

# ASTOR Expands in N.S.W.

## Modern Auto Radio Service Station

FOR many years the name of Astor Radio has blazoned the radio trail throughout all parts of the Universe, but on account of the Headquarters and up to date Factory being located in Melbourne, it was quite natural that that should be the centre of the company's activities.

Nevertheless Astor products have been merchandised everywhere, and with degrees of success depending on the activities of the agents and distributors concerned.

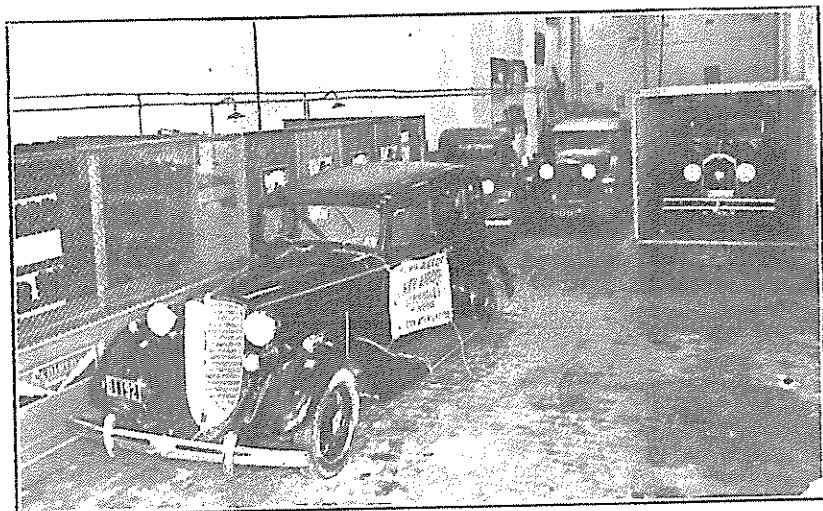
So successful was Astor in the N.S.W. market that this evidently prompted the Directors (Messrs. Abrahams and Warner) to get a better appreciation of the vast possibilities associated with the oldest State in the Commonwealth. It is quite possible that they made a very careful perusal of the listeners' licence figures, and noticed that the untouched market of N.S.W. represented vast possibilities.

At any rate, a couple of weeks ago, they despatched their Interstate Sales Manager, Mr. Leo Solomons to Sydney, to take up his residence here for a few months, to assist their local distributors, Messrs. Smith Sons & Rees in securing an even greater share of this lucrative N.S.W. market.

### Results Justify Action

To that end, Mr. Solomons duly arrived, as advised in these columns a few weeks ago. His preliminary investigations having been carried out some time previously he had no need to waste any time in getting down to fin-tacks, and he is able to report that, after three weeks activity, progress made has been more than satisfactory, and that they are quite satisfied that their expansion on this market was more than justified.

Among some of the features that Astor has to offer is that of Auto Radio and without exception, Astor has attacked this Auto Radio problem in a most effective and satisfactory manner. They went so far as to try it out on the local dog, that is to try it out on Melbourne their home city first, and after ironing out the "bugs" they were satisfied that they had solved practically all the difficulties associated with the satisfactory manufacture, installation and merchandising of efficient Auto Radio equipment.



SMITH SONS & REES' "ASTOR" AUTO RADIO SERVICE STATION  
Note the Screened Room at Right for Auto Radio

In Sydney they cooperated with Smith Sons & Rees, and established a modern Auto Radio service station, fitted with a special shielded meshed room of dimensions suitable to take even the largest car. This room is completely shielded and, according to Mr. Solomons, it is impossible to receive, in that room, any signals from outside transmitters or even noise generated from any other source. This enables the installation mechanic to

Rees, 30 Wentworth Avenue, where expert mechanics are at the job. Dealers are recommended to follow this procedure, as then their customers will get complete satisfaction and they, the dealers, will likewise be satisfied.

Astor supply their country dealers, with very complete instructions, but they also prefer that the dealers will come to Sydney, as soon as possible, where they



MR. LEO SOLOMONS



MR. L. I. McLEAN

isolate the interference caused by the motor in the particular car under test, and make such adjustments and alterations that are necessary to entirely remove this local interference.

This enables a car fitted with an Astor Mickey-Mouse Auto Radio (correctly installed) to receive broadcasting in places far distant, without any engine or ignition interference.

Such trouble-free reception has been relatively unknown with quite a lot of makes of Auto Radios.

### Speedy Service

The Astor policy in regard to Auto Radio installation, is that, in the metropolitan area the car is brought to the Service Station, located at Smith Sons &

will be instructed, free of charge in the intimacies of the profit-making proposition.

It will also interest dealers to know, that Messrs Smith Sons & Rees will be pleased to make a special proposition to them in connection with their own demonstrating model, fitted to their own car. This appears to be well worthwhile any progressive dealer's attention.

