



*With*

*The RIGHT Coverage*

COLUMBIA *Coast to Coast* NETWORK  
*every Tuesday and Thursday*

*The RIGHT Time*

10:30 P.M. *Eastern Standard Time*

9:30 P.M. *Central Standard Time*

8:30 P.M. *Mountain Time . . . .*

7:30 P.M. *Pacific Time . . . .*

*The RIGHT Talent*

*A Smashing Program of*

**ALL STAR**

**RADIO ENTERTAINMENT**

**HORACE HEIDT**

*and HIS*

**BRIGADIERS**





*Horace Heidt and his  
Brigadiers  
Will Sell*

**YOUR SERVICES**  
*to*  
**YOUR BEST PROSPECTS**

●

**M**EEET Horace Heidt who directs his rhythmic "Brigadiers" and a chorus of forty trained voices on Alemite's smashing program of radio entertainment which is now being broadcast every Tuesday and Thursday evening (10:30 E.S.T.) over the Columbia Coast-to-Coast network!

This top notch group of artists has played and sung its way to international fame, having in the past four years entertained record breaking crowds on not only this continent but also abroad. Director Heidt and his band of joy producers were the "hit of the season" at Monte Carlo, Nice and Vienna.

With a smart, fast-stepping broadcast of the type and variety which national surveys prove are the best liked by the greatest number of radio listeners, the Alemite Program is bound to attract a large radio audience wherever there are receiving sets. This broadcast will be heard twice weekly for a period of 42 consecutive weeks over the 52 stations which comprise the Columbia

Coast-to-Coast chain. Moreover, it will be heard at an hour—10:30 P.M. (Eastern Standard Time), 9:30 P.M. (Central Standard Time), 8:30 P.M. (Mountain Time), 7:30 P.M. (Pacific Time) when, surveys show, the greatest number of persons listen to radios.

Naturally those dealers who identify themselves most closely with this sensational advertising program, which Alemite has launched for the benefit of its dealers, have an opportunity to profit from lubrication to an extent exceeding the achievements of all but the most outstandingly successful dealers in the past four years.

## **\$1,000 and Other Valuable Prizes For Just a Name**

The Alemite radio program is not only spiced with delightful entertainment but also with interesting, live commercials which are far different from the usual trite announcements. Avoiding lengthy dissertation as well as the pitfalls of monotony the program not only attracts listeners but also keeps them tuned in throughout the full period of the broadcast.

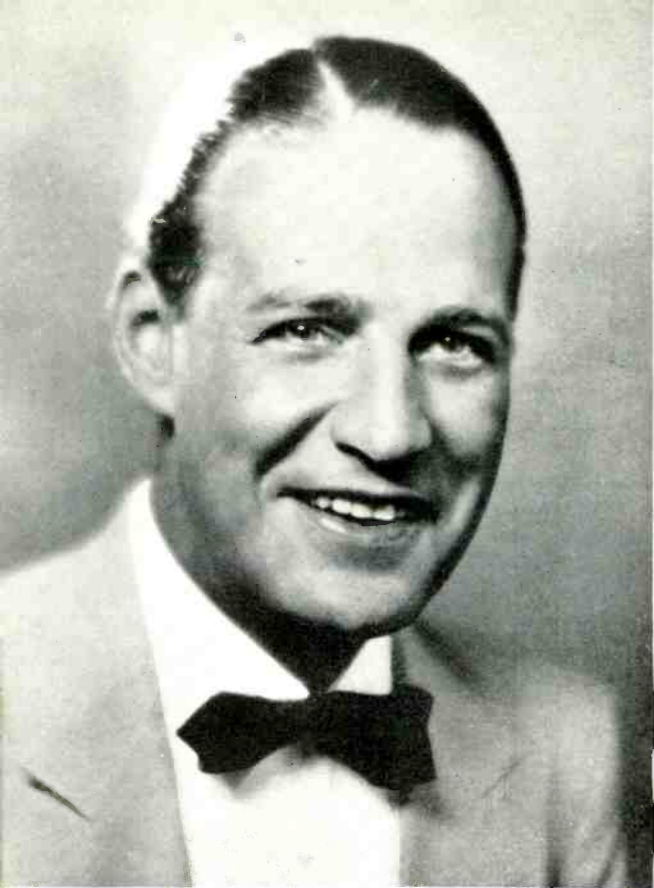
To build and hold an audience throughout successive broadcasts and create specific interest in Alemite dealer service the programs are featuring a series of prize contests. These contests are novel, with variety and rewards sufficient to evoke extensive interest in Alemite lubrication service. They are nation-wide and featured not only on the broadcasts but also in full-page color ads in *The Saturday Evening Post*.

