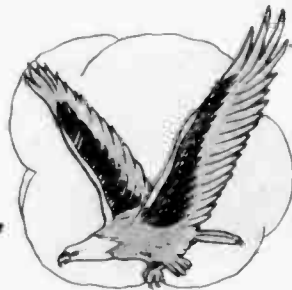




# VOICE *of the* AIR



Vol. II, No. 13

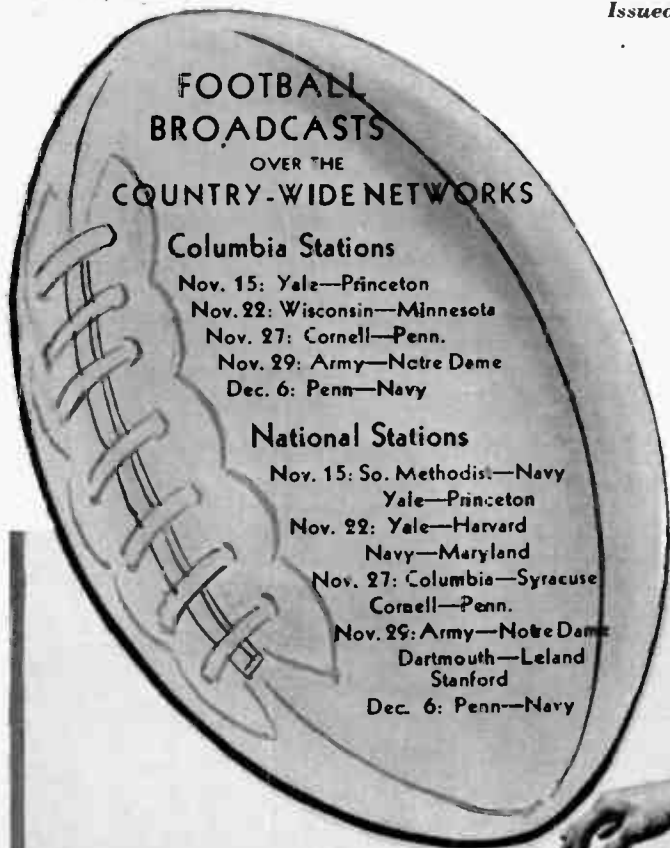
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Price 5 cents



## FOOTBALL BROADCASTS OVER THE COUNTRY-WIDE NETWORKS

### Columbia Stations

- Nov. 15: Yale—Princeton
- Nov. 22: Wisconsin—Minnesota
- Nov. 27: Cornell—Penn.
- Nov. 29: Army—Notre Dame
- Dec. 6: Penn—Navy

### National Stations

- Nov. 15: So. Methodist—Navy  
Yale—Princeton
- Nov. 22: Yale—Harvard  
Navy—Maryland
- Nov. 27: Columbia—Syracuse  
Cornell—Penn.
- Nov. 29: Army—Notre Dame  
Dartmouth—Leland  
Stanford
- Dec. 6: Penn—Navy

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W

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SYRACUSE, N. Y.



One moment breathlessly silent, the next moment a cheering, roaring mass, but always with attention focused upon crowds that pack the country's football stadiums. Johnny Kitzmiller (above), star halfback of the strong Oregon Conference, is representative of the type of husky individual who exerts skill, strength and stamina to give the

the central point of gridiron activity, such are the colorful team, who is the leading scorer in the Pacific Coast country its football thrills. (Stadium view by Underwood)



Above: "Good Indian" isn't saying enough for Yellow Head of the Glacier National Park reservation, for, as a physical type of the American Indian, he is perfect. He was selected as the perfect type by a group of artists.  
Underwood Photo

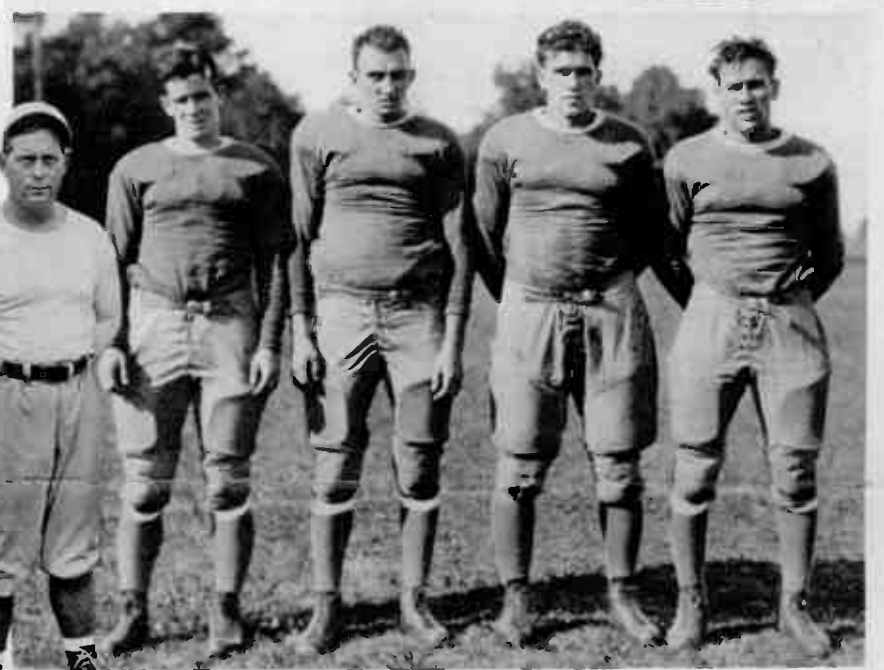


Lest we forget! A beautiful and striking silhouette of a battle scarred landscape, introducing the symbolic cross and the American doughboy to create a poignant reminder for Armistice Day, twelve years after.  
Underwood Photo