There is no doubt that Auto Radio to-day, has arrived at a stage where it can be universally accepted and heartily received. The experimental period is over, and when people like Astor go to so much trouble to assist their dealers, it must be realised that it is a commercial proposition. (Turn to page 20)

# About those Sales you're losing... KEEP 'EM

A MAN TO MAN TALK WITH THE SYDNEY SUBURBAN RADIO DEALER

Now look here . . . people go to the city and buy all sorts of sets YOU could have sold them.

There's a good reason for it. You probably know the reason as well as we do but this isn't the place to discuss it. What YOU want to know is—

"How can I stop them?"

## And we can give you the Answer

Bill Weatherston and Arthur Brown have been in the office with us for days looking over receivers and talking over ideas.

"Fellers," they said, "this is what those suburban men have been waiting for!"

Bill and Arthur have a big area to cover and limited time to cover it in. Ring MA 6551 and let us know when you will be in with half an hour free, and one of the boys will call with the best idea you've heard since you've been in the business.

## SMITH SONS & REES LTD.

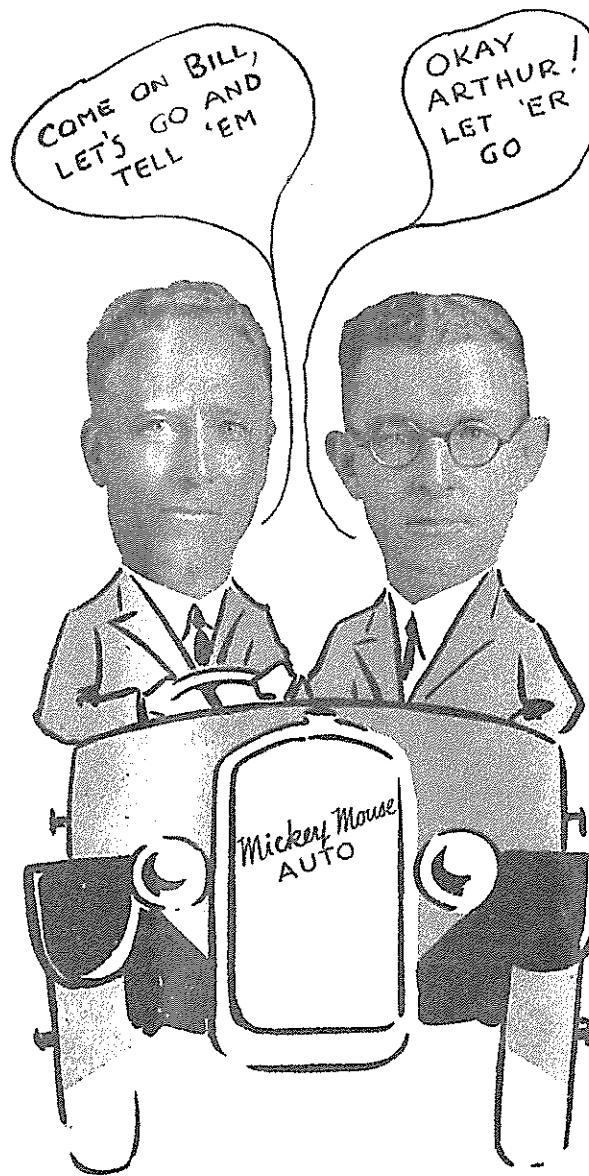
30-32 WENTWORTH AVE., SYDNEY

'Phone MA 6551 (10 lines)

And at NEWCASTLE AND PARRAMATTA

N.S.W. Distributors :

# ASTOR RADIO



When replying to advertisements, please mention "The Merchant."

## ASTOR EXPANDS IN N.S.W.

(Continued from page 4)

### New Representatives

On all their lines, Astor is very busy organising the city metropolitan area, and to that end they have appointed Mr. "Bill" Weatherston as sales representative of the northern and western metropolitan districts, and the south side is being attended to by Mr. Arthur Brown, who is well known to the majority of dealers in that territory. Mr. Weatherston is an exceptionally well known radio representative, and is now thoroughly conversant with the many advantages of the complete Astor lines.



MR. W. WEATHERSTON

It must be remembered by dealers, and particularly those who have only entered radio the last few months, that Astor Radio is made by Radio Corporation Pty. Ltd., South Melbourne, where they have one of the most efficient, complete and attractive radio receiver production plants in Australia.

