

"MISS MAJESTIC" CONTEST

opens at

FOX ELSINORE

with

GRETA GARBO

in

"The SINGLE STANDARD"

RADIO BRINGS BIG BUSINESS

Story of Sweet Gum and Its Leap From Obscurity is Unusual One

Here is the story of sweet gum and its leap from obscurity to fame.

Several years ago cabinet makers for the radio corporations were seeking a wood possessing a fine, artistic grain, one that would take a good finish, and one that could be obtained in quantities sufficient to supply the demand for radio cabinets. Walnut, oak and other woods were comparatively scarce. Besides they were hard to work. Furthermore, they were heavy. So cabinet makers, by chance, turned to the formerly invaluable sweet gum of Texas and then quit looking.

For the sweet gum filled the bill. It had the close, fine grain. It could be finished to harmonize with almost any type of furniture. It was easily worked. It was abundant. Thus was born a new branch of an industry in southeast Texas—the manufacture of radio cabinets.

Such is the volume of this business that material for cabinets valued at approximately \$1,500,000 yearly is turned out by the Kirby Lumber company hardwood mills. The industry provided work for about 45 men in each of the mills. It made necessary the purchase of new machinery costing at rough estimates, more than \$100,000. It boosted the price of gum from way down at the bottom of the list to a place up near the top. And it provided a new outlet for a product hitherto unknown in the industrial world.

The Grigsby-Grunow company of Chicago, manufacturer of the Majestic radio, has a contract with the Kirby company whereby the radio factory takes material for about 12,500 cabinets weekly.

Kiln dried, finished parts, each cut exactly to size and ready for assembling, sanding and staining are shipped in carload lots each with big gum logs, from the Neches river, come into the mills. There they are sawed into boards to be worked. Passing through the straight-line rip saw machines, they are made into the thin planks and pieces. They go then through ordinary planers, which give them a smooth, finished surface. The equalizer takes a certain length, true to a thousandth part of an inch.

All this takes place after the rough boards are kiln dried, to bring the moisture content down to about 5 per cent. This kiln drying is an important part of the procedure, because if gum dries too slowly and unevenly, it comes out with a beautiful, soft texture, and has a close grain. It is favored. After the equalizer gets through with the pieces, they go into a planer which leaves every board set plane surface so they get to the mill. They are cut to mortise and tenon and glued together, sandpapered some, stained and varnished and a radio set installed.

Lumber estimators say there is enough gum in the swamps of southeast Texas to supply the trade with radio cabinet parts for many years to come.

Each cabinet is composed of 12 to 14 items, that is, that many sizes of lumber, and of each size there are from one to eight pieces.

Thus is the advance of gum from boxwood to fine cabinet material. Thus a heretofore common-

Dow Gives Theatre for Miss Majestic



Left to right: Frank Litweller, Imperial Furniture Co.; George H. Todd, C. E. Vibbert of Vibbert & Todd; C. A. Sprague, publisher Oregon Statesman; D. E. Dow, manager Elsinore Theatre, Ward W. Robinson, Oregon representative Grigsby Grunow Co.

Red Headed Troubador Directs Broadcasting

What happens to a red-headed troubadour when he settles down in a New York office? For example, radio's first and most famous troubadour, Wendell Hall, "The Red-Headed Music Maker," Wendell, as director of broadcasting for the Grigsby-Grunow company, is now fortified daily behind a big desk in the Majestic Broadcasting offices at 33 West 42nd street, New York City. From this position he looks out upon a world of listeners—in imagination—and endeavors to interpret their program wishes through the thousands of letters which pour in from all over the North American continent. Wendell encounters another world—in reality—when the ambitious artists form their diurnal parade in the hope of obtaining an engagement for the coveted "Majestic Theater of the Air" program.

When Wendell came to New York just a little over five months ago he started to build up an organization which would enable him to produce and attend to the business details of an international program which he had already determined should be completely individual and outstanding. For a short while, he tried

place wood becomes a fashion, a valuable material to serve an important destiny. It serves not only a few, but goes into homes of rich and poor alike, for beautiful cabinets can be built of gum at surprisingly low prices, available for everybody who wants a radio. And the time is forseen, in the future, by lumbermen, when many more radio factories will depend on southeast Texas sweet gum for the cabinets to hold the equipment for picking entertainment out of the air.

to do most of the work himself with the help of two stenographers, but soon the Grigsby-Grunow company recognized the necessity of providing additional help. His present office now employs three secretaries and an energetic young assistant, Henry P. Hayward. And besides this, a corps of ten girls in the Chicago offices answer fan mail and see to the distribution of Majestic's popular magazine, "The Voice of the Air." Wendell's photograph and special contest prizes, etc. It is interesting to note that with the growth of radio, it now takes a corps of 15 people to efficiently operate an international network. Many large, individual stations operate with a smaller force than this.