Below: Weird looking? Yes, but it has its practical purposes, according to members of the Harvard football team who are trying this new form of headgear.  
Underwood Photo



Right: Valued at \$500.00 the pair, the hose worn by Miss Frances Whitmore were displayed recently at the  
in New York. P & A Photo



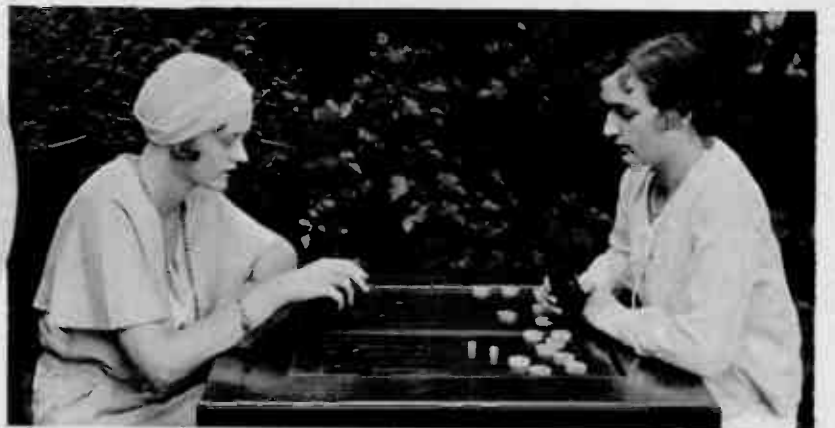
"Chick" Meehan, left, who, as head coach at New York University, has an impressive record of games won to his credit, has a unique backfield lineup this season due to the fact that the men are all sophomores. Left to right are Jack MacDonald, Bill McNamara, Jim Tanguay and Joe LaMark.



Sophistication is achieved by June Collyer, Paramount player, in this gown of gray chiffon that incorporates ruffles, scarfs and lace for its unique results. The gown is designed by Harry Collins.



Right: Something to live for. In 1980 we'll be seeing this type of evening gown according to De Sylva, Brown and Henderson. It is one of their many creations for their fanciful musical romance with its setting in 1980 and called, "Just Imagine."



The old fashioned game of backgammon is having a revival at the expense of the more modern form of social pastime, bridge. Mrs. Richard Hume and Miss Adair Childress, prominent in Washington, D. C., society, are shown, at the backgammon board.  
Underwood Photo



Here is an unusual football combination, two sets of brothers who play on the Brown University eleven. Left to right, Oscar and Wally Skinner and Thomas and William Gilbane.  
P & A Photo



Above: Good form! A wild horse escapes capture by making this daring leap and swimming to the opposite shore in the screen picture, "Fair Play."

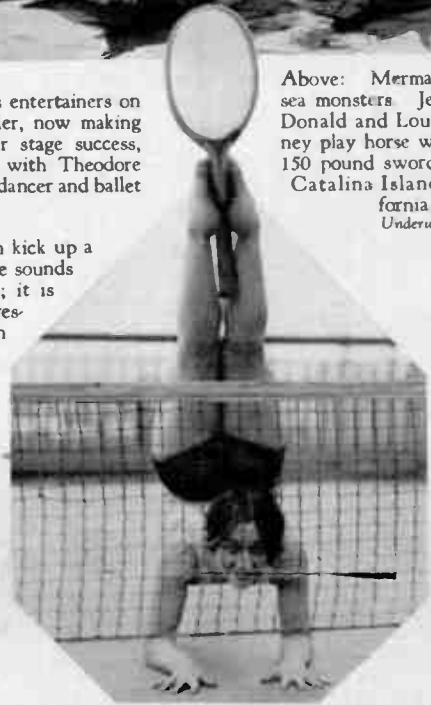


Left: Two world-famous entertainers on their toes—Marilyn Miller, now making a celluloid version of her stage success, "Sunny," gets into trim with Theodore Kosloff, the great Russian dancer and ballet master.



Above: Mermaids and sea monsters! Jean McDonald and Louise Finney play horse with two 150 pound sword fish at Catalina Island, California.

Underwood Photo



Right: She surely can kick up a racket. And her name sounds like a whoopee party; it is Helen Be Gay. At present she is appearing in New York as an acrobatic dancer.

Herbert Photo



The "wine glass dress" is what Loretta Minger calls this peculiar form of apparel. She uses it for floating and can stay atop the waves indefinitely.

