

VOICE *of the* AIR

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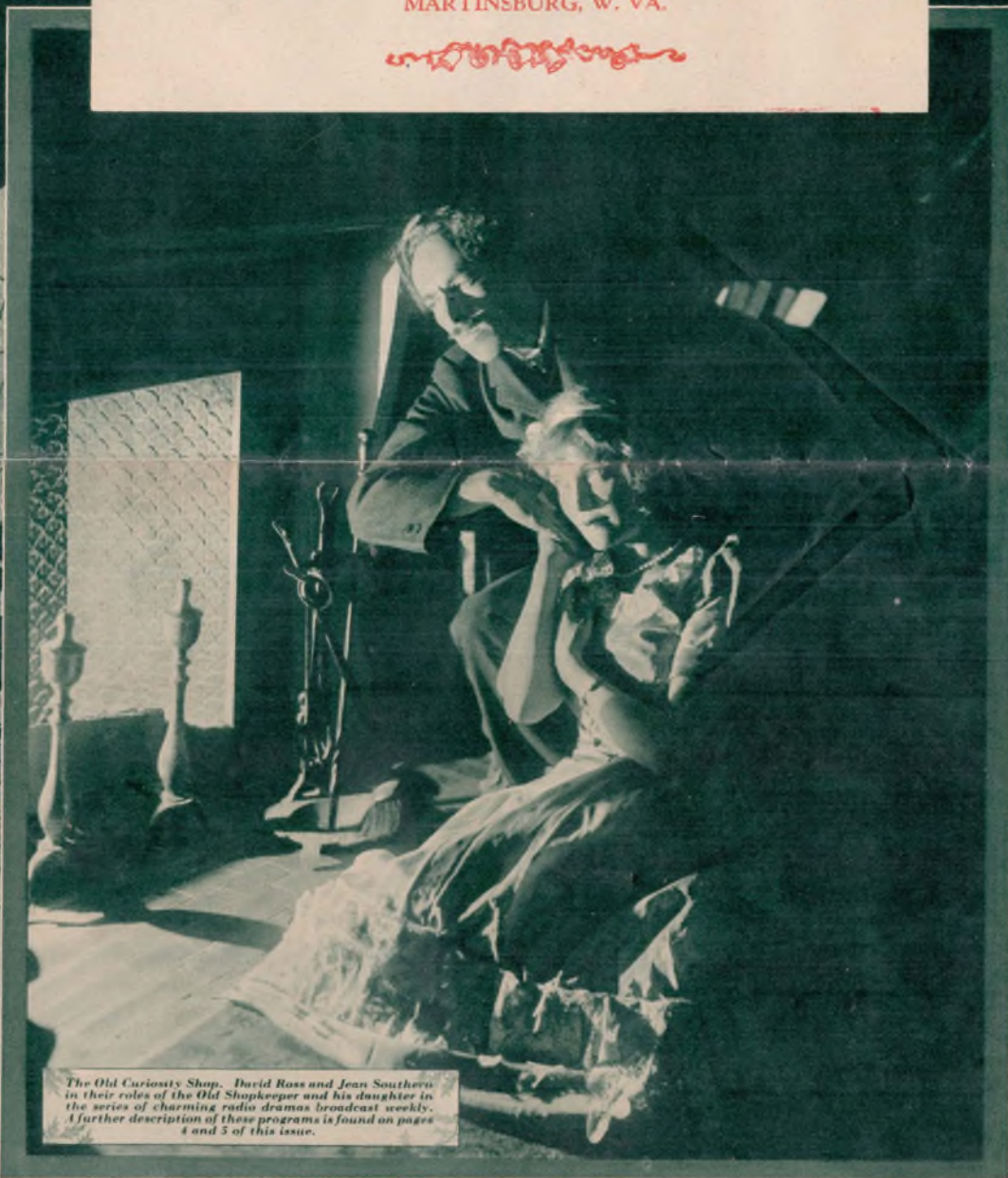
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R. A. Harrison—Eastern Gift Shop

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The Old Curiosity Shop. David Ross and Jean Southern in their roles of the Old Shopkeeper and his daughter in the series of charming radio dramas broadcast weekly. A further description of these programs is found on pages 4 and 5 of this issue.

MERRIE

CHRISTMAS

Below: The "Voice of the Air" PICTURE OF THE MONTH. The world's largest building, the recently completed Merchandise Mart, at Chicago, glimpsed through the immense steel railing of a nearby bridge, spanning the Chicago river.

