is about one and a half inches in circumference at mid-section.

It is sort of "heads win" with this freaky creature, and I found that the snake uses both to a good advantage. While one head is drinking water, the other is on the lookout for furtive advances of a stranger. Its tongue will slither back and forth pugnaciously, while the other head will continue to drink water, unconcerned!

—RICHARD H. SYRING
Prize Reward \$15



A tragedy of nature. Yearly, during the spawning season of the eels, thousands of them enter through the open gates of the Dallas-Celilo Canal, in Oregon. When the water recedes many are left in the canal to wage a grim fight in an effort to escape by climbing the high concrete wall and returning to the Columbia River. Some reach the top, but many more fall back to death.

By Mrs. W. S. Harmon, Turlock, Calif. Prize Award \$5.00

RIGHT: Canine curiosity. Because many people stopped to read the sign relating that the scene marked was once a camp site of former President Arthur "Mikeyo", inquisitive Pomeranian followed suit. The sign is in Yellowstone National Park, near the Old Faithful Inn.

By A. P. D'Ambra, Lawrence, Kan. Prize Award \$5.00



LEFT: A scene in a nutshell. An English Walnut shell provides the setting for this piece of craftsmanship, while the minute figures are dead fleas costumed under a powerful magnifying glass. The work was done by Indians in Mexico.

By Hazel Hindmarsh, Colorado Springs, Colo. Prize Award \$5.00

BELOW: Although the notes which issue when this young trumpeter and his canine accompanist go into action may not be entirely pleasing to the ear, that fact is overlooked in the pleasing picture which they make.

By Elsie M. Keyser, San Francisco, Calif. Prize Award \$5.00



Sunset on Lake Kaskhonong, in southern Wisconsin. This artistic result was obtained by the use of a color filter over the camera lens and an exposure of one twenty-fifth of a second at F-7.7.

By Norman Cummings, Roscoe, Ill. Prize Award \$5.00



"A Bit of Winter in San Antonio." The incongruous sight of Palm trees covered with snow.

By Mrs. A. W. Bennett, San Antonio, Texas. Prize Award \$5.00



LEFT: They are rattle snake rattlers—approximately ten thousand of them. They represent only a part of those acquired by the collector during his seven years' service as supervisor of rodent control in New Mexico.

By J. R. Love, Los Cruces, N. M. Prize Award \$5.00

RIGHT: The world's largest building viewed from an unusual angle. The Merchandise Mart, in Chicago, which houses more floor space than any structure in the world, is a veritable city within itself. An interesting contrast is created by the diminutive size of the individual standing in front of the main entrance.



Very appropriately, what is reputed to be the world's largest head of cabbage was produced in Germany, the land of saur kraut. It measures seven feet in diameter, and weighs twenty-two pounds.

Underwood & Underwood Photo



BELOW: This strikingly beautiful winter silhouette scene was snapped at Lake Placid, N. Y., playground for lovers of winter sports.

H. Armstrong Roberts Photo



Voice of Majestic

RIGHT: How would you like to encounter a creature with a frame like this? These reconstructed skeletons of the various fantastically shaped animals which roamed the world in pre-historic times, are a source of interest and wonder to visitors at the Smithsonian Museum in Washington D. C.

Underwood & Underwood



A NEW HIGH AND A NEW LOW

a new high in quality
a new low in cost
is achieved by MAJESTIC

Year after year, since radio became the great industry which it is, Majestic has continued to lead the field, to present in each successive line of new models one or more features which have brought progress in the science of radio reception.

The new Spring line of 1932 Majestics again brings a great advance—chassis which Majestic engineers believe to be a culmination of their years of endeavor; cabinets which are as modern as they are beautiful; and prices in keeping with the times—making the new Majestics the greatest radio value ever produced.

We could dwell at length on the outstanding features of the new Majestics—the new DUO-DIODE

tube and the increased efficiency it brings. Advanced automatic control, which eliminates humming and fading. But we prefer to make a suggestion—that you see and hear the new Majestics at our store today!

Whether or not you are considering buying a set, you will find it exceedingly interesting to look at these new models. We invite you. And if you have thought at all of buying a set, now, if ever, is the time to do so. Quality sets probably will not long be available at these prices.