The first big contest opened with an announcement of the Alemite radio program of March 12, and until April 6, when the entry list was closed, succeeding broadcasts developed and sustained wide-spread interest in the contest. 116,133 entries had been received up to April 5. On March 23, a page color ad in *The Saturday Evening Post* brought further attention to this Alemite feature. As a result car owners everywhere began to investigate Alemite "Temprite," to find out their merits and their importance to safe, efficient and economical motoring.

The quality of the names submitted proves that motorists actually are finding out the facts about Alemite Temprite Lubricants, and such thorough investigations cannot help but substantially increase Alemite sales for dealers who have stocked these lubricants which afford "200% more protection against wear and repair." This first contest has given the contest series a good start, with the obvious conclusion that the series is bound to be a success in selling Alemite Service.

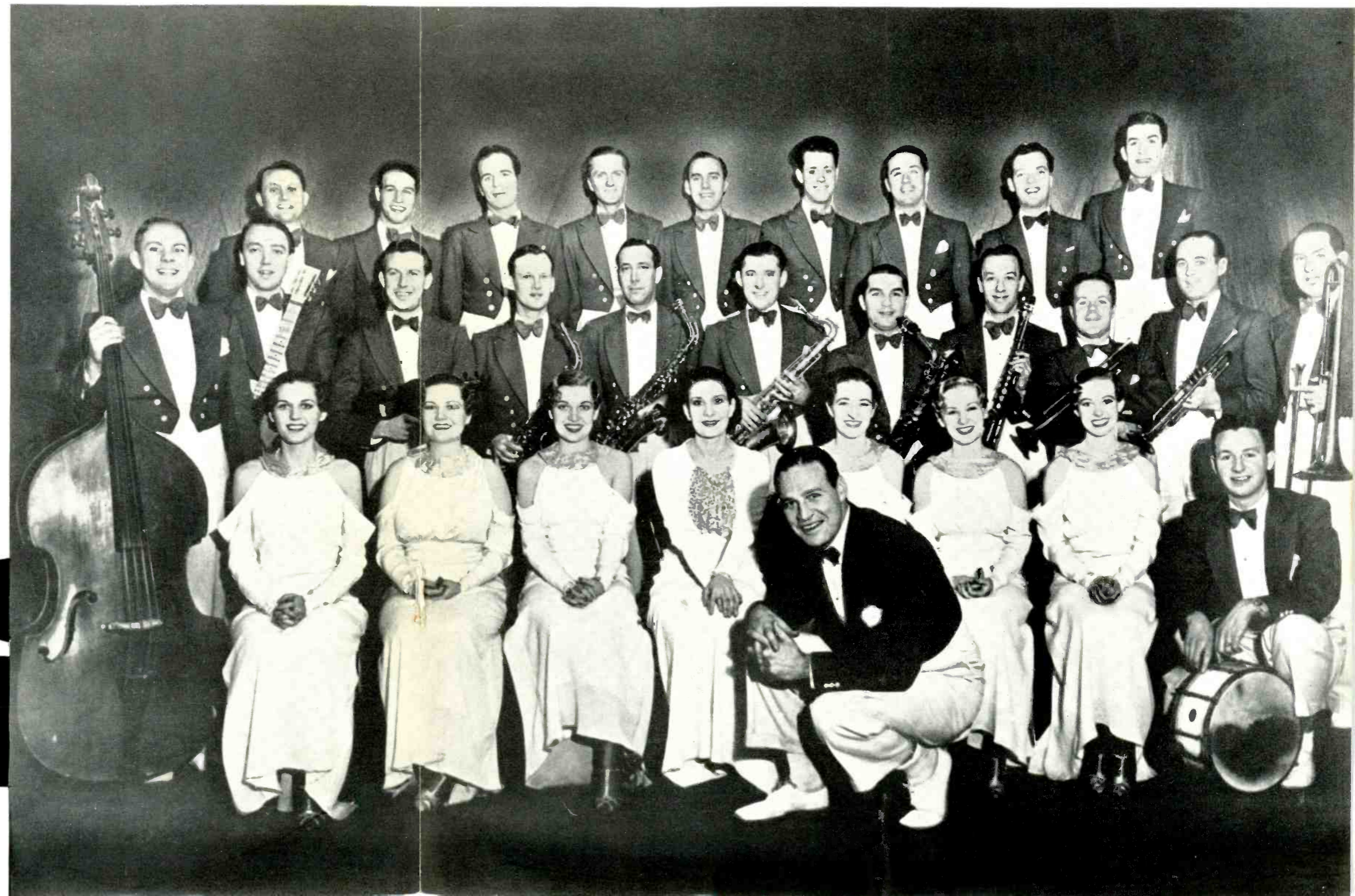
Alemite is now filling the radio waves with seasonal information on Summer Gear Lubricants, and on April 23, the broadcast will carry an announcement of the second big "naming" contest. It will run from April 23 to May 6, will be featured in a page color ad in *The Saturday Evening Post* of May 4 (out April 30) and will build up nation-wide interest in Alemite High Speed Motor Oil, with an offer of \$1,000 in cash as a first prize and 104 other valuable prizes.

