

UNEMPLOYMENT TO BE GREATER NEXT WINTER THAN LAST

PORTLAND, Ore., July 1.—(AP)—Reports at once predicting a surplus of crops and an increase in unemployment were received by the state executive relief committee at a meeting here today.

Seasonal employment, the reports indicate, is not offsetting the growing number of unemployed heads of families, and unemployment this coming winter may be 20 per cent greater than last winter.

The information came in response to questionnaires sent out by the committee recently. The committee announced that it will prepare as rapidly as it can general recommendations for relief procedures.

The committee is requesting that in the meantime county relief councils begin at once to plan an organized program for accumulating available supplies that may be used in the furtherance of relief programs.

Women of the state will be invited to aid in a plan outlined to the committee by Mrs. W. W. Gabriel, chairman of the women's division, which will sponsor a general campaign for the conservation of all foodstuffs possible.

One suggestion along this line was that all women participating contribute one-tenth of all foodstuffs they can for relief work.

A sub-committee headed by Paul V. Maris, director of the extension service of Oregon State college, is attempting to evolve a plan to employ idle workers to harvest and store the surplus crops.

A plan to use scrip in some form in lieu of money for the exchange of labor for food supplies is being considered, but the committee requested that no promiscuous use of scrip be started until a uniform plan may be worked out.

NANKING SOVIET AGREEMENT IS UP

MOSCOW, July 1.—(AP)—The Nanking government has proposed a non-aggression pact with the Soviet government and renewal of diplomatic relations, it was officially announced today.

A perfunctory official announcement said Wang Tsung Shao, head of the special Chinese mission to Moscow had made the proposal yesterday after an interview with officials of the commissariat of foreign affairs.

The communique did not disclose the Soviet attitude toward the proposal, but it was held in well-informed circles here there was no reason to suppose the Kremlin would not consent.

The Soviet union, however, may consider it necessary to proceed cautiously with any alliance of this nature in order not to disturb its peaceful relations with Japan, Chinese circles expected an answer shortly.

Nearly 4 Million Refrigerators Are Sold Since 1918

The sale of 905,000 household units at a retail price of \$248,070,000 last year brought the total number of electric refrigerators bought by the American public since the launching of the industry in 1918 to 3,905,000 and the total amount paid at retail to \$1,192,415,000. The average retail price per unit has fallen in this period from about \$260 to \$258.

Detailed data on the emergence of electric refrigeration as a major industry were released for the first time to Sales Management this week by Louis Ruthenberg, president of Copeland Products, Inc., and chairman of the refrigeration division, National Electrical Manufacturers' association. The division has just completed a nation-wide survey on this subject.

Up to 1920, Mr. Ruthenberg pointed out, 10,000 electric refrigerators had been sold with a retail value of \$5,000,000.

"Deducting for stock in dealers' hands, obsolescence, replacement and exports, approximately 405,000 electric refrigerators, there remain about 2,500,000 now in use. As against 30,412 in 1920, the market is growing as sales increase, so the saturation point, like the horizon, increases its distance from us as we approach it," Mr. Ruthenberg said.

In a recent talk before the Adcraft Club of Detroit, Mr. Ruthenberg made some interesting speculations as to the possibilities of the industry, as follows:

"A little more education, refrigeration-wise, on the part of architects and the home building public," he said, "and we shall not satisfy the builder of a fine home costing \$10,000 or more with a single household refrigerator. The residence of the future will require the installation of a central refrigerating plant cooling a food box one side of the kitchen, a low temperature case for making ice, storing meats and frozen foods for indefinite periods in another part of the kitchen. Operated by this same central plant, there will be a complete refrigerator in each guest room and many householders will not be unmindful of the advantage of operating refrigerated coils in connection with certain apparatus in the recreation room. This unit will not be the little unit which now characterizes the household refrigerator, but in many cases will be a unit large enough to supply adequate room cooling in addition to the other demands which I have described."

"Such developments as these are being accomplished as far as technical development is concerned. It remains only for those of us who are interested in sales promotion and public education to make such installations an accomplished fact and a profitable selling business in every part of the country. Such installations will never be sold by mail order houses and department stores. They offer a permanent opportunity of applying intensive selling and specialized service."