A small price
a down payment
rest may be paid
monthly
today for
on



ABBEYWOOD—Model 353. Radio-phonograph combination, Charles II in every line from the fluted square rear legs to the Gothic tracery of the grills. Matched butt 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, tone control and two coordinated Grand Opera speakers. Automatic record changer handles 10 records while electric pickup and turntable will play both 33½ and 78 r.p.m. records. Price, complete with tubes, **\$290⁰⁰**



COLLINGWOOD—Model 351. Massive Tudor period cabinet with matched butt walnut doors and carved side panels having Boxwood line inlay, Gothic in design. The 10-tube Majestic superheterodyne chassis includes automatic volume control, twin power detection, twin pentode output, Spray-Shield and Multi-Mu tubes, tone control and Coordinated Grand Opera Speakers. Price, complete with tubes, **\$165⁰⁰**



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, complete with tubes, **\$119⁵⁰**



WHITEHALL—Model 211. Highboy of Jacobean design, its slanting ends bordered in imported marquetry inlay, and front panel of matched butt walnut. The 10-tube chassis has 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, **\$89⁵⁰**

LOW IN RADIO

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portion of the price will be accepted as
payment on a new Majestic Radio. The
y be budgeted over a period of small
y sums. Call at the store or telephone
or a free demonstration in your home.
er telephone number and address appear
the front cover page of this magazine. ▶

FAIRFAX—Model 203. Richly designed lowboy in Early English design with free use of boxwood inlays and tone-tone effects by master craftsmen. The heavy welded steel 8-tube chassis has been engineered to provide image re-jector 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,

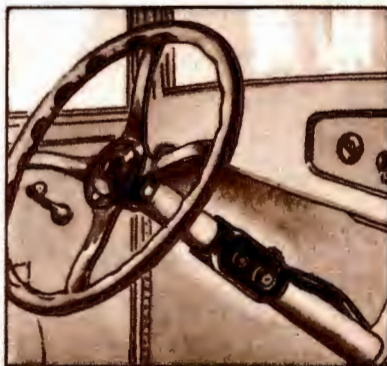
\$69⁵⁰

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, complete with tubes,

\$99⁵⁰

Majestic RADIO

Licensed under Patents and applications of R. C. A., Hazeltine, La Tour, also by Lowell & Dunmore.



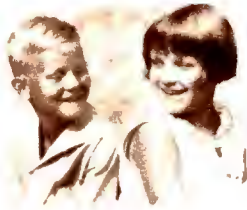
These are the Majestic Deluxe Models. Other models are available as low as \$44.50.

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 8-tube receiver includes perfected automatic volume control, image re-jector circuit, tone control, Spray-Shield, Multi-Mu and pentode tubes and the new exclusive Duo-Diode detector tube. Price, complete with tubes, **\$59⁵⁰**

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 neutrodyne - - battery powered or A. C. current sets - - just so A. C. current is available for the converter. Three tubes, one of them a G-80. Price, Complete, **\$38⁵⁰**

MOTOR MAJESTIC AUTO RADIO—Model 110. Compact and rugged, supplying clear cleancut 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. Price, complete with tubes, **\$87⁵⁰**. Aerial and aerial installation slight extra charge.





"She loves me—she loves me not". Leon Janney as Penrod and Margaret Marquis as Marjorie are the boy and girl sweethearts in the motion picture made from Booth Tarkington's book, Penrod and Sam.

No doubt many of our boys and girls would be glad to have a position like those of Margie Kircher and Mathilde Markman, who work in a New York telegraph office and carry messages about on roller skates. The floors are especially waxed for their benefit.

Underwood & Underwood Photo



BELOW: Hanging out the Monday wash. Leola Harmon, after prettying up her Pekinese and Pomeranian dogs for exhibition, hung them out in the sun to dry, and the puppies actually seem to be enjoying the proceedings.



