Research Board Gives Warning

[illegible]

... incentive to ... a regular profit which ... reward for good service, ... business system won't work

... has been too much haste ... Many corporations would have been better off to-day, ... in 1929 they had reduced prices instead of piling up profits, thus increasing the ability of the people to buy products

The American people are not going in for any violent revolution. Whatever changes they make, will be made by vote of the people. But ... business system is likely to last, unless it is content with moderate profits. It must see that the public and the wage-earners share in prosperity and attain a steady purchasing power that shall regularly absorb the products of our factories and farms

Smile, Mr. Taxpayer

[illegible]

... through innumerable services

Our country would be ... and lawless place with wrongs and injustices trampling us down were it not for the strong hand over us. The people of different sections and localities would be in constant conflict were they not forced to cooperate with some harmony by our national system. Our industrial development would be primitive and meager, had not a strong government encouraged and protected our progress.

Our taxes are no doubt much too high and should be reduced. Yet people could afford to pay much more rather than miss the protection they get. So cheer up, Mr. Taxpayer here in New York State figure out your return and pay your tax with a smile, if you are liable. And be thankful that you live in the best country in the world

This unusual air view shows how Radio City will dominate the midtown skyline of New York City when completed. Lower right—A corner of the mirror powder room in the International Music Hall. Mirror walls and ceilings facilitate the use of powder puff and lip stick. Lower left—Contributing to the luxurious note of the Mirror Powder Room—a Seam-Loc rug designed by Donald Deskey.

Radio City Show Houses Opened With Ceremony

Thousands of Visitors Find Home Comforts to Be Much in Evidence

NEW YORK CITY. The opening of Radio City's two new show houses took place during the past Christmas ... and was ... claimed by thousands of visitors. It represents the cumulation of years of planning by some of America's foremost architects and engineers.

Formally opened to the public on December 27th, Radio City Music Hall with a capacity of 6,200 is now the largest theatre in the world. The RKO-Roxy motion picture and ... theatre, having 3,700 seats, also is impressive in its ... and decoration.

Under the direction of the famous showman, "Roxy," Samuel L. Rothafel, many innovations are in evidence in the two theatres. It was Roxy's idea to ensure the utmost in comfort for patrons and this wish has been carried out to the tiniest detail, even the hard of hearing being provided for, with fifty-two chairs ... equipped with seat phones.

In spite of the luxurious note in evidence throughout the two theatres, decorations and interiors were installed with a practical eye to... long and continuous use. The chairs in both houses are covered with a mohair fabric known as Velmo whose rich sheen and depth of coloring give the chairs a most luxurious appearance, combined with a capacity for ... and hard wear.

Each chair has ... automatically ... seat and is equipped with a ... light for reading programs. ... contact with ... chief ... observation board shows the exact location of vacant chairs.

The art work of Radio City Music Hall has been executed entirely under the direction of Donald Deskey, the celebrated young interior decorator. He was assisted by a corps of American artists each striving his best to make his work truly representative of the planned conception of Radio City.

Mr. Deskey himself designed the Seam-Loc rug which is a feature of the ladies' powder room. The room is fourteen sided, having side walls and ceiling entirely of glass. Mirrors are mounted on each of the fourteen side walls. These mirrors were ingeniously utilized by Mr. Deskey in designing the rug which is two-toned, the background being a soft Munsell blue and the design being a powder blue. The rug, in its odd shape carries a plain 15-inch banded border, next comes a feature stripe ... four inches wide ... ture stripe ... dots alternating ... arrangement ... The center ... entirely ...

The design is to ... the various mirrors ... rich ... reflect ... forth making a very ... well as unusual effect.

Not only did Mr. Deskey ... cooperation of ... American artists in carrying out the ... uration plan but some of the ... most furniture, drapery ... interior decorating firms ... included ... their facilities to help the ... project. In the case of the Seam-Loc rug which was designed by Mr. Deskey for the Powder Room, ... C. Chase and Company ... installed the rug in the ... just nine days after Mr. Deskey placed the order.

