



**'Mighty Monarch
of the Air'**

The New Majestic RADIO

THERE STILL ARE PIONEERS

... and Majestic Has Always Blazed the Way for Doing
What Others Said "Couldn't Be Done"!

There still are pioneers. The dreams of yesterday are the accomplished facts of today . . . and the established practices of tomorrow.

When Majestic first announced its intention of producing and selling 6,000 complete QUALITY radio receivers per day at prices heretofore undreamed of, immediately from a thousand throats a chorus swelled: "It Can't Be done."

Yet Majestic did it . . . and, strange to say, those very ones who said "It Can't Be done" are today TRYING TO DO IT.

This is the reward of the Pioneer, the inventive spirit, the genius . . . first doubt and ridicule, and then the mad rush to pay him homage by accepting and emulating, as nearly as possible, the solid accomplishments he has fashioned from his dreams.

As with the individual, so with a business. And Majestic, especially, has paid the price as well as received the rewards of being a pioneer.

When Majestic recently announced price reductions, placing its radio receivers within the reach of the humblest purse, again its pioneering spirit was put to the acid test of detraction and comparison.

Again the critics will tell you "It Can't Be Done." Yet MAJESTIC IS DOING IT, because of peculiar facilities and abilities which no other company can equal.

Here, then, the game of "follow the leader" must halt. And halting calls for explanations.

All manufacturers cannot reduce prices, of course. They have not the facilities and tremendous production, the large purchasing power, the ability to manufacture entirely from raw materials, that Majestic has. And hats off to them for their courage and frankness in stating that lower prices are impossible for them!

On the other hand, take with a grain of salt the advertisement which attempts to bolster up the non-reduction of prices by intimating that other companies who CAN reduce prices are doing so "to get rid of old models" . . . "because of overstocked conditions" or for a multitude of other reasons which exist only in some one's imagination.

Majestic has no "over-production" because, manufacturing from raw materials, there is no occasion for guesswork . . . no heavy advance buying of parts . . . which the average manufacturer must contract for and store, perhaps only to "junk" later on as unused surplus.

For the same economic reasons Majestic is never confronted with the spectre of "left-over" models.

Majestic plants are operating daily, and Majestic dealers are receiving daily new Majestics of the same high standard of perfection that Majestic has always maintained, and always will maintain . . . now and forever. Majestic plants will operate because the public will have it so. The public has placed its unqualified stamp of approval on Majestic's ability to make the greatest radio values that the world has ever seen, become STILL GREATER VALUES.

MAJESTIC—Mighty Monarch Of The Air

Grigsby-Grunow Company, Chicago, U. S. A.

World's Largest Manufacturers of Complete Radio Receivers.

PENDLETON'S MUSIC STORE

23 YEARS IN THE MUSIC BUSINESS

SERVICE WITH SALES.