Boys' and Girls' Hobby Contest

VOICE OF MAJESTIC will give a prize of \$2.50 each to the boy and girl who send the best and most interesting hobby picture. If you haven't already sent in a hobby picture you should do so at once, for you might be one of the lucky prize winners. If your hobby is making things, send a picture of your workshop or of something you have made; if your hobby is hiking, send a picture you have taken on one of your hikes, etc. Every picture must be accompanied by twenty-five words telling about it. All pictures to be returned must be accompanied by a stamped, addressed envelope. Send your pictures to Boys and Girls Editor, Voice of Majestic, 5801 Dickens Ave., Chicago, Ill.



LEFT: George Ward, of Pratt, Kan., enjoys the sport of boxing, and thinks it a splendid hobby.

BELOW: Louise Beckman, of Sparta, Wisconsin, has adopted acting as her hobby and is shown wearing the costume of a gypsy.

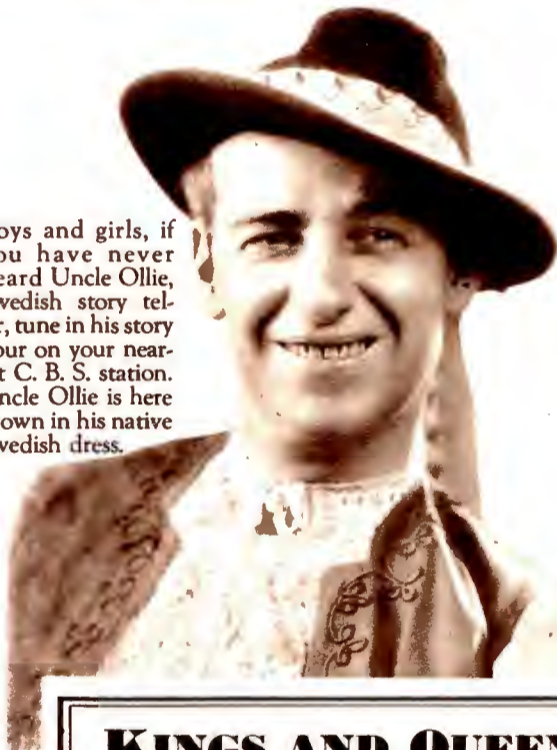


Skiing is the favorite winter hobby of Joyce Ardis Peterson, of Clear Lake, Wis. Joyce is shown on her skis.

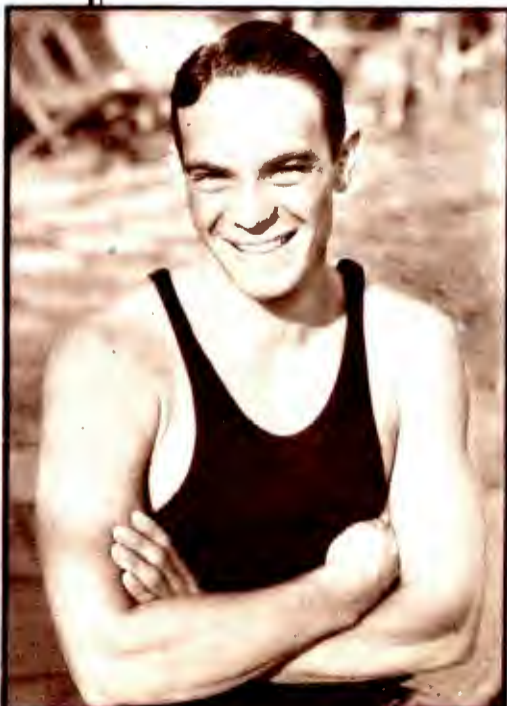
RIGHT: The unusual hobby for collecting match covers has been adopted by Alfred Britz, of Waukegan, Ill. Alfred is shown with a part of his collection.



Boys and girls, if you have never heard Uncle Ollie, Swedish story teller, tune in his story hour on your nearest C. B. S. station. Uncle Ollie is here shown in his native Swedish dress.