This type of cooperation was everywhere in evidence from the laborer who helped break ground for the erection of the theatres to the artists themselves who worked night and day to complete their specific part of the job so that the two theatres would be opened to the public this year.

Where Billions of Coffee Beans Are Roasted to a Turn

By SARAH BLACKWELL
Coffee Service Institute

IF keep... a ... eye on the toaster while you do six other breakfast things at once is the bane of your existence, you can just be grateful that you don't have to roast coffee beans before you make the coffee. Don't say "absurd"—for just a few years ago your mother and your grandmother had to do just that. She bought green coffee and roasted it herself. There's no denying she had freshly roasted coffee, but what a roast! It was just as easy for her to burn coffee as ... is for you to burn toast. For ... coffee is a highly technical ... into some of whose mysteries I was introduced by Mr. E. J. Dent of the Great Atlantic & Pacific Tea Company when I visited the Brooklyn plant he manages, which by the way, is the largest coffee roasting plant in the world. It is located in New York harbor, in the shadow of the famous Brooklyn Bridge. This plant is easily accessible to the ships coming in from South America laden with their green coffee cargo. Here millions of pounds of different kinds of green coffees are received every month to be mixed into three different blends, cleaned and roasted before they go to the grocers' shelves.

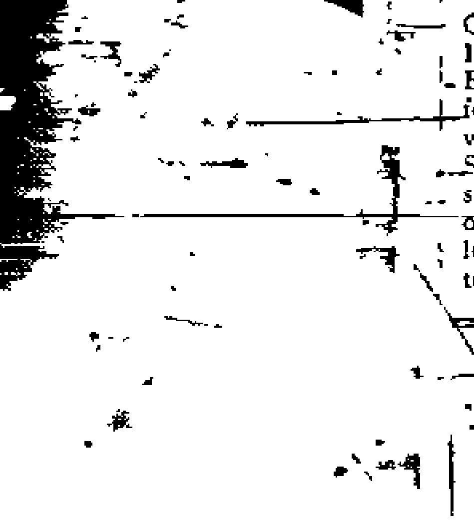
Mr. Dent, a big, broad shouldered gentleman, looks well fed and even admits that he enjoys his food. Probably this accounts for his success in the coffee business for the minute you step into his plant the tantalizing aroma just makes you know that a cup of coffee with a fragrance like that would make any food in the world taste good.

"To get exactly the same degree of roast in every pound of coffee day after day without variation is one of the greatest problems of the coffee roasting industry," says Mr. Dent. "If coffee is under roasted or over roasted there is a noticeable change in flavor so that expert coffee tasters must sample every roast to be sure that the flavor of each coffee blend never varies.