One detail of program production which has received concentrated attention from Wendell Hall is the "Dress Rehearsal." As every radio listener will surmise, a dress rehearsal does not imply a preparatory performance in costume. There are no costumes in the broadcasting studio. And as for that, most studios are so warm that all the men go without their coats, especially in summer. A radio dress rehearsal is a performance meant to be an exact model of the actual performance: the air. It entails the necessity of including all announcements—commercial and continuity—exact timing of each number, of each 15-minute period, of the entire program rehearsed without a break.

If the performance is scheduled to run an hour, as does the Majestic hour, and the dress rehearsal consumes 63 minutes, then about five minutes must be eliminated to guarantee a production within the allotted 60 minutes. Most invariably singers slow down slightly on songs when they are actually broadcasting. On a three-

minute number, one Majestic entertainer, in the evening program, slowed down to the extent of adding an additional 45 seconds to that song alone. Wendell soon convinced all Majestic performers that the only way to guarantee a well-timed performance was to go through a complete dress rehearsal. In the early part of the afternoon rehearsal, orchestra and soloists go over separate numbers, and at exactly 4:30 the dress rehearsal begins.

Equally interesting and important to Hall are "auditions." Every Friday afternoon Wendell goes to the Columbia Broadcasting system offices, and by special appointment, listens to talent that may or may not be talented. The audition method is simple: Wendell sits in the control room with an operator who has "tuned in on the mike." This brings sound in the studio to the loud speaker, but does not send it over the wires to the broadcasting station which is many miles away. One by one the performers go through their acts—and then await the verdict.

SNOW REPORTED

PENDLETON, Ore., Oct. 30.—(AP)—Snow was reported in the Toll Gate section of the Umatilla national forest last night. The mercury dropped to 25 degrees here.

NEWSPAPES IS BEST MEDIUM

Still Has Advertising Advantages Over Radio, Says W. C. Grunow

Despite the development of radio and other media of advertising, according to the newspaper, continues to offer the best form of advertising for products of the radio industry. William C. Grunow, vice president of the Grigsby-Grunow company, Chicago.

"In placing the Majestic radio on the market our organization utilized every recognized form of advertising and today we are convinced that we owe to newspapers the tremendous success which our product has met," said Mr. Grunow. "Not only have newspapers occupied a position of economic necessity in carrying the constantly changing message of good radio to millions of readers, but their use as an advertising medium by the Grigsby-Grunow company has so materially aided in establishing a constantly increasing demand for our product as to enable us and others to make better radio receiving sets at prices which three years ago would have been scorned by the industry."

"All of the other forms of advertising which we used were predated upon newspaper campaigns. It was absolutely necessary that the daily press be utilized in order to make effective such other sales media which we used."

"We estimate fully 75 per cent of the million users of Majestic radio today first were reached and sold on the merits of our product through the extended newspaper campaigns which we have used and which we shall continue to use."

Mr. Grunow outlined the following reasons for the efficiency of newspapers advertising:

"Newspaper advertising reaches effectively and at the lowest net cost the greatest number of people who can purchase our product. Newspapers, with their great influence, not only cover our markets geographically, city and country, but also reach every class of buyer from those possessing the lowest to those having the greatest buying power."

"Our experience has proved conclusively that newspapers are more responsible for the sale of type merchandise than all other types of media which are used to supplement newspaper campaigns."

"Newspapers are semi-public utilities. They are close to their communities and their columns are invaluable to manufacturers with products every family should know and own."

"Newspaper advertising is constant. Because of the regularity with which it reaches a given number of people every day its value in sales promotion can be checked definitely and dealer cooperation in relation to advertising likewise can be set down in dollars and cents."

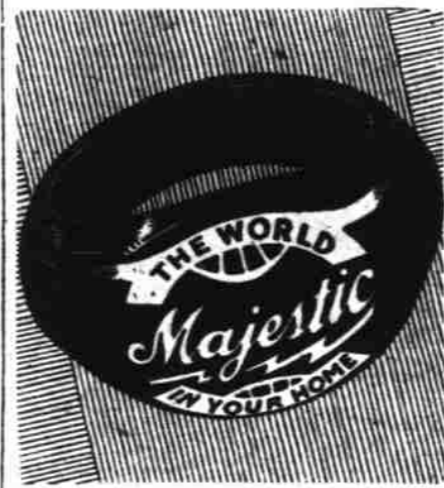
Heads Opening Bill



Greta Garbo and Nils Asther in "The Single Standard."