To win any prize in this contest it is necessary only to submit a name which the judges select as a prize winner. The judges are: John L. Jenkins, Automobile Editor of the *Chicago Daily News* and Professor Lloyd D. Herrold of Northwestern University and Staff. The contest is absolutely free. Nothing to buy—no sales slips or labels to send in.



# *Horace Heidt* *and* HIS BRIGADIERS

**H**ORACE HEIDT and his "Brigadiers" are making the Alemite Tuesday and Thursday night broadcasts outstanding contributions to radio entertainment. Over the 52-station Columbia network the "Heidt Brigade" has charged into the air lanes with merry spontaneity and pep which is selling Alemite service from coast-to-coast—from border-to-border. ¶ As master of ceremonies for his "Brigadiers," Horace Heidt has a band-box full of entertainment to zip through thousands of loud speakers into the homes of American motorists. A magnificent chorus of voices trained to the acme of harmonious song; a wide variety of star soloists; an orchestra which has brought back from Nice, Vienna, Monte Carlo all the modern, colorful twists and turns of European music rendition to supplement the "Brigadier" style already so popular in America—that means a radio program packed with life and up-to-the-minute entertainment which is building a vast audience of enthusiastic Alemite fans. ¶ For car owners of America it's Attention!—every Tuesday and Thursday night—10.30 E.S.T., 9:30 C.S.T., 8:30 M.T., 7:30 P.T.



*This* **NEW BLOOD** *in*  
**ALEMITE ADVERTISING**  
*will Create Customers for you*

**PRE-SOLD**

*on the*

**NEW**

**ALEMITE LUBRICANTS**

•

# ANNOUNCING

*A Complete Line  
of Sensational Lubricants*

## ALEMITE TEMPRITE



**A**GA N Alemite leads the way in introducing a revolutionary and complete new series of lubricants—specifically designed to withstand the terrific strains and loads of today's powerful, high-speed motor cars! They are the **only** lubricants which have these fundamental characteristics:

1. **ALEMITE QUALITY:** Alemite Temprite Lubricants retain the same uniformity in quality of basic ingredients and the same freedom from harmful alkalis and fillers that have always characterized Alemite Lubricants.

2. **NON-CORROSIVE EXTREME-PRESSURE ELEMENT:** By a secret process an extreme-pressure element has been added to give these lubricants greater lubricating power under **extremes** of heat, cold and **PRESSURE**. They are "engineered" to withstand at all times and under all conditions the terrific strains and loads put upon modern gears and bearings.

3. **LONG LIFE:** Alemite TEMPRITE Lubricants not only will afford bearings and gears an extra margin of safety of **fully 200 percent** but also will continue to stand up under tremendous punishment long after other lubricants have been worn out or replaced.

Alemite TEMPRITE Lubricants are not confined to a few types. There are lubricants for chassis bearings, transmissions and differentials of all kinds, universal joints, wheel bearings, steering gears, etc. In fact, there are 19 types and grades in all in this new and complete line of **SPECIALIZED** lubricants.