Herbert Photo

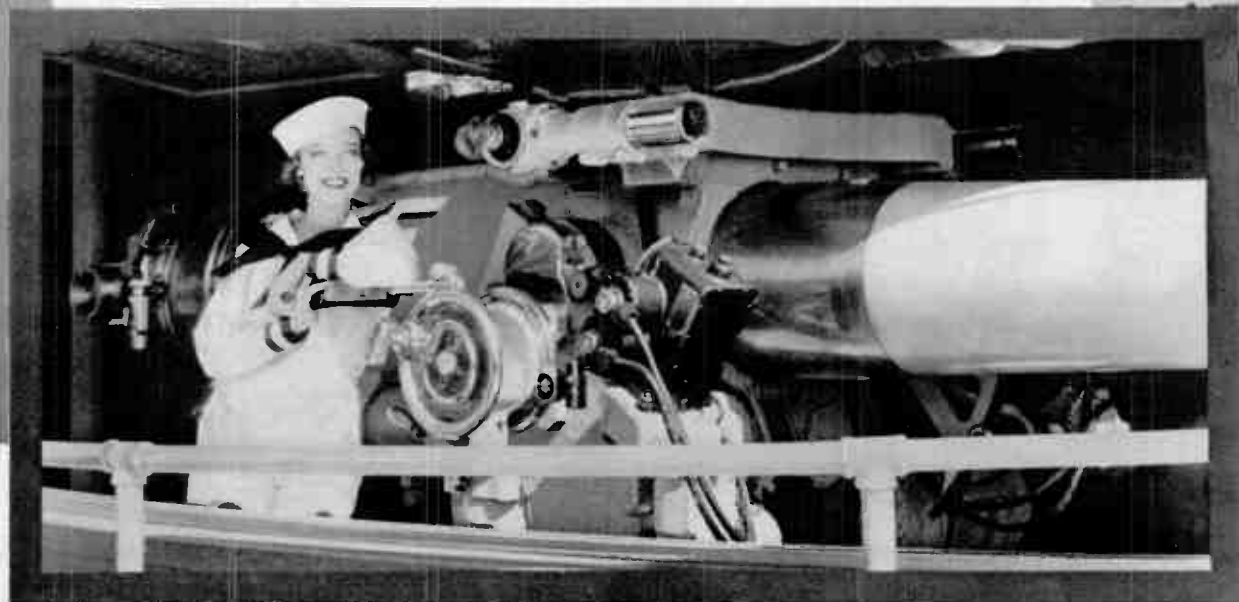


Below: With the approach of Armistice Day, Loretta Young, movie star turns militaristic. Here she is shown playing the part of a gunner aboard the U.S.S. California. If you doubt that Loretta is a great little gunner please note the "E" on the gun and bulkhead, which denotes "Efficiency."



Above: A dish fit for a king. Roast peacock made according to a recipe of 1475 by Mrs. Rose Brummer and displayed by Miss Marie Lindsey at the recent Exposition of Women's Arts and Industries, held at the Hotel Astor, New York City.

Underwood Photo





Above: President Hoover before the microphone in one of his recent radio addresses. The President is scheduled to speak on Nov. 19 from 9:00 to 9:30 p.m., E.S.T., over a national hook-up, during the Conference on Child Health.

Underwood Photo



Charles Francis Adams, Secretary of the Navy, who spoke during a recent network program in observance of Navy Day. Underwood Photo



Harry Kogen, director of the popular Yeast Foamers Orchestra, who is also well known as a concert violinist and composer.



Jean Tennyson, opera star, who recently made her radio debut on the Woman's Work program.

Right: Ann Leaf, whose organ recitals are a favorite feature of the Columbia chain.

The regular "Voice of the Air" including articles by J. Milton Delcamp and a comic strip by Donald...



Right: The Duncan Sisters, Rosetta (left) and Vivian, recent guest artists on the Nestle program.



Left: Irma Glenn, charming young pipe organ soloist at station WENR, Chicago. Lower left: Percy Grainger, pianist, who broadcast recently over a country-wide hook-up. Lower left corner: Arturo Toscanini, who directed the New York Philharmonic Orchestra, in a recent broadcast. Below: Emery Deutsch and his Gypsy Orchestra, Columbia feature. Below, right: Ray Perkins, "Old Topper," of the Shell program. Right: Eddie Cantor, star of "Whoopee," featured in the Radio Follies.



Not of the radio, but of the screen. Some beauty in the forthcoming screen version of "Kismet" which Otis Skinner, veteran star of the stage, is featured...



Hour				NETWORK BRO.		
Pac.	Mt.	Cent.	East.	Sunday	Monday	Tues.
4 30	5 30	6 30	7 30	Major Bowes	Phil Cook Colonial Beacon Astrologer	Phil Cook Bocony
00	00	00	00	Enna Jettick Major Bowes World's Business	Roxy Nation's Capital Henry Burbio	Pure Oil Bl'atone
5 30	6 30	7 30	8 30	Collier's Hour Chase & Sanborn Post of Organ	Ipana-Ingram A & P Gypsies Mardi Gras	Florahein Kaltenbo
00	00	00	00	Collier's Hour Our Government Majestic	Maytag A & P Gypsies Symphony	Tek Mue Henry G.
6 30	7 30	8 30	9 30	Floyd Gibbons Mayhev Lake	Real Folks Bourjois	Happy B
00	00	00	00	El Tango		Enna Jet
7 30	8 30	9 30	10 30	Arabesque Harbour Lights Studebaker Samovar	Burns Panatella Empire Builders	Lucky St Param.