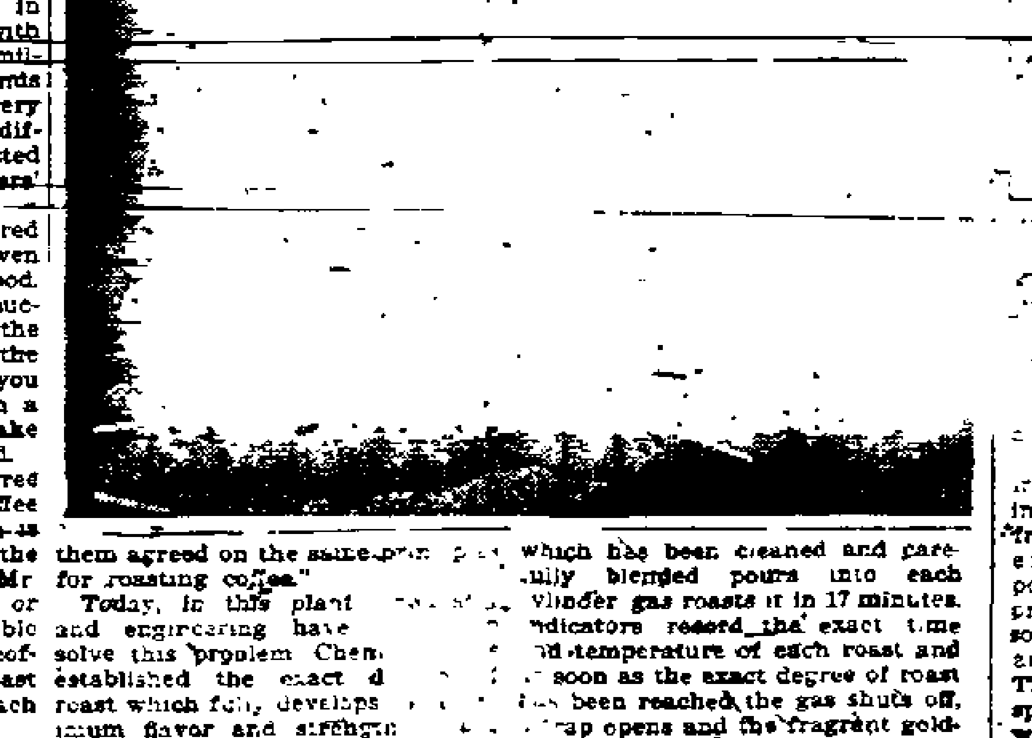
"Not so long ago the degree of roast the coffee received was determined by the men in charge of the roasting cylinders. Just as housewives of an earlier day who cooked without clock or thermometer had ... with their ... one day and ... another ... depending on sight and ... to tell them when the coffee was done found that their results often varied. On a dark day the color of the coffee appeared different than it did on a bright day and if the man didn't feel well or had a cold, his sense of smell was not as keen as on other days. In studying the methods of seven different men for determining a roast, it was discovered that no two of them agreed on the same ... for roasting coffee."

Today, in this plant ... and engineering have ... solve this problem. Chemistry established the exact degree of roast which fully develops maximum flavor and strength ... coffee while engineering developed the instruments which control both heat and machinery so that the coffee can be roasted automatically to the same degree day after day. With the turn of a switch ... automatic ... ders ... day a ... in the ... plant is begun. ... hundred pounds of green coffee ... which has been cleaned and carefully blended pours into each cylinder. Gas roasts it in 17 minutes. Indicators record the exact time and temperature of each roast and as soon as the exact degree of roast has been reached the gas shuts off, a trap opens and the fragrant golden brown coffee beans pour out into the cooling pan. When the last bean ... the trap closes and the gas ... on again and a new batch in ... roast. An agitator whirls ... the coffee in the cooling ... trap opens from it and the roasted coffee ... in the packing ... and white ... shelves.

SCIENTIFIC CONTROL



At right—Chemistry has established the exact degree of roast which fully develops maximum flavor and strength in coffee.



Below—Engineering has developed the instruments which control heat and machinery so coffee can be roasted automatically to same degree day after day.

Coolidge's Career

Tributes to the personality of the personality of Calvin Coolidge rose from every quarter of the land, regardless of political association. Something in this quiet man out of the granite hills of Vermont made a profound appeal. Yet he lacked certain qualities of gracious suavity through which men ordinarily rise in politics. Some said he had a forbidding exterior. What were the qualities that enabled him to reach to this high pinnacle, in spite of handicaps?

He had an amazingly keen political sense. A quiet man, his mouth was usually closed, but his eyes and ears were open very wide. He originated from the common people, he knew their struggles, and could guess what they would say. He made few political mistakes.

He was always reading, always learning. Issues might seem new and unfamiliar to most people, but he had traveled all around them, looking at them from all sides. He had a passion for the facts on which good judgment is based. He had a strong faith in the power of natural forces to work out solutions of problems. Some say he was too often inactive in the face of such problems. But as many doctors will say that the power that cures their patients is primarily the forces of nature, and that medicines are secondary, so Mr. Coolidge did not believe in overdosing the country with remedies.