Kaufmann & Fabry Photo



Left: The man of the hour. An excellent photograph of the jovial old gentleman who at this season is as ubiquitous as he is busy.

Underwood Photo



Below: Twenty years as White House chauffeur, and never an accident, is the record of Francis Robinson, who now serves President Hoover.

P & A Photo

Below: When the frontier came to Detroit. Jack Quait, broncho buster of Marland, Oklahoma, riding a wild steer at the recent Michigan State Fair at Detroit

Wide World Photo



Above: "Tambourella," a variant of tennis is the latest in sports. It is played with a tennis ball and tambourine on a field 460 feet long and 115 feet wide.

Herbert Photo



Above: Clear, crisp days of the early winter. Bird dogs, alert and eager, but well trained and disciplined. The favorite shot gun, oiled and loaded. It's hunting season again, with thousands of sportsmen seeking the fields in search of feathered game.

H. Armstrong Roberts Photo

Below: Sue Carol, motion picture charmer, views you from a new angle. Sue played a rôle in the current Amos 'n' Andy talkie, "Check and Double Check."



Right: White Russian leather is the material from which this striking winter sports costume is made, and the charming wearer is the noted dancer, Fay Marbe.

P & A Photo



This trio of speed demons represents the newly-formed New York Curb Exchange skating team. Left to right: Walter Rutter, Mid-Atlantic and Interstate sprint champion; Bert Taylor, Mid-Atlantic Indoor and Outdoor champion; and Irving Jaffee, world's record holder for the mile, and 10,000 meter Olympic champion.

Underwood Photo



The famous Taj Mahal, at Agra, India, a gem of exquisite architecture, built of white alabaster (1629-1650) as a tomb for the remains of the ruler's favorite wife.

Below: No longer will poor old Fido have to suffer in silence when he has a toothache. Dr Clyde E. Basehaard, a prominent Washington dentist, has opened an animal clinic, where cats and dogs may receive the same attention as their owners.



Below: The monarch of the herd seems to mind not at all serving as the mount of pretty Lolita Alvarado. This prize Hereford bull was exhibited at the recent Los Angeles Christmas Livestock Show and Rodeo.



Below: The Boston "Bruins," world's champion hockey team, shown in the Arena at Boston during a practice session. Inset shows "Tiny" Thompson, goalie of the Bruins team, with his recent bride.



Left: A famous juvenile meets a well-known juvenile authority. Judge Ben Lindsey (left), known for his work among the younger generation, with Jackie Coogan and director, John Cromwell, on the "Tom Sawyer" set in Hollywood.



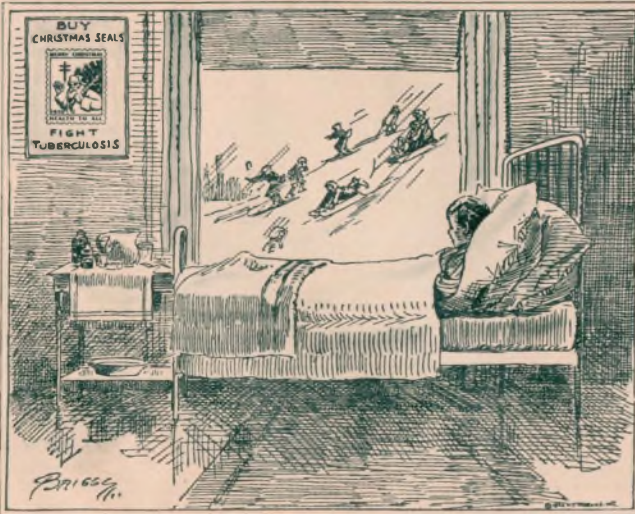
Underwood Photo



Below: Helen Kane and little Mitzi Green, movie players, go in for the Christmas candle idea in a big way, for they find that it has its practical purposes in lighting up the spooky darkness.



When a Feller Needs a Friend



Left: This is the color age! Miss Ann Suter of Virginia Beach, Va., displays the latest of beauty stunts—shiny black finger nails to match her black costume.