KINGS AND QUEENS OF SPORT

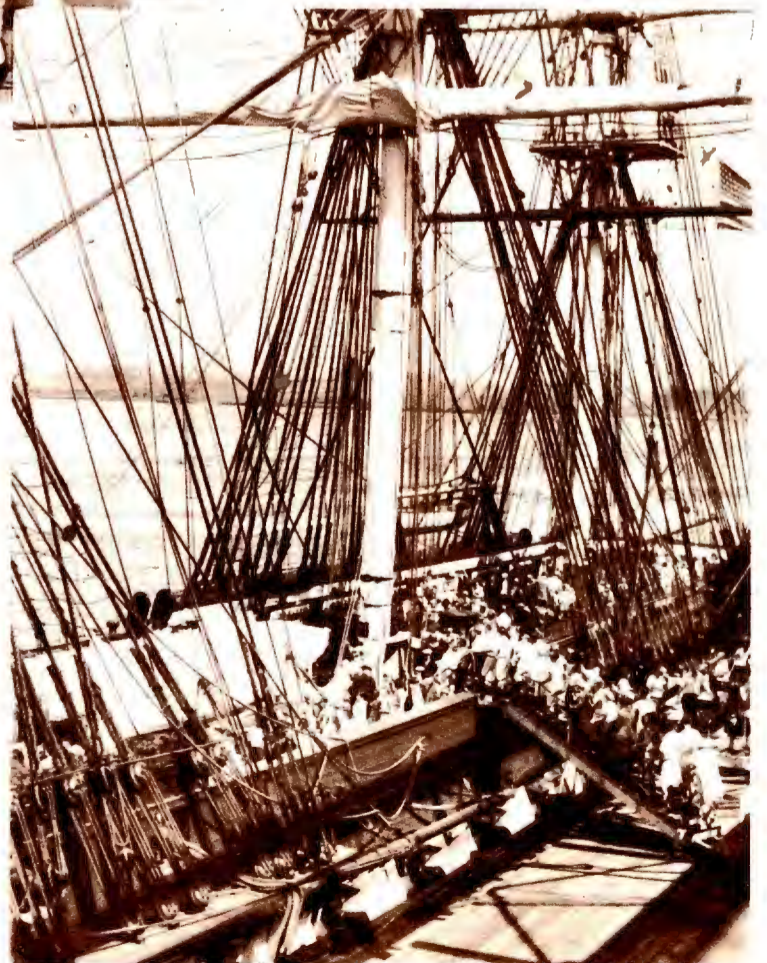


Dutch Smith, who was a member of the 1928 American Olympic team, and who will probably again represent this country in the 1932 Olympics.



June Holmes, fourteen years of age, is the girl tennis champion of the city of Los Angeles, Calif., and great things are predicted for her by athletic officials.

Voice of Majestic



Boys and girls of the schools of Philadelphia inspecting the reconstructed frigate Constitution, which was restored by contributions from school children from all over the country.

Overcoming food prejudices

by



DOROTHY AYERS LOUDON



"They're as modern as the Majestic Refrigerator itself," says Marjorie King, youthful M-G-M motion picture actress, of the abbreviated kitchen costume which she is wearing here. The short sleeved and short trousered suit of wash fabric provides the ideal costume for summer kitchen wear. With hair tied back by a ribbon, and her outfit completed with short socks and low heeled oxfords, Marjorie is ready for the indoor sport of concocting delectable dishes. She will find no better aid in this pastime than her Majestic Electric Refrigerator, which not only correctly and healthfully preserves all perishable foods, but is also the means of providing many delicious and unusual beverages and desserts.

Recipes for February Holiday Parties

RED CABBAGE SALAD

- 1 Small Head Red Cabbage (shredded)
- 2 Tablespoons Gelatin
- 1/2 Cup Vinegar
- 1/2 Cup Cold Water
- 1 1/2 Cups Boiling Water
- 1/2 Cup Sugar
- 1 Teaspoon Salt
- 1 Cup Celery (chopped)
- 12 Stuffed Olives (sliced)
- 1 Pimento (chopped fine)

Soak gelatin in cold water and dissolve in boiling water. Mix ingredients together and place in fancy individual or family style molds and allow to congeal in the Majestic Refrigerator.

CHERRY TARTLETS

- Tart Shells
- 1 Can Red Pitted Cherries
- 1 Cup Powdered Sugar
- 1/2 Pint Whipped Cream
- 1/2 Teaspoon Vanilla

Cover cherries with sugar and let stand an hour. Add whipped cream and vanilla and let freeze in Majestic dessert pan.