Months of actual road use as well as exhaustive laboratory tests have proved thoroughly the effectiveness of TEMPRITE lubricants to fulfill each and every service requirement in all makes of modern cars, trucks and tractors. Naturally the extra margin of safety afforded by TEMPRITE, so essential to the protection of the new-type gears and more closely-fitted bearings of cars produced since 1931, will likewise afford extra protection for the worn parts of

older cars. So Alemite TEMPRITE Lubricants will attract lubrication customers from owners of older cars as well as those who drive the more powerful motor vehicles manufactured in 1932, 1933, 1934 and 1935.

If you will but stop to review what changes have occurred in automobile design, you will recognize clearly the remarkable opportunity for service profits that is presented to the dealer in Alemite TEMPRITE Lubricants. Since as long ago as 1928 car manufacturers have vied with one another constantly in producing cars capable of greater and ever greater speed and acceleration. This trend, of course, necessitated radical changes in car design, including not only stream-lining and chassis closer to the ground but also reduced gear sizes and many other construction changes which affect lubrication. Increase in horse power necessitates lubricants capable of transmitting this increased power through gears no larger and frequently much smaller than they were six years ago.

The pressures at all points are beyond what any conventional lubricant can be expected to withstand. Alemite TEMPRITE Lubricants alone are able to take the punishment of the added horse power and prevent gear teeth from scoring under the more severe loading stresses imposed upon modern gears.

The Alemite Representative who calls on you will be glad to inform you about all Alemite Lubricants in the TEMPRITE line and in what parts of a car each individual lubricant is to be used. He can also aid you in reducing your inventory of lubricants by reference to a chart which makes it easy to compute your actual requirements of any type of lubricant, based on the average monthly requirements of the number of cars (of any and all makes) you service. In this respect alone the counsel of an Alemite salesman is well worth seeking, since his advice may easily be the means of keeping you from tying up your money in slow moving stock.



**F**ORD, Chevrolet and Plymouth dealers everywhere are finding Alemite service not only a means of increasing lubricant sales, but also of establishing steady patron-

age for their service departments in general. The examples given below are not unusual but are typical of the success and confidence that has come to dealers who are following the Alemite Plan.

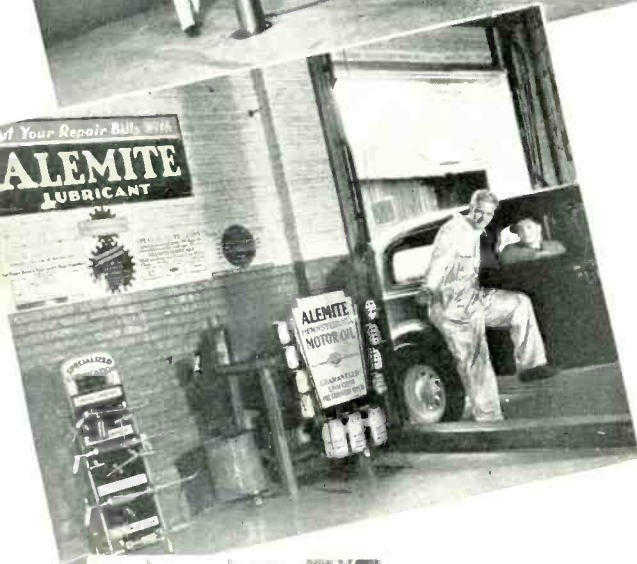
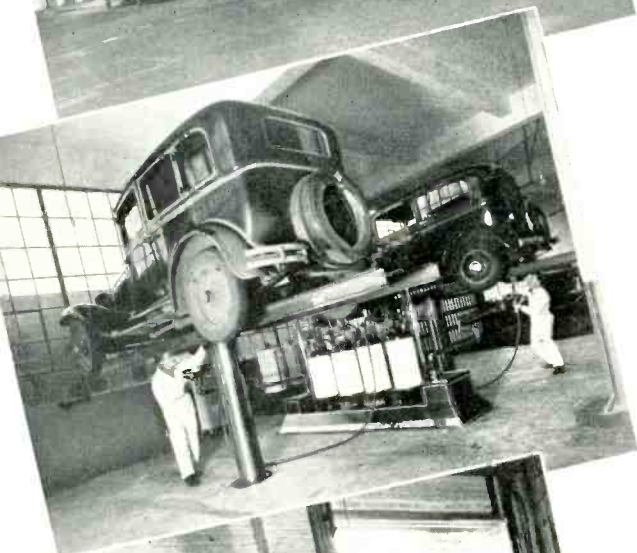
★ To "keep a car sold," the A. B. Smith Chevrolet Co. of Portland, Oregon. (pictures 1st and 2nd left) depends on its Alemite Lubrication Department. The innovation of this service has meant not only a real increase in lubrication sales, but also a substantial rise in the profits of the other A. B. Smith departments.