Underwood Photo

THE AMERICAN SCHOOL OF THE AIR

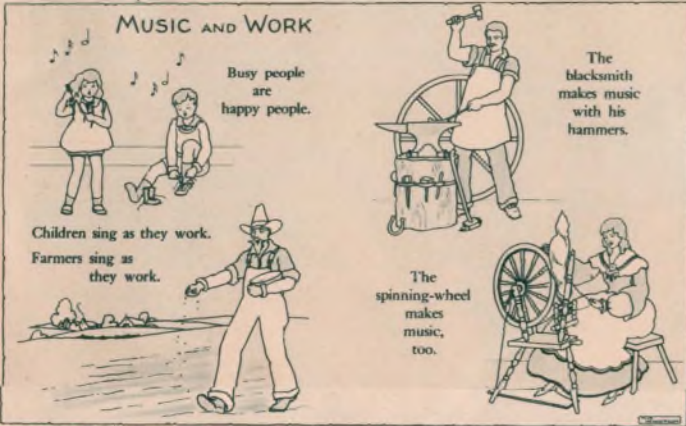


J. V. Fitzgerald, former editor of the Washington Post, who conducts the Friday Vocational Guidance series of the American School of the Air.

Organized last year as an experiment in the field of educational broadcasting, the American School of the Air so well established itself as a helpful supplement to regular school work, that, at the request of teachers and school officials throughout the country, it was resumed this year on an enlarged scale.

Dr. Wm. C. Bagley, Professor of Education, Teachers College of Columbia University, continues as Dean of the School. The Advisory Faculty again includes many leaders in the different branches which are covered in the school's work, while the project receives the support of an Advisory Committee, composed of the country's leading educators, including Secretary of Interior Ray Lyman Wilbur and Commissioner of Education, Wm. John Cooper. The programs are broadcast under the sponsorship of the Grigsby-Grunow Company and the Columbia Broadcasting System.

Below: A page from the Radio picture book published by G. Schirmer, Inc., for use in connection with the American School of the Air Broadcasts.



The Columbia Symphony Orchestra, which appears in a number of the American School of the Air broadcasts, in the music series: Their next appearance will be on the December 11 program.

DECEMBER BROADCASTS OF THE AMERICAN SCHOOL OF THE AIR

Tune in every school day on the nearest station of the Columbia Broadcasting System at 2:30 E. S. T.; 1:30 C. S. T.; 12:30 M. S. T.; 11:30 P. S. T.

History Series

- Dec. 1—Benjamin Franklin
- Dec. 8—The Story of the Constitution
- Dec. 15—Alexander Hamilton

Music Series

- Radio picture book series for Primary Grades
- Dec. 2—Music and Work
- Dec. 16—A Trip to Toyland
- Radio Journeys to Music Lands for the Intermediate Grades
- Dec. 9—Form in Music
- Folk and Art Music of the World for Upper Grades, High Schools and Adults
- Dec. 4—Schubert
- Dec. 11—Orchestral Music of the Romantic Period (Symphony)
- Dec. 18—Christmas Music Through the Ages

Literature

- Dec. 3—Robinson Crusoe, DePoe (grade 5 and above)
- Dec. 10—Kidnapped, R. L. Stevenson (Jr. and Sr. High Schools)
- Dec. 17—Why the Chimes Rang, Alden (grade 5 and above)

Vocational Guidance and Current Events

Dec. 5, 12 and 19—These programs will consist of a twenty minute period devoted to vocational guidance, at which time men and women prominent in art and industry will speak. Immediately after each Vocational Guidance Talk, a discussion of Current Events will occupy a ten or fifteen minute period. This news review will deal with the important happenings of the day. In some instances, personalities featured in current news will address the radio audience briefly.

Teachers and school officials may obtain a Teacher's Manual of the American School of the Air by sending a request to the school at Box 100, Chicago. This brochure contains a complete outline of the courses, as well as project suggestions and a bibliography for each broadcast.



SOME YOUNG MEN OF PROMINENCE—Above: Harry Kipke, head coach of the outstanding Michigan football team, who at the age of 28 is one of the youngest head coaches in the game. Above right: Robert, Jr., and Phillip La Follette, sons of the late Senator La Follette of Wisconsin, who have achieved political distinction at an early age. Robert, Jr., 35, has assumed his father's place in the Senate, while Phillip, 33, was recently elected governor of the state of Wisconsin. Lower right, John Doeg of California, national tennis champion who at the age of 23 is one of the youngest persons to hold a national sports title. Right: Robert Maynard Hutchins whose appointment as the President of the University of Chicago a year ago at the age of 30, created a sensation throughout educational circles.



