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**GENERAL ELECTRIC  
PUBLICITY  
1924**







The Splendor of Well Lighted Streets

PAINTED BY WALTER L. GREENE  
PUBLICITY DEPARTMENT



# GENERAL ELECTRIC PUBLICITY

1924

A REVIEW OF THE  
PUBLICITY ACTIVITIES AND FACILITIES  
FOR PROMOTING THE SALE  
OF G-E PRODUCTS



PREPARED BY  
THE PUBLICITY DEPARTMENT  
GENERAL ELECTRIC COMPANY  
SCHENECTADY, N. Y.

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## INTRODUCTION

**T**HE wide diversity of the General Electric Company's products and service frequently causes its varied publicity to be regarded as a series of unrelated advertising efforts.

In reality, the many aspects of the Company's publicity are so closely bound together by a common purpose that they are, in the largest sense, a complete and unified expression of its service as a whole.

With the intent of presenting General Electric publicity as such a unified expression, this book seeks to accomplish three principal objects:

1. To sum up the Company's total service to the public as set forth in the collected publicity of products that carry this service into the lives of millions.

2. To trace, link by link, the unbroken chain of publicity which extends from the great public utility that purchases generating apparatus to the householder who buys a single lamp.

3. To picture to every division of the Company—research, engineering, manufacturing, and commercial—the value of General Electric contact with the purchasing public and to indicate the ways in which this contact, created by publicity, can assist in building a yet greater future for the Company.

General Electric has made and continues to make large investments in its manufacturing plants and machinery, its laboratories and material, its finished products and—most important of all—its thousands of employees.

Balanced against these tangible assets is a more elusive property—but one which alone can justify the material investment and establish its value. This property consists of public good will expressed, directly or indirectly, in terms of purchase. It is measured by the Company's hold on the consciousness of men and women—by the extent of their conviction that the G-E monogram represents the highest worth in the product that carries it—by their belief that it

symbolizes a service rendered by the General Electric Company as a whole, even though exemplified in the smallest electrical device.

This good will is created and continued by four active agencies, occupying separate fields but exercising a close mutual support. They are personal effort, radio broadcasting, motion pictures, and printed publicity.

Direct sales result from the personal efforts of General Electric salesmen and of the organizations built up by G-E Distributing Jobbers. Their most obvious work is the selling of apparatus to the actual user and of commodities to the retail trade. G-E products, through their long and dependable service, are without question the best advertising that the Company can produce, but its range is limited to purchasers and to those who have immediate contact with the apparatus or device. Of immense service also is the creation of good will through the salesman's personality. He is in a position to render—heartily and resourcefully—countless little attentions and to perform worthwhile service that will be gratefully remembered by customers, actual and prospective.

A favorable acquaintance with the General Electric Company is fostered also by its radio broadcasting service. The broadcast programs of WGY at Schenectady and of the more recently erected station, KGO at Oakland, have created a good will and appreciation that in thousands of hearts amounts almost to personal affection. WGY has been in operation a little more than two years, KGO for only a few months, but in a short span of time they have established an intimate relationship between the General Electric Company and hundreds of thousands of listeners.

The universal popularity of motion pictures has created another opportunity to spread abroad a



friendly conception of electrical service and to link the G-E monogram with stories of national progress and personal advantage. Apart from films of a directly advertising nature, the Company has prepared many educational pictures which dramatize various phases of electrical manufacture. Every year, these films are suggesting to millions of people who see them the scientific accomplishments of General Electric and the scope of its service.

For printed publicity, however, there is reserved an exclusive and unique function in the Company's program—that of crystallizing friendly public sentiment, making it a fixed and substantial possession of General Electric, and fostering its growth among all classes of consumers.

Publicity not only supplements direct sales work by putting the buying public in a receptive frame of mind; it also tells the story of specific G-E products to millions who cannot be reached by personal salesmanship, and to those who as yet have no personal knowledge of these products. It tells a uniform, balanced story, stressing the points that need emphasis according to the class of prospects to whom the advertising is addressed. It is the voice of the Company speaking to a great public that determines the amount of the Company's business.

On a common basis of educational promotion, General Electric publicity erects its various groups of advertising and at the same time co-ordinates them in an essential unity. The purchaser of a large generator may think of General Electric as an

embodiment of engineering knowledge applied to heavy apparatus. The retail electrical dealer knows the Company best in the guise of a great distributing house. The home dweller may think of it as the exponent of fine lighting and of efficient wiring devices. It remains for General Electric publicity to tell the whole story of the Company to the whole world—to gather its many activities, its various aspects, and all its forms of service into a single thought symbolized by the G-E monogram.

Our publicity is designed to sell G-E products to those who have not yet become acquainted with them; it is designed to convince former purchasers of the wisdom of continuing a relationship that has already brought them so much of benefit; it is designed to create a wider and keener appreciation of electrical goods and service—an appreciation that will continue to develop a broader opportunity for the promotion and sale of General Electric products.