His career shows the value of prolonged political experience. City councilman, city solicitor, city ..., representative to the legislature, ... state senator, lieutenant governor, governor, vice-president, president. Every job preparing for the one next up. Young ... start at the bottom ... how ... gradual ...

... farewell to this ... with a sad ... agree with ... that in an age ... deals this man was ... trusted him and ...

When To Fertilize Grapes For Profit

Fertilizers, particularly nitrogenous fertilizers, increased the yield, stimulated wood growth, and improved the quality of the fruit in a 10-year test with grapes made by Prof. F. E. Gladwin, horticulturist in charge of the Vineyard Laboratory maintained at Fredonia, N. Y., by the State Experiment Station. Comparisons were made of complete fertilizers and of various combinations of nitrogen, potassium and phosphorus. Wherever fertilizers were used marked benefits were observed, although nitrogen proved the most helpful of the three elements, says Prof. Gladwin.

A brief summary of the experiments appears in Station Circular No. 85 under the title of "Commercial Fertilizers for Grapes." A copy of this circular will be supplied free of charge upon request to the Station at Geneva.

"Nitrogen not only affects favorably the growth of wood, but also increased the fruit and gave larger berries and clusters," says Prof. Gladwin in commenting on the experiments. "Phosphorus and potassium increased the production of wood and fruit, but did not influence the quality of the fruit to the same extent as did nitrogen. Potassium caused earlier ripening of the foliage than did the other elements.

"The chief suggestion to be made from our tests is that before applying fertilizers to vineyards, one first look to the proper drainage of the vineyard, to its cultivation, to protection from insects and diseases, and to proper pruning. If, after this the production of the vines is still unsatisfactory a fertilizer high in nitrogen may be profitably applied."

An Apple a Day

New ... a year ... dishes ... of a ... of ... demand. ... situation ... recipes which will appear in each issue of this paper—cut them out for future reference.

APPLE SHERBET

- 4 cups apple juice
- 1¾ cups sugar
- ½ cup lemon juice
- 1 cup sour cream, whipped
- 1 cup water

Boil sugar and water 10 minutes. When this has cooled, add the apple and the lemon juice, and freeze to a mush. Add the whipped cream, and continue freezing.

These recipes are compiled by the experts of the New York State College of Home Economics, at Cornell University, Ithaca and others, and are made available through Consumers Information Service of the New York State Department of Agriculture and Markets.

In the old days, plumed knights rode around redressing wrongs, but now we have only plug hatted statesmen for that job.

Eating turkey all right, but it will take more talking turkey to solve our troubles.