MIGRATION OF THE MUSICIANS—Opening of the winter Concert season brings many changes of address among the great musical artists. Above: Mary Garden, star of the Chicago Opera Company, and Member of the Advisory Council, American School of the Air, enroute to Chicago. Upper left: Giovanni Martinelli, famed tenor, shown after he reported at New York for his season with the Metropolitan Opera. Left: The world renowned pianist, Ignace Paderewski, as he arrived from Poland for an American concert tour.

"There is *nothing* more delicious than an *OLD-FASHIONED CHRISTMAS DINNER,*" ... but-

NOW THE KITCHEN IS CHANGED—WEEKS OF PREPARATION ARE UNNECESSARY—MODERN KITCHEN METHODS WITH THE ELECTRIC REFRIGERATOR PREVAIL—THE 1930 CHRISTMAS DINNER SATISFIES.

"THERE is nothing more delicious than an old-fashioned Christmas dinner," I heard someone say the other day at a bridge-party. And then I wondered if this were literally true, judged by a modern measuring stick.

I thought back in memory of the effort and time my own mother spent in preparing our Christmas dinner thirty years ago, two kinds of meat, escalloped oysters, Irish and sweet potatoes, squash, onions, turnips, pudding and, always, two kinds of pie—not to speak of, soup, and relishes. To be sure, the element of time saving had not entered into our daily lives to the extent it has today. It was apparently a matter of small concern whether it required seven hours or two weeks to prepare the Christmas dinner. In fact, the cooking of that meal constituted one of the major forms of diversion of the mauve decade.

But now times have changed. The automobile, the radio, the telephone have broadened the social spheres of modern women. We have the education, the means and the inclination to enjoy a more diversified existence. We have become useful citizens as well as housewives. We are deeply interested in child education and training; we keep up with current publications, we read the new books; we extend hospitality to our friends and our husbands' business acquaintances; we are active in church, club, and political work. In a word, we live well rounded lives.

And so the 1930 Christmas dinner will be very different, and, I

venture to prophesy, we shall enjoy it far more than that heavy meal of three decades ago. We have no more time than our mothers had, but we have learned to manage it more efficiently. We adopt short cuts, modern methods of speeding up work and use the labor saving devices the machine age has contrived for us. Our 1930 Christmas dinner will be just as satisfying to our families as was that of our mothers in 1899. With the aid of our new servant, the Majestic Electric Refrigerator, we will prepare it easily, expeditiously—and may I say, more "deliciously"?

On this page you will see two Christmas dinner menus—one of the vintage of 1899 and one planned according to our 1930 standards. How much we have learned about meal planning in those years. How much we have learned about meal preparation. From the light appetizer to the properly chilled salad and frozen dessert, cold cooked in the Majestic—the 1930

Christmas dinner is easy and swift of preparation, leaving us time to be hostesses, not merely Christmas cooks.

I like the verse with which our Majestic Home broadcast opens.

"Mighty Monarch of the Arctic, Spirit of Eternal Cold,
MAJESTIC! Silent, Faithful Guardian Of Food; More Precious Far Than Gold"
Think what it means. The new Majestic Refrigerator safeguards food and therefore, life. If I were to pen a heartfelt wish this moment, it would be that every home could find, besides its Christmas stockings, the new health guarding Majestic Electric Refrigerator.

by
IDA BAILEY ALLEN

America's best known home economist, whose cook books are used in millions of American homes, and who has more than four million listeners to her radio broadcasts, every morning over the Columbia Broadcasting System (National Radio Home-makers Club, of which she is founder and president).



RECIPES FROM MAJESTIC REFRIGERATOR BROADCASTS

Which are conducted over the Columbia Broadcasting Network, by Ida Bailey Allen, every Monday morning at 11 o'clock, Eastern Standard Time.

QUICK GELATIN DESSERTS

All measurements are level

CHOCOLATE FLUFF

1 tablespoon gelatin
1/4 cup cold water
3/4 cup boiling water
2 squares melted chocolate

Saucy! Vinacious! Fish Dorsey, featured player of talking pictures, adds the piquancy of a saucy role to the sauce of her Christmas turkey.

3 eggs
1/2 cup powdered sugar
1/2 teaspoon salt
1 teaspoon vanilla

Soak the gelatin in the cold water for five minutes; pour over the boiling water; and stir until dissolved. Add the melted chocolate, salt, sugar, and vanilla; and fold in the eggs, beaten separately. Transfer to a mould rinsed with cold water; and chill on the upper shelf of the Majestic Refrigerator with the cold control set at number five, until firm, about one hour. Unmould; and serve with whipped cream.