1st line WJZ Network—2nd, WEAF Chain—3rd (Italics), Columbia. Although every effort is made to keep the above listings accurate, they are subject to change without notice. Prepared for VOICE OF THE AIR and copyrighted by Haynes Inc.

the Art" features, in Easter Howard, in Quinn Ryan, and in McKee, will be in early issue.



Left: Mme. Elena Kazanova, Russian artist, featured soloist in "Around the Samovar." Above: Mitzi Green, between Ed East and Ralph Dumke. Mitzi broadcast recently from Chicago. Above right: Leopold Stokowski, director of the Philadelphia Symphony Orchestra, which recently broadcast Upper right corner: Alice Boulden, musical comedy star, recent guest artist on the "Rhythm Ramblers" program. Right: Tom Mix and Will Rogers, both of whom have proved popular radio entertainers.



Above: Weber and Field, seen above in a scene from their forthcoming picture, "The March of Time," have started a series of weekly broadcasts entitled, "Weber and Fields on Webster," Webster Cigar Program.

Irene Bordoni, musical comedy star, who was recently guest artist on the Nestle program.



Above: The Prince of Wales, whose recent speech at the League of Nations banquet in London, was transmitted to this country and broadcast over a N.B.C. chain.



Left: Al and "AE" meet. Alfred E. Smith of New York and George Russell, famous Irish poet known as "AE," have both broadcast over national chains recently. The poet is making an extensive lecture tour in the United States.

are beauties of aquatic in d.

**BROADCAST CALENDAR**

Day	Wednesday	Thursday	Friday	Saturday
Phil Cook	Phil Cook	Phil Cook	Phil Cook	
Band	Yeast Foamers	Ward's Top Top	Astrologer	Dixie's Circus
entertainers	Lucky Strike Fleischman	Nestle's Cities Service Grand Opera	Fuller Man Shell Oil	Johns-Manville
	Mobil Oil Patnam	Lucky Strike Fleischman Kallenborn	Cities Service	Pipe Organ
	Old Counselor Gold Medal	Knorr Dunlap Amer. Radiator Van Heusen	Interwoven Cluquot True Story	Hank Simmons
	Camel Palm Olive La Palma	Maxwell House Jack Frost Detective Story	Armours Eversharp True Story	Minstrels Show Boat
	Camel Palmolive Toscha Setdel	Opera Series	Quakers	Lucky Strike Chicago Variety
	Coca-Cola Sports	Political	Radio Pollies	Lucky Strike Jesse Crawford

System of program changes may render some of them incorrect. Radio Log, 608 S. Dearborn St., Chicago, Ill.

# What I Demand in an ELECTRICAL 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).*

## for My Home

MY requirements for an electrical refrigerator are perhaps a little more stringent than those of the average woman, not altogether because Home Economics is my profession, but because of an altogether human reason, my husband!

It happens he is an engineer, and like all engineers only performance influences him.

He has taught me to carefully consider a number of points before approving any type of equipment. I have boiled his mechanical requirements down into three questions, which I ask in investigating anything new.

1. Is it simple of construction?
2. Is it economical to operate?
3. Is it essential?

So when the makers of the new Majestic Electric Refrigerator came to me with their new product, I started my investigation on this basis.

I found the Majestic to be simple of construction, so simple and so cleverly built it is fool-proof.

I found that it is extremely economical of operation, demanding a minimum of electric current.

I found that it maintained a low degree of cold, and froze ice cubes and cold cooked foods more quickly than any refrigerator I had tested. There was no doubt but that it was essential to family health.

From the Home Economics standpoint I investigated the interior. I found it extremely commodious, and yet without being bulky. I counted the number of ice cubes it would freeze—eighty-four at a time, to be exact. I investigated the freezing trays, one of which is large enough to freeze a salad or dessert for eighteen or more guests.

I found that the degree of cold and the rapidity of freezing was entirely under the monitorship of the temperature control—operated by a single turn of a simple dial.

From the woman's viewpoint, the graceful appearance of the Majestic appealed to me—the absence of the sight of machinery; the fact that it is raised from the floor to permit easy cleaning; its shining surface inside and out; its curved edges that are easy to clean; its quiet operation.

I had had an ideal electrical refrigerator in mind for years. I am happy to say that I have found it in the new Majestic "Mighty Monarch of the Arctic"—and that I am installing one in my own home.



## RECIPES

### For the Majestic Refrigerator

Which are Broadcast over the Columbia Broadcasting Network by Ida Bailey Allen every Monday Morning at 11 o'clock, E. S. T.