Make a meringue by beating 2 egg whites stiffly and add 1/2 teaspoon baking powder and 2 table-spoons sugar.

Fill tart shells with cherry mousse, cover with meringue and bake 1 1/2 minutes at 500 degrees Fahrenheit. Serve at once. Garnish with red cherries.

CHERRY BISQUE

- 1/2 Pint Whipping Cream
- 6 Stale Macaroons (rolled)
- 1/4 Cup Chopped Almonds
- 12 Marachino Cherries
- 1/2 Teaspoon Vanilla Extract
- 1/2 Teaspoon Orange

Whip cream, add other ingredients and freeze in Majestic dessert pan.

HAM LOAF

- 1 Package Lemon Galatin
- 1 1/2 Cups Boiling Water
- 2 Tablespoons Vinegar
- 1/4 Teaspoon Salt
- 1/2 Teaspoon Mustard
- 1 Teaspoon Worcestershire Sauce
- 1/2 Teaspoon Grated Onion
- 1 Teaspoon Horse Radish
- 2 Cups Cooked Ham (ground)
- 3 Tablespoons Mayonnaise

Dissolve gelatin in boiling water. Chill and add other ingredients. Chill in loaf pan in Majestic until mixture is congealed.

DATE ICE-BOX COOKIES

- 1 Cup Shortening
- 2 Cups Brown Sugar
- 2 Eggs
- 1 Cup Nuts (chopped)
- 1 Cup Dates (chopped)
- 3 1/4 Cups Flour
- 1 Teaspoon Soda
- 1/2 Teaspoon Salt
- 1 Teaspoon Vanilla

Cream shortening, add sugar, add eggs and nuts and dates (slightly floured). Add other dry ingredients sifted together. Form into rolls, wrap in waxed paper and chill in electric refrigerator until firm. Slice very thin and bake 10 minutes at 375 degrees Fahrenheit.

QUICK CHERRY ICING

- 1 1/2 Cups Sugar
- 1/2 Teaspoon Baking Powder
- 6 Tablespoons Water
- 1 Teaspoon Vanilla
- 2 Egg Whites

Mix and beat over boiling water until ready to spread. (about 7 minutes). Spread on cake and decorate with cherries and green pineapple cut into leaf shape pieces. Place cake in Majestic to set icing.

THERE are certain things which we must look out for if we wish our children to be well trained in regard to their food habits. First of all let me caution you to be on your guard about yourself and the other adult members of your family. If you find the adult refusing to eat this and that, you will also find that Mary or John will also refuse to eat that food. Why? Because they mimic what the grown-ups do in every way. It is necessary therefore, for the housewife to learn the psychology of eating, so to speak. It is possible to prepare things in a new and different way so that members of the family who did not like the old way may eat the dish and, perhaps, not even recognize the food. We like new ideas in menu planning and in recipes, all of us, and that is one of the reasons we like to give you each month a few new recipes to try, and, if the housewife has the equipment to work with which makes her work a pleasure and not drudgery, she can better serve her family and also have plenty of time for recreation and the things she wants to do.

Just a few warnings about training the child to eat proper foods. In the first place it must be understood that the child is to take as a matter of course the fact that when food is placed before him, it is to be eaten. We never let Miss three year old choose her clothes and other important things of the kind, and yet often the child tells the mother and father exactly what she will or will not eat. Do not talk about food prejudices in the presence of the child. I once saw a mother and child as they were coming to ask a food specialist what to do about some bad food habits. The boy was standing beside the mother as she said, "John will not drink milk, what shall I do about it?" And John looked determined, as she made the statement, never to touch a drop. How much better if she had left John at home or at least out of hearing.

Another thing to avoid is the circus performance to get the child to eat. So many times daddy or mother or big brother put on a show to make the baby laugh and make him want his food. This is all wrong and in no time, baby will not eat at all without this show, and it is soon a three ring circus instead of one, and is very hard on the family. In fact it is much better to feed the very young child before the family dinner and put him to bed early. He will eat quietly and enjoy his food without being in any way excited, and the family will also enjoy dinner more without interruptions such as a baby is bound to cause.