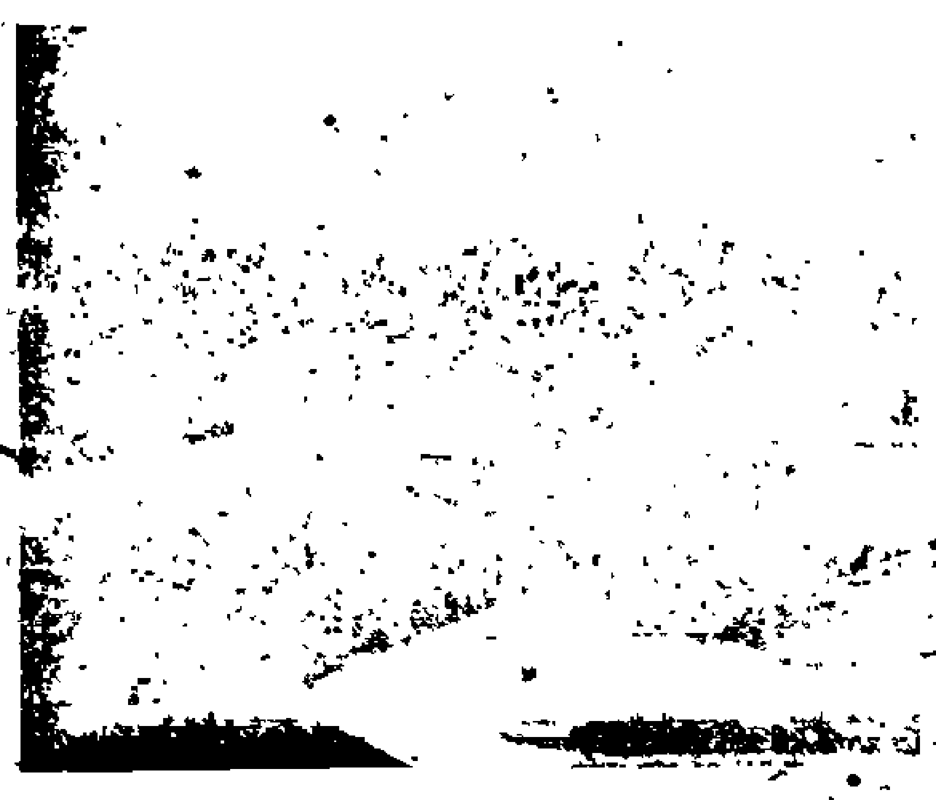
Long Winter Evenings

... do you do with your long ... evenings? Do you like ... devote ... to shows, dances, sports ...? Or do you learn something you need to know?

In former days the long winter evenings were considered a time for ... reading and study. People gathered in little groups under the living room lamp, and someone read aloud the works of famous authors. When the long winter had passed, these folks knew more about ... and life. They were fitted for a larger place in the world.

We need our hours of fun and amusement. But time for self improvement should not be omitted. It is a good time to read the newspapers more thoroughly. Less money and time for sporting life, and more for newspapers and magazines and you will be better able to cope with modern life. People who do big things in the world and the ... for their achievements in quiet evenings under the home lamp.

No More Ink Stained Fingers



There was a time when an ink bottle was just ... to be avoided and hidden away when not in use. But ... the largest ink companies in the country has perfected a ... which is actually attractive. This bottle has emerged ... ink and silver bottle in the modern manner with leak proof screw cap and concealed threading. And it is not only better looking, but more practical. Its wide mouth permits easy filling or dipping without soiling the fingers. And its smart design makes it thoroughly at home amid the smartest desk appointments. Best of all, it's there, right in front of you, when you need it.

Let's Have Sandwiches!

By JOSEPHINE GIBSON
Director, Heinz Food Institute

MOTHERS everywhere find sandwiches extremely practical for the children's school lunch, whether the lunch is carried or eaten at ... They do not find it easy, however, to plan the variety necessary ... monotony. This is especially true where sandwiches must be ... the winter through, yet it is essential to keep the lunch interest... variation in sandwiches need not be in fillings, the breadstuffs ... should be changed frequently. Rye, whole-wheat, and raisin bread; ... rolls, white and graham, will do much to make sandwiches different. When served at home, fillings should often be hot—such as creamed ..., or fish—as this is an excellent method of assuring your child a good portion of his day's milk requirement. Here are suggestions for sandwiches for the packed lunch and others for the home lunch. All are excellent and easily prepared.

Hard Cooked Egg and Ketchup Sandwiches—Combine 6 hard cooked, chopped eggs with enough Tomato Ketchup to moisten and 1 teaspoon Prepared Mustard, ½ teaspoon Worcestershire Sauce, salt and pepper to season and a few drops onion juice. Spread between slices of buttered bread. For the packed lunch, wrap each sandwich in waxed paper.