#### THE MOUSSE FAMILY

All measurements are level

##### Maple Nut Mousse

- |                          |                       |
|--------------------------|-----------------------|
| 3/4 teaspoon gelatin     | 1/2 cup sugar         |
| 2 tablespoons cold water | 1/2 teaspoon salt     |
| 3/4 cup maple syrup      | 2 cups heavy cream    |
| 1/2 cup milk             | 1 cup chopped walnuts |

Soak the gelatin in the water for five minutes; then combine with the maple syrup, milk, sugar, and salt; and heat to boiling point. Cool; and place in the Majestic to congeal slightly. Add the chopped nuts; and fold in the cream, whipped stiff. Transfer to the lowest freezing tray of the Majestic Refrigerator; and freeze for one hour with the cold control set at number five. Stir the mixture once during the first fifteen minutes' freezing. Makes fifteen generous servings.

##### Orange Mousse Layer

- |     |   |
|-----|---|
| 2   | teaspoons gelatin   |
| 2   | tablespoons cold water  |
| 1   | cup sugar   |
|     | Grated rind and strained juice 6 oranges or 2 1/2 cups orange juice |
|     | Grated rind and strained juice 1 lemon                              |
| 2   | cups heavy cream  |
| 1/2 | cup powdered sugar  |
| 1   | teaspoon orange extract   |

Soak the gelatin in the water; and melt over steam. Combine with the sugar, orange, and lemon juice and rind; and heat until the sugar dissolves. Transfer to the middle freezing tray of the Majestic Refrigerator; and spread the cream, whipped stiff and combined with the powdered sugar and orange extract over the top. Freeze for two hours with the cold control set at number five. Makes fifteen generous servings.

##### Biscuit Tortoni

- |     |                    |     |                                    |
|-----|--------------------|-----|------------------------------------|
| 6   | egg yolks          | 1   | tablespoon vanilla extract         |
| 1/2 | cup powdered sugar | 2   | cups heavy cream                   |
| 1/2 | teaspoon salt      | 1/2 | cup finely chopped toasted almonds |

Beat the egg yolks until thick and creamy; gradually add the sugar and salt; and continue beating until all sugar granules have disappeared. Transfer to the top of a double boiler; and cook slowly until the mixture is very thick, about ten minutes. Place the pan in cold water; and beat until cool. Add the flavoring; and fold in the cream, whipped stiff. Transfer to paper cases; and dust the tops with the toasted almonds. Place in the center freezing tray of the Majestic Refrigerator; and freeze for two and a quarter hours with the cold control set at number five. Makes nine generous servings.

#### ICE-BOX CAKES

All measurements are level

##### Chocolate Ice-Box Cake

- |       |                        |       |                         |
|-------|------------------------|-------|-------------------------|
| 3/4   | cup fresh butter       | 1     | cup whipped cream       |
| 1 1/4 | cups powdered sugar    | 1/2   | teaspoon almond extract |
| 3     | eggs                   | 12    | macaroons               |
| 1/2   | pound melted chocolate | 1 1/2 | dozen lady fingers      |

Cream the butter; add the sugar and melted chocolate; and beat until light. Add the egg yolks, well beaten; and the flavoring; and fold in the egg whites, whipped stiff and combined with the beaten cream. Line a three-pint mould with waxed paper; place some of the macaroons on the bottom and the lady fingers around the side; and transfer half of the

chocolate mixture to the mould. Cover with macaroons; and add the remaining chocolate mixture. Place in the Majestic Refrigerator, to the left of the freezing unit; and chill for three and a quarter hours, with the cold control set at number five. Cut in wedge shaped pieces; and serve with whipped cream. Makes sixteen generous servings.

##### Ginger Log Roll

- |     |                       |   |                   |
|-----|-----------------------|---|-------------------|
| 2   | cups heavy cream      | 5 | tablespoons sugar |
| 1/4 | package ginger wafers | 1 | teaspoon vanilla  |

Whip the cream with the sugar and vanilla until stiff; spread sandwich fashion between the ginger cookies to form an eight-inch roll; and cover with the remaining cream mixture. Place in the Majestic Refrigerator for four hours to ripen, with the cold control set at number five. Garnish with preserved ginger if desired; and cut in diagonal slices for serving. Makes six servings.

##### Golden Coconut Mould

- |     |                                      |     |                               |
|-----|--------------------------------------|-----|-------------------------------|
| 4   | eggs                                 |     | Grated rind and juice 1 lemon |
| 3/4 | cup sugar                            | 1   | tablespoon gelatin            |
|     | Few grains salt                      | 1/4 | cup orange juice, additional  |
|     | Grated rind and juice 1 large orange | 1/2 | cup desiccated coconut        |
|     |                                      | 12  | lady fingers                  |