FROZEN CHRISTMAS PUDDING

1 package prepared lemon gelatin
2 cups boiling water
12 diced marshmallows
1 tablespoon lemon juice

1/2 cup chopped candied cherries
1/2 cup macaroon crumbs
1/2 cup blanched, shredded almonds

Dissolve the gelatin in the boiling water; and add the lemon juice, and the marshmallows. Cool; and place on the upper shelf of the Majestic Refrigerator until the

gelatin starts to congeal, about one hour. Fold in the remaining ingredients; and transfer to a bread pan rinsed with cold water. Return to the Majestic Refrigerator with the cold control set at number five; and chill until the pudding is firm, about thirty minutes. Unmould; slice; and serve with whipped cream or supreme sauce.

PINEAPPLE SPANISH CREAM

2 cups milk
1 1/4 tablespoons gelatin
3/4 cup sugar
3 eggs

1/2 teaspoon salt
1/2 cup canned shredded pineapple and juice

Combine the gelatin and milk; and let stand for five minutes. Add the sugar and salt; and cook over hot water until the gelatin dissolves. Pour onto the well beaten egg yolks; return to the heat; and cook and stir until the mixture coats the spoon. Cool; add the pineapple and juice; and fold in the egg whites, whipped stiff. Transfer to a large mould rinsed with cold water; and place on the upper shelf of the Majestic Refrigerator with the cold control set at number five; and chill until the mixture is firm, about one hour. Unmould; and serve with sliced pineapple and whipped cream if desired.

CRYSTAL FRUIT SALAD

1 tablespoon granulated gelatin
1/4 cup cold water
1/4 cup boiling water
1/4 cup lemon juice
3 tablespoons sugar
1 1/4 cups ginger ale
2 tablespoons minced pre-

served ginger
1/2 cup chopped maraschino cherries
1/4 cup chopped pecans
1/2 cup halved seedless white grapes
1/2 cup canned shredded pineapple and juice

Soften the gelatin in the cold water; and dissolve in the boiling water. Add the lemon juice, sugar and ginger ale; and stir until the sugar is melted. Place on the upper shelf of the Majestic Refrigerator to chill. When the mixture starts to congeal, fold in the fruits and nuts; and transfer to the largest freezing tray in the Majestic Electric Refrigerator. Freeze for two and a half hours

with the cold control set at number five. To serve, slice; arrange in nests of lettuce; and garnish with cream mayonnaise, halved maraschino cherries and chopped pecans.

SANDWICHES AND PUNCH

All measurements are level

MODERNISTIC SANDWICHES

1 cup cream cheese
1/2 pound butter
1/2 cup strawberry jam
1/2 cup sliced dark bread

Sliced white bread
Shape the slices of bread in large rounds; and remove the center of each with a small fancy cutter. Place the white sections in the holes in the brown bread and the brown sections in the holes in the white bread. Cream the cheese and butter together; and add the strawberry jam. Spread between the slices of bread; and put together sandwich fashion. Wrap in a damp towel; and place on the upper shelf of the Majestic Refrigerator until the filling is firm, about fifteen minutes.