★ A year ago DeSoto-Plymouth dealer, John Gerber (inset) of Burlingame, California, adopted the Alemite Lubricant Program (see picture, 2nd right), installing an Alemite Power Unit and Specialized Lubrication Gun Board. Since then his lubrication department earnings have increased 400%. Says Dealer Gerber: "I feel that this increase is due chiefly to the high standard of Alemite lubricants."

★ Disgusted with small lubrication profits, E. B. Bronson & Company, Blue Island, Illinois, Plymouth dealers, abandoned obsolete equipment and set up complete Alemite lubrication facilities in the entrance to the Service Department. In the picture (third left) Service Manager "Ollie" Smith shows a customer the Alemite lubrication department which has increased Bronson Co. profits remarkably.

★ To Lou Davidson, owner of the A.B.C. Auto Laundry in Los Angeles (picture 3rd right), who had started in business "on a shoe string" and was barely keeping "out of the red," investing in Alemite seemed a gamble. But today, enjoying a success that came almost overnight, Lou is convinced that his decision to follow the plan which increased his volume of business 100% was the surest bet he ever made.

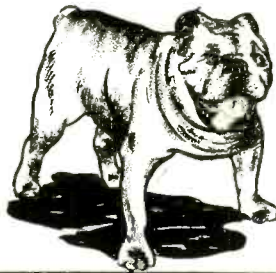
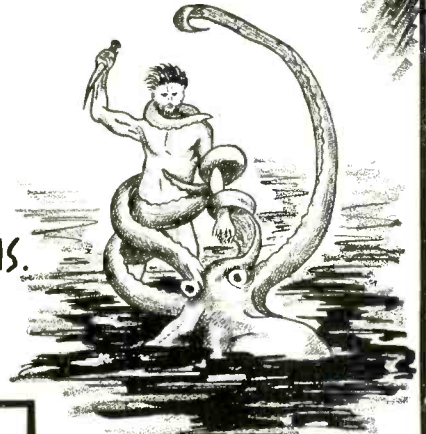
★ Ford owner G. R. Adams of Los Angeles has found, in 27,000 miles of steady driving, that the use of Alemite Motor Oil necessitates no addition of oil between the 1,000-mile changes at the Hollywood Boulevard Service Station of Lee Alnett, Jr. Adams is in center of picture (bottom right). Picture at left (bottom) shows his car being serviced with the money-saving Alemite Motor Oil.



# STRONG GRIPS—By Ken Nelson



THE GIANT CUTTLE FISH USES SUCTION TO GRIP VICTIMS. THIS SUCTION IT APPLIES THROUGH ITS MANY LONG ARMS.



AN ENDURING GRIP WAS BRED INTO BULL DOGS BY EARLY ENGLISH SPORTSMEN WHO USED THESE DOGS TO "BAIT" BULLS AND THROW THEM TO THE GROUND.

## ALEMITE POSITIVE GRIP

THE NEW ALEMITE HYDRAULIC SYSTEM COUPLING GRIPS THE FITTING INSTANTLY.-- AND THE TIGHTER THE PRESSURE THE STRONGER IT GRIPS. DOES AWAY WITH SKINNED KNUCKLES AND WASTED GREASE. "FROZEN" BEARINGS ARE FREED EASILY UNDER THE TREMENDOUS PRESSURE DEVELOPED BY THIS SYSTEM.