In estimating the importance of General Electric publicity, it must be borne in mind that the Company's service cannot be appreciated until its products have been bought and put to use. Our business cannot attain the utmost stability until the name and monogram of the Company become a purchasing guide to all those who can receive benefit from articles of G-E manufacture.

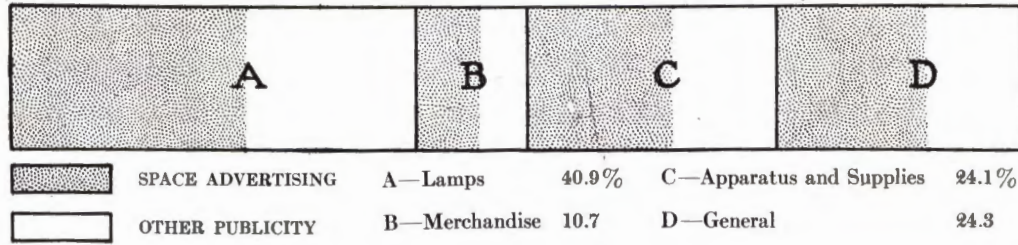
To this end General Electric publicity seeks a binding contact with the millions who control the Company's destiny—those who purchase its products.



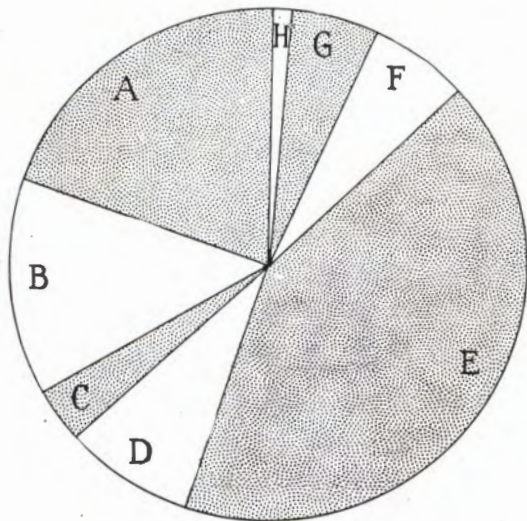


# Graphic Analysis of 1924 Publicity

## DISTRIBUTION OF PUBLICITY FOR ALL PURPOSES AND PRODUCTS

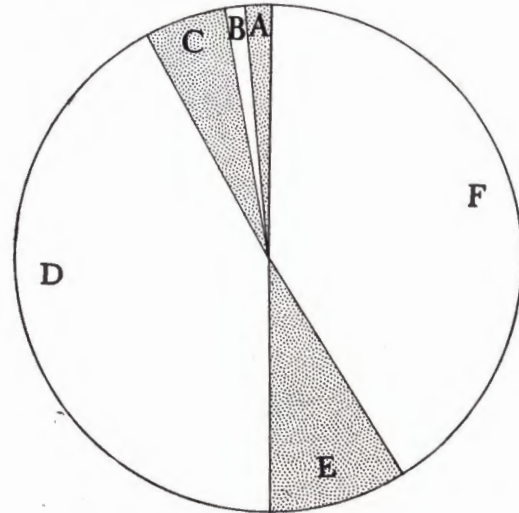


## DISTRIBUTION OF SPACE ADVERTISING



IN PERIODICALS  
FOR ALL PURPOSES AND PRODUCTS  
EXCEPT LAMPS

A—Technical Journals	19.8%
B—Industrial Journals	13.6
C—Trade Journals	3.5
D—Newspapers	8.2
E—General Magazines	42.3
F—Farm Journals	6.4
G—College Periodicals	5.5
H—Juvenile Magazines	.7



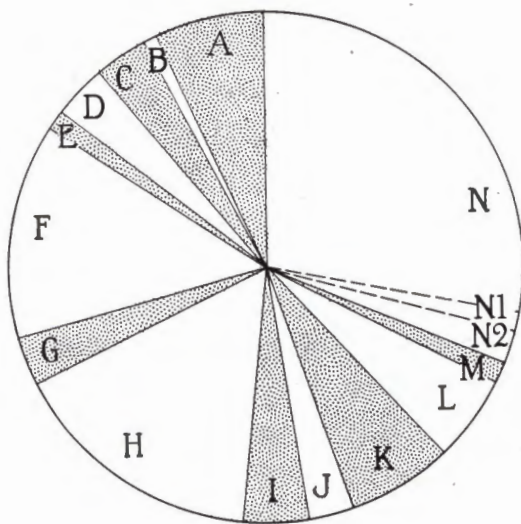
IN PERIODICALS AND OUTDOORS  
LAMPS ONLY

A—Technical Journals	1.3%
B—Industrial Journals	.8
C—Trade Journals	5.5
D—General Magazines	42.8
E—Farm Journals	8.5
F—Posters	41.1