PINEAPPLE PUNCH

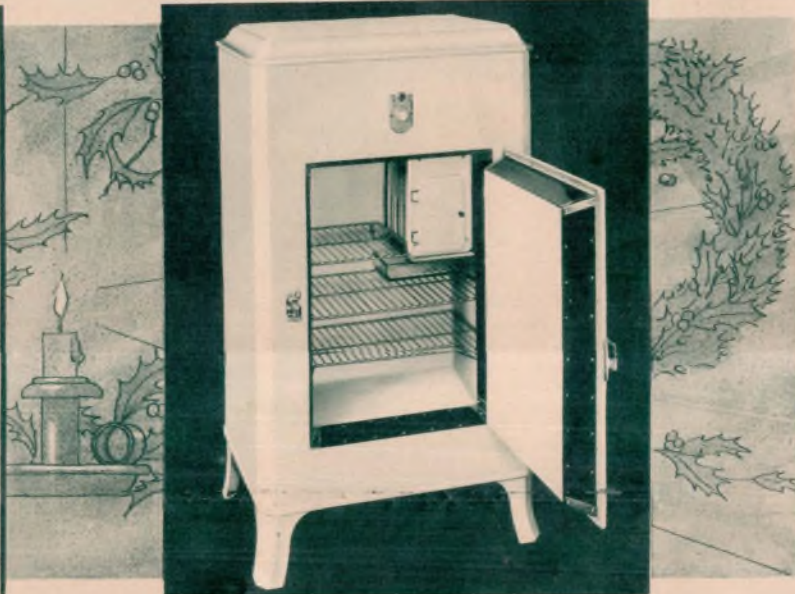
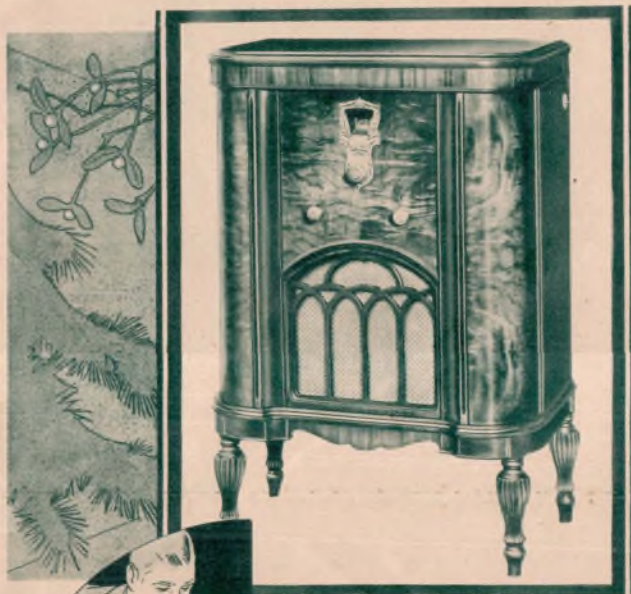
1 quart boiling water
1 1/2 cups sugar
Juice 4 lemons
1 quart canned grated pineapple and juice
Cherry ice cubes

Pour the boiling water over the sugar; and stir until dissolved. Add the pineapple and lemon juice; and transfer to the lower freezing tray of the Majestic Refrigerator. Set the cold control at number five; and chill until crystals start to form, about thirty minutes. Add two quarts of cold water; and pour the mixture into the punch bowl. Serve in punch glasses with a cherry ice cube in each.

To Make Cherry Ice Cubes: Fill the first and second freezing trays of the Majestic Refrigerator with water; and drop one maraschino cherry in each section. Freeze in the usual manner with the cold control set at number five.



This Year, of All Years
....CHRISTMAS GIFTS should be
permanent pleasures -
real investments -



The Million Dollar Majestic Brings the Whole Family Box Seats for the World's Finest Entertainment.

The Majestic Electric Refrigerator gives the home maker a wonderful servant and hours of glorious leisure.

NOW—with Christmas almost here, a wonderful Majestic comes as the ideal answer to this year's gift problem. Unbelievably economical in price, a Majestic will thrill the whole family. To each one, from the oldest to the youngest, it is a personal gift of favorite entertainment for years to come. With its uncanny selectivity and glorious Colorful Tone, a Majestic makes it fun to stay home. Night after night, it will bring you free—the most brilliant, the costliest talent in the land.

Economize this year. Cut out the little luxuries so pleasant but so temporary and make a permanent investment in year-round pleasure. Come in and see us today. Order a Majestic for Christmas delivery. Model 131, beautiful lowboy illustrated above, is but one of an amazing line of ten Million Dollar Radios.

HERE is the gift supreme for the most important member of the family—the one who makes your home! The new Majestic Electric Refrigerator brings her gifts only a housewife can truly appreciate. It releases her forever from the petty drudgeries of dirty drains and traps. It makes her kitchen a lovelier, brighter place. It eliminates those long waits for ice, stops the worry about tainted food. But above all, this new Majestic helps her reduce housekeeping expenses materially. Its constant safe cold lets her buy food in quantities—actually saves the 10% now lost by spoilage. And the whole family will enjoy the more attractive meals it makes possible. Come in today and we will tell you how easy it is to own this perfect refrigerator. Then make this Christmas memorable by putting this beautiful, permanent servant in your home.

*The New
 Majestic
 Perfected
 Screen Grid
 Superheterodyne*

Tremendously powerful, extremely selective, yet so compact that it fits easily into any room. 39¼ inches high, 18½ inches wide, 12¾ inches deep. Price.

\$86⁰⁰

Complete with eight tubes at the unparalleled price of \$112.50

Majestic

RADIO S

TUBES

REFRIGERATORS