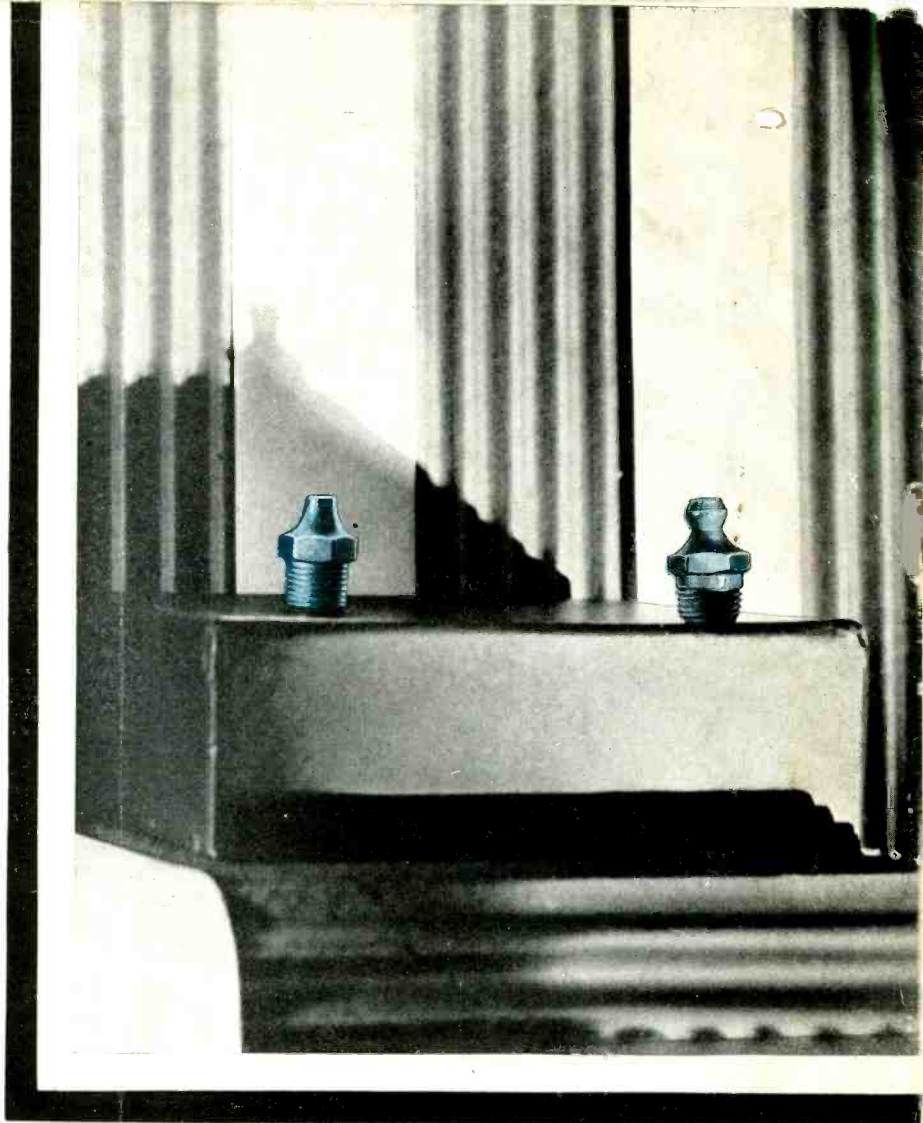
CIRCUS MEN RATE THE "IRON JAW ACT" ONE OF THE GREATEST TESTS OF HUMAN GRIP. THE PERFORMER MUST TRAIN FOR YEARS TO DEVELOP THE SUPER GRIP-DEPENDABILITY NEEDED TO HANG BY THE TEETH TO A ROPE END AND TO PERFORM DIZZY TWIRLING FEATS IN MID-AIR.

# NOW

*Only*

10¢

# RETAIL



The material reduction in the list price of Alemite fittings—Hydraulic, Push Type and Pin Type—with retention of the wide margin of profit for the dealer—will swell your volume of fitting business.

For full particulars write, wire or telephone.

Tune in the Alemite Brigadiers  
Every Tuesday and Thursday Over  
Columbia Coast-to-Coast Network

10:30 P.M. EASTERN STANDARD TIME  
9:30 P.M. CENTRAL STANDARD TIME  
8:30 P.M. MOUNTAIN TIME  
7:30 P.M. PACIFIC TIME

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OF CANADA, LTD.  
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BELLEVILLE, ONT., CANADA