In another article later we will go on with this subject and now I want to give you some recipes which may help you along these lines and also will give you some ideas for the holiday parties of the month. You ought to especially think of the 200th anniversary of Washington's Birthday and plan something in his honor.

Some of the artists whose talent is brought to you with the utmost in quality and clarity and with unbelievable economy by the new MAJESTIC Radio...



Lottice Howell, lyric soprano of the stage and screen, and a former member of Roxy's original Gang, who is now heard each Sunday over an N. B. C. chain. Miss Howell recently returned from engagements abroad.



LEFT: Interviewing the elite in the world of women is the task of Margaret Santry, authoress and newspaper woman, who presents, five nights each week, over the Columbia Chain, a woman representative of the artistic, literary, or social world.



One of radio's foremost feminine announcers is Betty Council, whose smooth Southern accent is heard regularly on the Pond's Dance Program, broadcast each Friday over N. B. C.



RIGHT: Blond Peggy Davis, who is frequently heard in dramatic presentations of the National Broadcasting System.



Little Jack Little who dispenses entertainment over the radio via voice and piano, and who is currently appearing with Guy Lombardo and his Royal Canadians on the Columbia chain.



Count Felix Von Luckner, erstwhile German Naval Commander and popularly known as "The Sea Devil", whose adventures on the seas are among the strangest of reality or fiction, is now heard on a series of radio programs.



Alexander Gray, former Ziegfeld Follies star and leading man in talking picture musical comedies, who is featured in the new Chesterfield program, presented six nights weekly over C. B. S.



Sherlock Holmes on the job. A scene from one of the episodes broadcast over the National chain, featuring Richard Gordan in the role of Conan Doyle's famous fiction character.

May Singhi Breen and Peter de Rose are real radio veterans, their first appearance dating back to 1923, and they are still one of the most popular vocal and instrumental teams on the air. Incidentally, they are Mr. and Mrs. Peter de Rose.



Another of the recruits of radio from the stage is Aunt Jemima, who presents regularly a program of blues and ballads over a group of Columbia stations. She recently starred in Show Boat, and is known in private life as Tess Cardella.



The **VOICE** of
Majestic

Issued for the people of our community by

Duffield Music House

Home of Steinway Pianos

Vol. 1, No. 10

CHAMBERSBURG

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PENNSYLVANIA

5 Cents



MARCH
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 deprecate him and 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

½ 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 gelatin
1 can tuna fish ¼ cup cold water
¼ teaspoon salt

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 \$60,000,000.00.