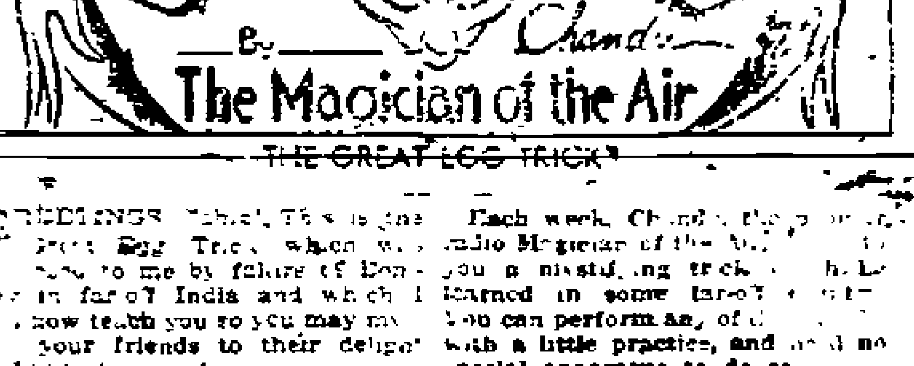
Peanut Butter, Bacon and Pickle Sandwiches—Fry 4 slices bacon until crisp, chop finely and add to ½ cup Peanut Butter and 3 tablespoons India Relish. Spread between slices of buttered bread, using in each sandwich lettuce, if available. These may be either plain or toasted.

Salmon Piquant Sandwiches—Combine the drained contents of 1-16 oz. can of salmon, 1 tablespoon Evaporated Horseradish (soaked for 5 minutes in 2 teaspoons cold water), 4 tablespoons Mayonnaise Salad Dressing and ... teaspoon salt. Spread between buttered slices of white bread with a leaf of crisp lettuce. This is also delicious when toasted.

Peanut Butter and Chili Sauce Sandwiches—Blend ½ cup Peanut Butter and 4 tablespoons Chili Sauce, and spread between thin slices of buttered whole wheat bread.

Creamed Tuna Fish Sandwiches—Open 1 can (1 cup) tuna fish and steam over hot water until heated. Melt 2 tablespoons butter in a saucepan, add 2 tablespoons flour and ½ teaspoon salt, then gradually add 1½ cups milk. Cook until thick, then add 3 tablespoons Preserved Sweet Gherkins, chopped, and a dash of Worcestershire Sauce. Spread a slice of buttered toast with a layer of the fish. Cover with the sauce; add a second slice of toast and more fish and sauce. Garnish with paprika and slices of pickle, if desired.

Boston Bean Sandwich—Drain 1 medium can Oven-Baked Beans (Boston Style) and mash until entirely free from lumps. Add ½ teaspoon salt and 4 chopped Preserved Sweet Gherkins. Add just enough Mayonnaise Salad Dressing to make a smooth paste and spread between buttered slices of Boston brown bread or whole wheat bread. Lettuce may be used if desired.

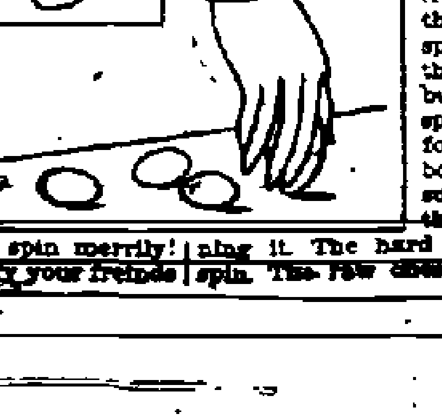


THE GREAT EGG TRICK

GREETINGS ... This is the Great Egg Trick, which was ... to me by fakirs of ... in far-off India and which I now teach you so you may mystify your friends to their delight and entertainment.

A party of tourists were watching a fakir perform on a sidewalk in Bombay. Placing ... eggs in front of him, he exclaimed "A pearl of great price to the person who can make an egg spin!" They all tried to spin the eggs which he had placed before them but they could not. Then he leaned forward, passed his hand over an egg, and pushed it gently with his fingers causing it to spin merrily!

You, too, can mystify your friends ...



Each week, Chandu, the ... radio Magician of the Air ... you a mystifying trick ... learned in some far-off ... You can perform any of ... with a little practice, and need no special apparatus to do so.

... this Great Egg Trick ... Chandu the Magician of the Air ... Secure a hard boiled egg before hand and conceal it in your sleeve. Then place several raw eggs in front of your friends, asking them to try to spin them. While their attention is busy with the spinning, bring forth the hard boiled egg and substitute it for the raw one, spinning it. The hard boiled egg will spin. The raw ones will not.