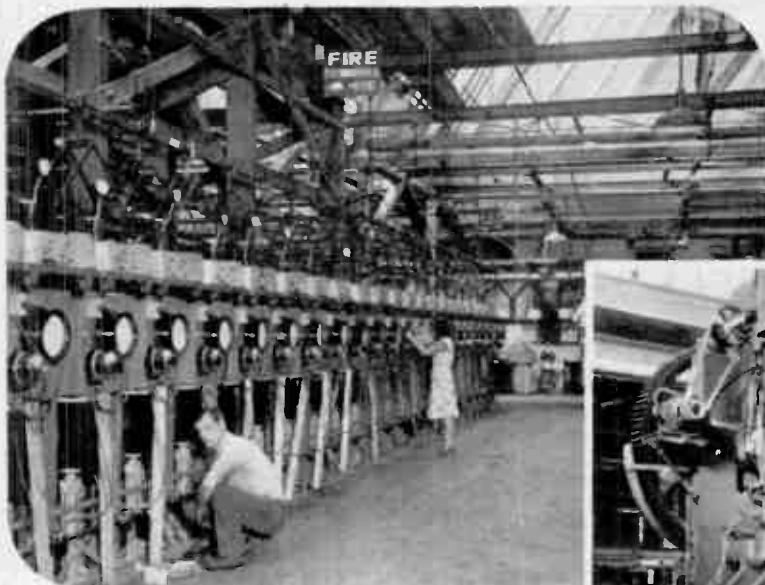
Separate the eggs; and beat the yolks until light and creamy. Combine with the sugar, salt, grated rinds and fruit juices; and cook over hot water until thick, stirring constantly. Soften the gelatin in the additional orange juice; and combine with the custard mixture. Stir until dissolved. Fold in the egg whites, whipped stiff, and the coconut. Transfer to a spring pan lined with halved lady fingers; place in the Majestic Refrigerator, to the left of the freezing unit; and chill for three hours with the cold control set at number five. Unmould; and serve garnished with sweetened whipped cream and orange sections. Makes eight servings.



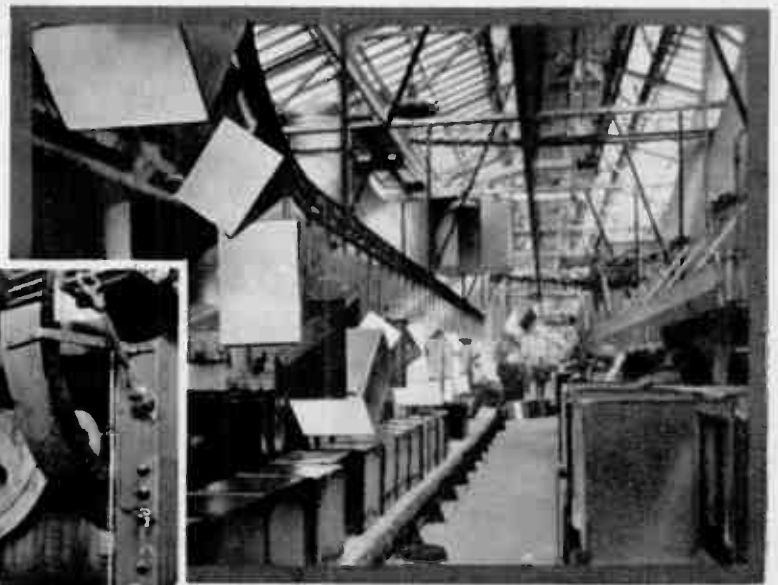
# Picture Stories of Mammoth Industries

## Article No. 1.— ELECTRIC REFRIGERATION

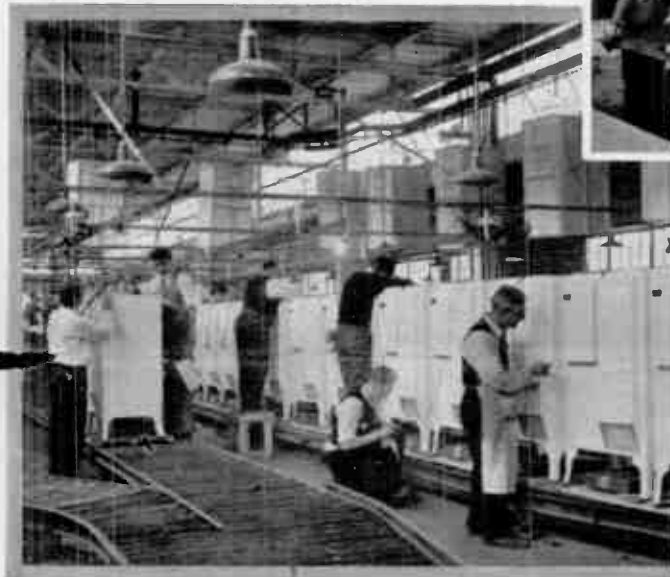
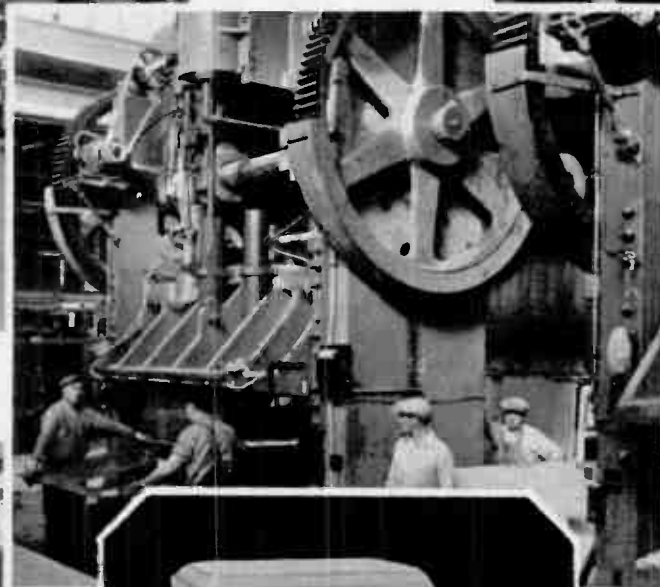
by  
H. W. Smith  
Editor  
Voice of the Air