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

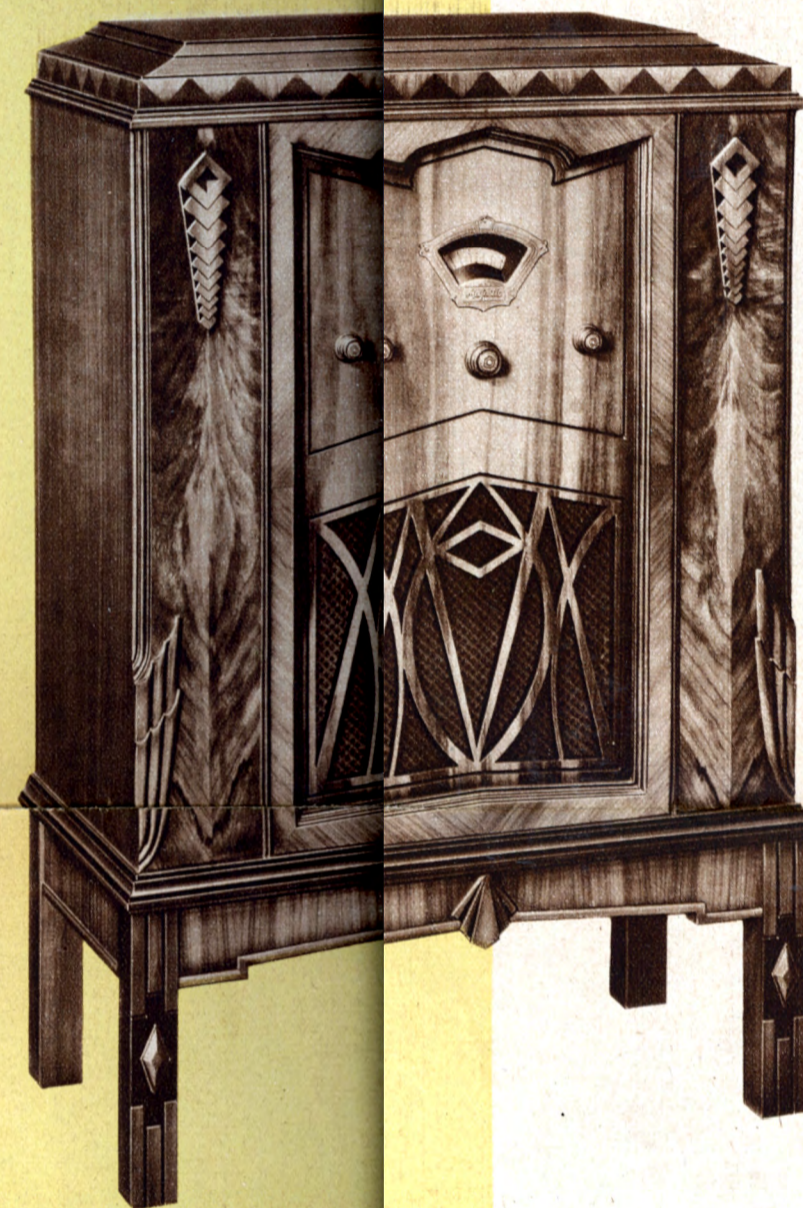


A constantly improved radio at drastically lower prices

..... 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.

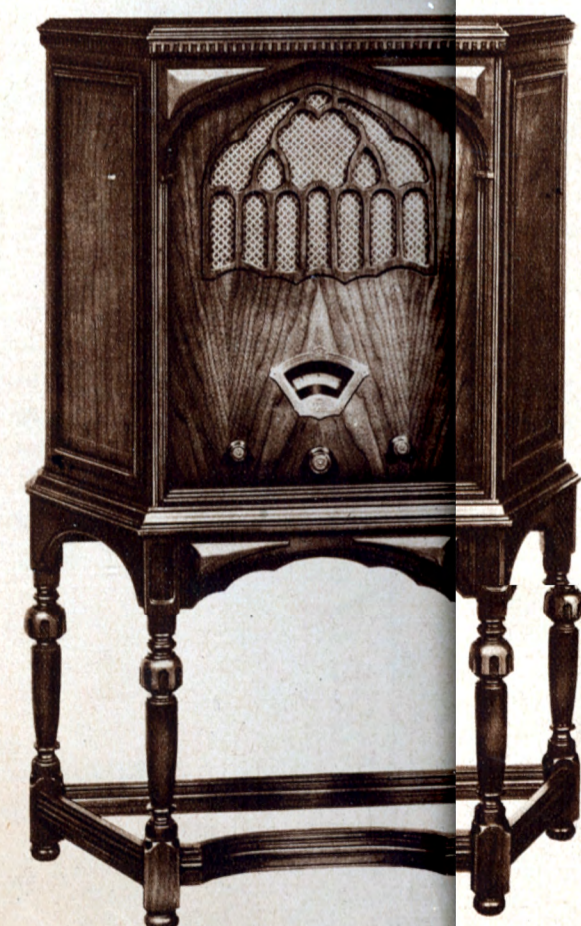
Now is the time to equip your home with a radio, or replace your old set with one which embodies all of the new improvements. Already there is an indication of an upward trend in costs. Quality sets can not long be available at these low prices.



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**.