MARION TALLEY WEDES

WHITE PLAINS, N. Y., July 1.—(AP)—Marion Talley, of Kansas City, concert singer and former Metropolitan Opera company soprano, was married here yesterday to Michael Hauchstein, a German pianist.

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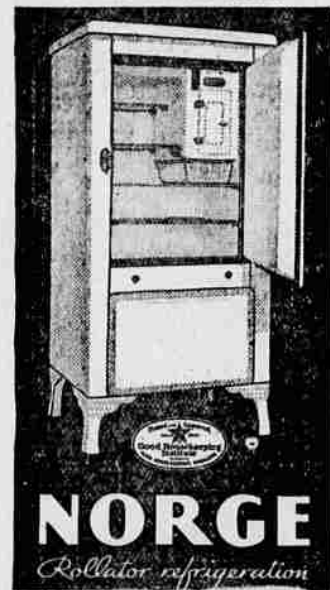
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Safe,
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and
Clean

and then
we beat our own record

NORGE GAINS

241%

NORGE SALES THE FIRST THREE
MONTHS OF 1932 WERE 241%
OF THE FIRST QUARTER OF 1931

SEE THE NORGE... BEFORE YOU BUY

Norge Rollator Refrigeration gained almost 2 to 1 in 1931 sales increase over all other makes of electric refrigerators combined.

And now Norge is beating its own spectacular record. Norge sales in the first three months of 1932 were 241% of the same period last year.

There is a reason! Every day more and more people realize that they want a refrigerator for just two things. One—to keep food cold. Two—to freeze ice.

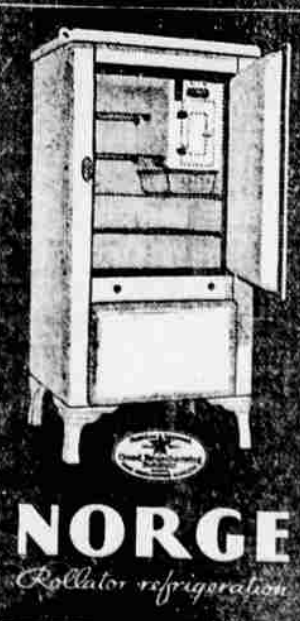
And these are the two things Norge does best!

Norge has that famous mechanism, the extra powered Rollator, simple, sturdy and compact.

It is important that you see the record-breaking Norge before you buy.

Norge Corporation is a division of Borg-Warner Corporation, one of the world's largest makers of precision parts, including automobiles and trucks.

THE ROLLATOR A roller rolls and there's ice... that's all there is to the smooth and easy operation of the Rollator mechanism.



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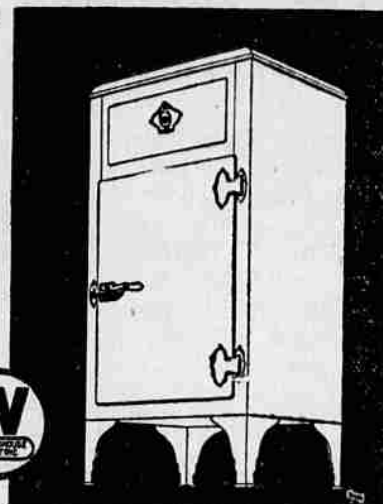
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Decide Nothing! Promise
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Modern hermetically-sealed unit IN THE TOP, out of sight, that insures trouble-free performance. Unit sealed like a Westinghouse Mazda lamp.

Unit runs in LIFE-TIME bath of oil. No attention needed.

Here are a few of the features that the Westinghouse "Completely Balanced" Refrigerator offers.

- 100% all steel electrically welded cabinet. (No wood construction.)
- Easy rolling food shelf, no stooping.
- Built in crisping pan for vegetables.
- 4 year guarantee! Built and GUARANTEED by WESTINGHOUSE. A name that means EVERYTHING in ELECTRICITY.

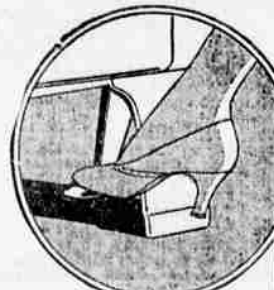
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