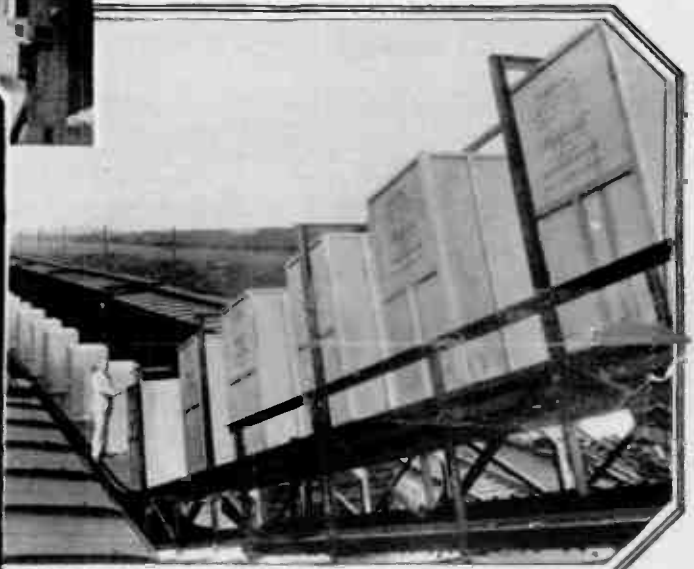
One of the inspection rooms in which the hermetically sealed refrigerator units are subjected to many thorough tests before they are approved for installation in their pure white, scientifically insulated refrigerator



Above: Miles of conveyor systems hasten the building of these future kitchen aids to good health. Left: Row after row of these giant presses form the refrigerators which fall into line a few seconds apart



Thousands of workmen, each skilled in his specialized work, do their bit, while a continuous white wave of Majestics flows on before them. Cases on overhead conveyors are dropped over the finished product after final inspection is completed



Waiting freight cars receive many refrigerators per minute. Waiting distributors and dealers thruout the world receive and place them in waiting homes daily to preserve healthfully and economically the food for waiting millions of children and grownups

NOT satisfied with their sensational accomplishments of 1928 and 1929 when they created the world's greatest radio enterprise, plants that turned out quality radio receivers at the rate of 6,500 daily, Mr. B. J. Grigsby and Mr. W. C. Grunow have now extended their activities to the household utility field and electrical refrigeration industry, and bid fair in a short time to be turning out more Majestic food preservation units daily than any similar enterprise in the world.

Starting about a year ago, this new venture, directed by the dynamic energy of these two men and their associates, has developed until today acres upon acres of factory floor space have been completed, plants planned, constructed and equipped specifically for the purpose of refrigerator production. In these plants have been installed over 1,500 specially built machines. There are punch presses of varying sizes from the tiny ones that tap tap out motor field laminations to ponderous clanking monsters

that come down with a crunch to fold up a thick steel sheet, which forms the refrigerator cabinet. There are grinding machines and drill presses that eat their way through steel, hour after hour. There are screw machines, checking machines, polishing machines, coil-winding machines, and many other types of devices required to produce the parts of the Majestic refrigerator, all of which are precision made.

In addition, there have been installed miles and miles of seemingly endless conveyor systems. Huge "carburizing," "annealing" and

"tempering" furnaces, immense tunnels, hundreds of feet long, heated to temperatures that would gladden the heart of Satan, have been constructed.

A veritable army of employees, which at its completion will include 7,000 trained workmen, is the personnel which is required to operate this mass of machinery and produce the state of bustling activity out of which will emerge daily 4,000 refrigerator units and all-steel cabinets, when the plants have attained capacity production.

By the same methods that Majestic brought radio sets down from their semi-luxury prices of \$250 and \$1000, to \$86 and up, this organization believes it can bring the finest of food-preservation machines within the reach of all, and apparently it has. It makes Majestic Refrigerators in the most popular sizes, at prices about \$100 to \$200 cheaper than they have been heretofore. Already the generally accepted figures for these capacities are tumbling down—yet, with Majestic, quality is paramount.

A group of distributors from every state assembled in front of one of the huge Majestic factories at Chicago



# What a Radio Value!

*This amazing new  
Majestic Superheterodyne*

# \$86

**Now**—this coast-to-coast Majestic radio sensation, with performance you can't duplicate.

Screen grid power—superheterodyne selectivity—and superb *Colorful Tone* combined for the first time in one radio. More wallop—power—punch than you ever heard in radio before—and it costs far less than any other superheterodyne on the market!

Other Majestic radios and radio-phonographs are available in ten beautiful styles and sizes. Prices are ranged to suit every purse.