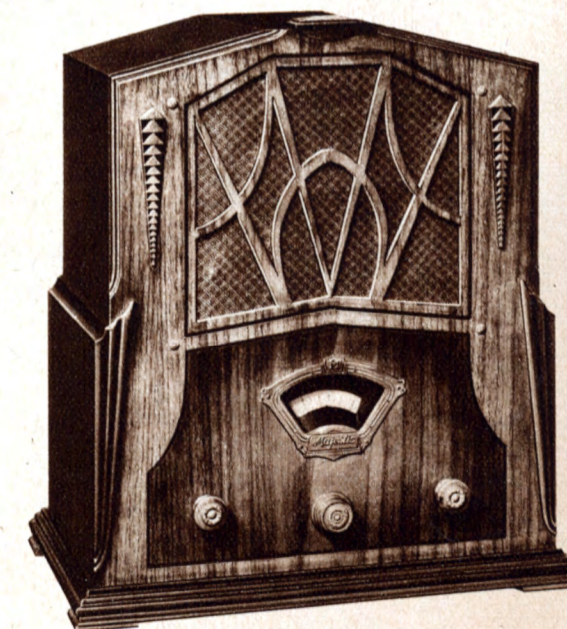
WHITEHALL—Model 211. Highboy, rich in authentic characteristics, of Jacobean design, its slanting ends bordered in imported marquetry inlay and front panel of matched burr walnut. The 10-tube chassis approaches the ultimate in radio perfection with sharply selective image rejector circuit, far advanced 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**.



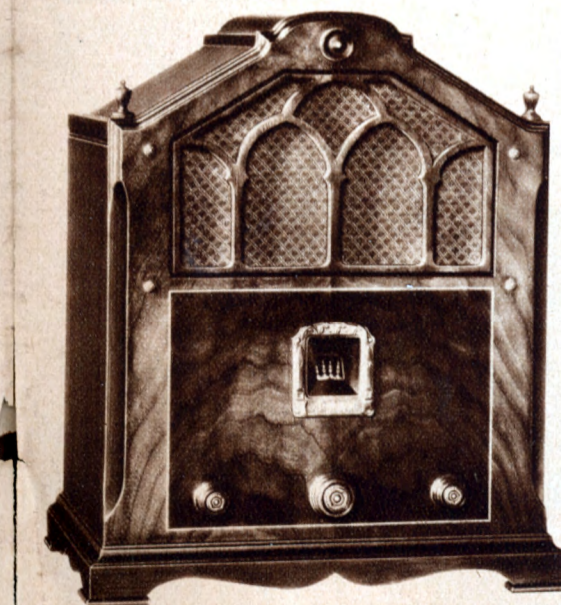
FAIRFAX—Model 203. Richly designed lowboy in Early English design with free use of boxwood inlays and two-tone effects by master craftsmen. The heavy welded steel 8-tube chassis has been engineered to provide image rejector circuit for exceptional selectivity and a perfected automatic volume control.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



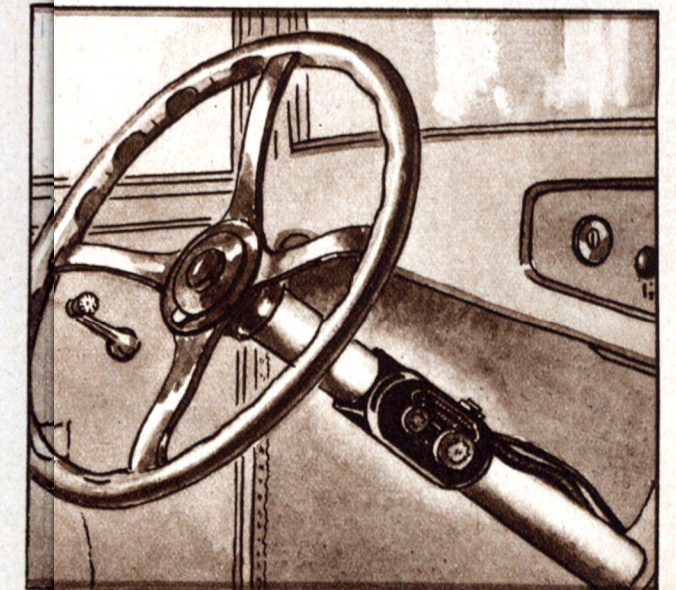
BERKSHIRE—Model 27. Full size lowboy console of French design with matched Oriental Walnut "V" overlay on front panel, recessed speaker grill and fluted corners. The 6-tube superheterodyne chassis is of heavy construction and designed for the new Spray-Shield, Multi-Mu and Pentode tubes. The dynamic 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.



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



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



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.



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.



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.



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.



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.



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.