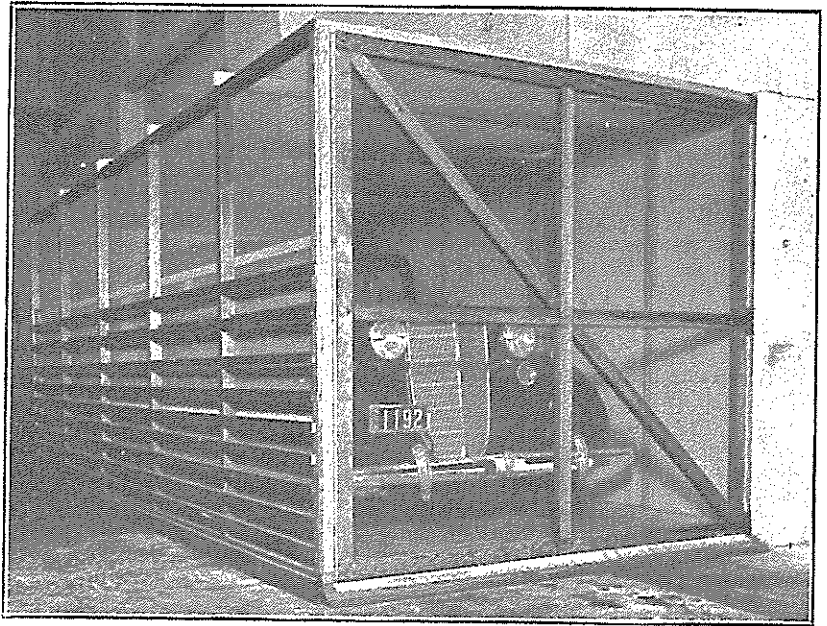
This Company has been in operation since, and even prior, to the introduction of broadcasting. They are of sufficient dimensions to be able to frequently send their engineers to America to study all the most modern developments in radio.

The Astor line of radio receiver does not only include the well known Mickey Mouse Astor set, but includes a most complete range, from the Mickey Mouse 5 valve home radio receiver, selling at the remarkably attractive price of £14/17/6, up to a most modern dual wave receiver.

### Dealers' Terms Carried

Dealers will also be particularly interested to know that N.S.W. distributors, Smith Sons & Rees, 30 Wentworth Avenue, are able to finance approved dealer's hire-purchase sales on a very satisfactory and competitive basis. Many dealers realise the importance of this factor and find that it works out extremely well in practice.

In discussing the question of dealers' remuneration with Mr. Solomons, he



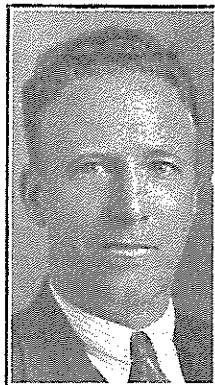
"ASTOR" SPECIAL SCREENED ROOM FOR AUTO RADIO

pointed out that Astor has been able to make the 1935 dealer conditions much more attractive than hitherto, both in regard to discounts and financial arrangements.

Dealers who are interested in any phase of the Astor activities are well advised to get in touch with Mr. Leo Solomons, or Mr. E. A. McLean, of Messrs. Smith Sons & Rees—Phone M 2631.

Just a final word on the Astor Auto Mickey-Mouse radio set.

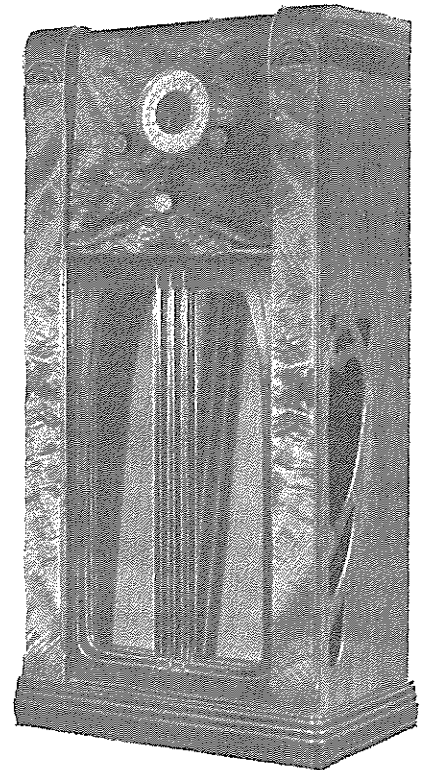
A practical demonstration of this was given in the Sydney Domain, and 2CO Corowa, was heard with loud speaker strength at twelve noon in the summer time and considering Sydney weather conditions too. The city of Sydney is not the best for long distance reception, so it must be a pretty good job.



MR. A. BROWN

### Astor Model 80

This is one of the most attractive propositions on the Astor list, and is a five



ASTOR MODEL 80

valve Superheterodyne as illustrated, selling at the retail price of only £24/10/-. It will be seen to possess distinguishing sales features, particularly in appearance. The cabinet design is rather unusual and most attractive. The dial is truly a full vision one rendering good visibility with needle-point accuracy. The volume and tone controls are arranged on the front

(Continued on next page)