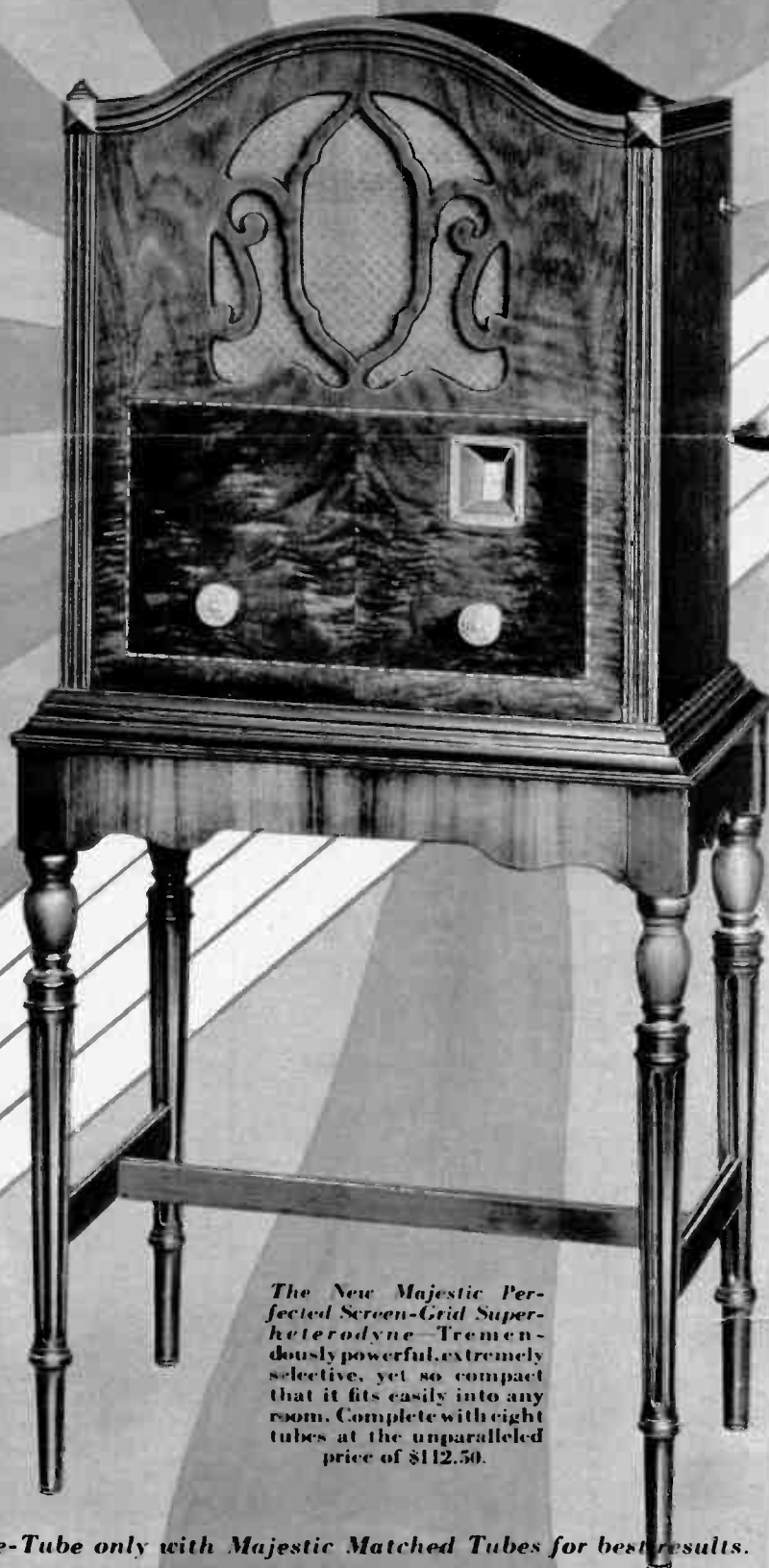


*Welcome the man who wears this Majestic ring. His knowledge of Majestic products and advice are yours without obligation.*

Come in today—see and hear these *Mighty Monarchs of the Air*, or phone us and a demonstration will be arranged.

Our easy payment plan enables you to have a Majestic in your home for *only a few cents a day*.

## Majestic RADIO



**MODEL 132**—Hepplewhite Period highboy cabinet in Walnut and Hawaiian Koa Wood. Antique bronze fittings. Includes new Super-Screen Grid chassis and new Super-Colatura Speaker. Price \$167.50.



**MODEL 131**—Hepplewhite Period cabinet in Walnut and imported Hawaiian Koa Wood. Antique bronze fittings. Includes new Super-Screen Grid chassis and new Majestic Super-Colatura Speaker. Price \$137.50.



**MODEL 130**—Sheraton Period cabinet in Walnut with matched Koa Walnut. Arched overlay moulding and recessed grill. Includes new Super-Screen Grid chassis and famous Majestic Colatura Speaker. Price \$117.50.

*The New Majestic Perfected Screen-Grid Superheterodyne—Tremendously powerful, extremely selective, yet so compact that it fits easily into any room. Complete with eight tubes at the unparalleled price of \$112.50.*

25-Cycle areas slightly higher  
All prices quoted above are less  
taxes.

**Majestic Receivers and Tubes are designed one for the other, therefore, Re-Tube only with Majestic Matched Tubes for best results.**