MAJESTIC EXPERTS WEAR SIGNET RINGS

Back in the days of King Arthur and his Round Table, the king always provided his courtiers



with a special ring, the design of which was limited to use by his highness, as a positive identification of his representative and the authenticity of the message delivered. The value of this ancient custom has been recognized by Grigsby-Grunow company, manufacturer of that latest miracle of science—Majestic radio—in its efforts to effectively tell Queen Mrs. American Housewife of the dependable performance and beautiful tone qualities of Majestic's current models.

Early in September the entire country will be apprised of the design of the ring to be worn by the "Mighty Monarch's" good will courtiers, so that women the country over can feel absolutely safe in opening their doors to the Majestic representative for a few minutes discussion of radio reception and to learn the remarkable superiorities of 1930 power detection, dynamic speaker radio over the old battery-powered, horn-equipped radio still used in millions of homes.

This ring, the band of which is of polished black ebony, carries the Majestic trade-mark. "The

World in Your Home," in silver against a deep black background. It is dignified, tasteful and worthy as an identification of the bearer of Majestic's message. Dealers have been carefully trained as to selection of the type of men whom they will employ to make these calls and Queen Mrs. American Housewife can feel assured that the Majestic representative is courteous, a gentleman and looking for information just as much as to talk about Majestic's qualities that are selling 5000 sets every day.

GRETA GARBO WILL HEAD CONTEST BILL

Those film fans who have been waiting breathlessly for another picture with Greta Garbo and Nils Asther romantically paired will be amply repaid in "The Single Standard" which opens the Majestic Radio "Miss Majestic" contest period tomorrow.

Miss Garbo gives the finest performance of her career in this highly romantic tale with musical and sound synchronization adapted from Adela Rogers St. John's sensational novel.

The stars are supported by a cast of notables including John Mack Brown, Dorothy Sebastian, Kathlyn Williams and the aged star Zeffie Tilbury.

Fanchon and Marco's "Drapes Idea" will be the stage attraction

TRIP TO BE PRIZE IN LOCAL CONTEST

(Continued from Page 1.)

single, between the ages of 13 and 30 are eligible to enter. The contest opens Friday, November 1st, and closes Wednesday, November 27th at 9 p. m. On the following Friday the prize awards will be presented from the stage of the Fox Elsinore theatre. Votes will be given for coupons clipped from the daily Statesman, for those given with each ticket of admission to the Elsinore theatre, when asked for and for the sale of Majestic radios. Contestants need only to turn in names of persons whom they think might be interested in a late model radio receiver.

Five fine prizes have been arranged by the local sponsors as follows. First, trip to Los Angeles and Hollywood on the Cascade Limited train of the Southern Pacific Co., with side trips and personally conducted tours through the Hollywood studios; second, a \$189 model of the Majestic all electric radio; third, fourth, and fifth, annual passes to the Fox Elsinore theatre. The winner will be declared by the greatest number of votes obtained during the four weeks of the contest. Progress of the contestants will be reported regularly in the Statesman.

For entry into the contest one merely has to fill in the nomination coupon appearing in this paper and take it to the Vibbert & Todd Co., or Imperial Furniture Co. by either of whom the girl will be sponsored. Details will be presented by the Statesman or can be obtained from either of the above dealers. Girls who are interested should apply for definite information now so as to be in the race early.

PRUNES GOING TO PACKING PLANTS

SUNNYSIDE, October 30.—

Prune harvest is finished at last in this vicinity, and everyone is happy over the good crop, wonderful yield and splendid price. The hauling of prunes to the different packing plants is under way with trucks loaded to full capacity.

Mrs. W. S. Chandler has been quite ill at her home, but is reported improved now.

to usher in the "Miss Majestic" contest.

You May Be Miss Majestic!

Salem Young Ladies

We invite you to make entry into the Miss Majestic Contest through our store where you will find courteous radio salesmen of experience anxious to help you.

Make us Miss Majestic headquarters for yourself and friends. We shall be glad to give any further information on this wonderful contest.

Are You Miss Majestic?

GIRLS OF SALEM

We invite you to enter the Miss Majestic Contest through our store and to make this firm Miss Majestic headquarters for yourself and friends.

Our radio department is composed of specially trained salesmen who will be at your command. Should you wish further information on the Miss Majestic Contest come in.

VIBBERT & TODD

RADIO STORE

THINGS ELECTRICAL

143 N. High

Ferry and High

Imperial Furniture Co., Inc.

467 Court St.

Phone 1142

Kennell-Ellis Studios

Oregon Bldg.