## IN PERIODICALS FOR ALL SALES DIVISIONS EXCEPT LAMPS

### PRODUCTS

A—Central Station Dept.	6.5%
B—Turbine Sales	.6
C—Switchboard Dept.	3.5
D—Railway Dept.	2.9
E—Marine Sales	.8
F—Industrial Dept.	14.3
G—Fractional H.P. Motors	2.3
H—Merchandise Dept.	16.6
I—Composite Products Promotion	4.1
J—Field Sales Promotion	2.7



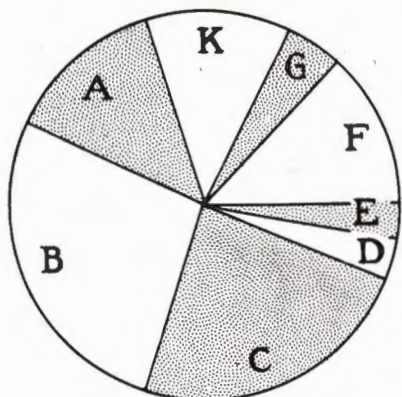
### EDUCATIONAL

K—Rural Communities	6.4%
L—College Undergraduates	5.5
M—Factory Neighborhoods	.9
General Advertising	
N—Magazines	30.8%
N1—Juvenile Magazines	.7
N2—Alumni Magazines	1.4



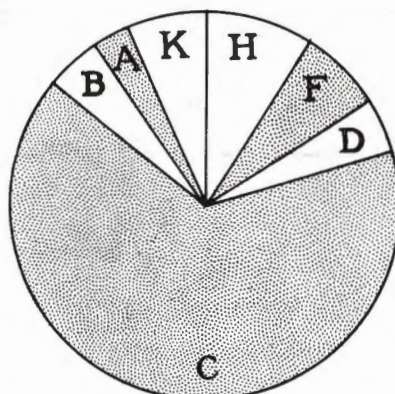
# Graphic Analysis of 1924 Periodical Advertising

TO THOSE WHO PURCHASE DIRECT FROM GENERAL ELECTRIC COMPANY—ALL PRODUCTS EXCEPT LAMPS



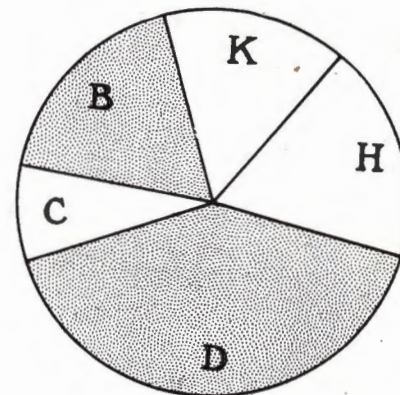
TECHNICAL JOURNALS

A—Railway Dept.	13.1%
B—Central Station Dept.	26.5
C—Industrial Dept.	24.5
D—Merchandise Dept.	3
E—Turbine Dept.	2.9
F—Switchboard Dept.	13.8
G—Marine Sales	3.8
K—Composite Product Promotion	12.4



INDUSTRIAL JOURNALS

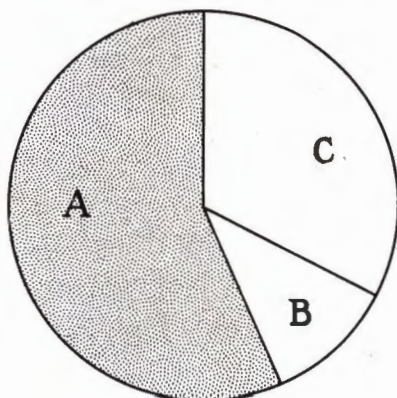
A—Railway Dept.	2.3%
B—Central Station Dept.	4.7
C—Industrial Dept.	67.5
D—Merchandise Dept.	4.7
F—Switchboard Dept.	6.2
H—Fractional H.P. Motor Dept.	8.4
K—Composite Product Promotion	6.2



TRADE JOURNALS

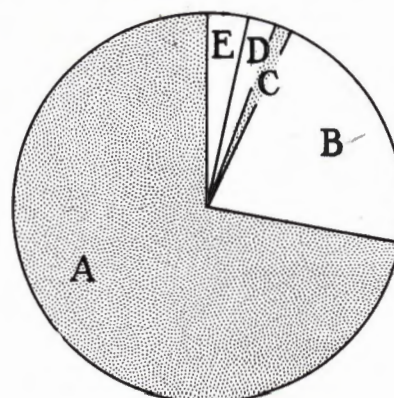
B—Central Station Dept.	18.3%
C—Industrial Dept.	7.8
D—Merchandise Dept.	41.8
H—Fractional H.P. Motor Dept.	18.3
K—Composite Product Promotion	13.8

TO THOSE WHO PURCHASE FROM AGENTS, DEALERS OR OTHER CUSTOMERS OF THE GENERAL ELECTRIC COMPANY—ALL RESALE PRODUCTS EXCEPT LAMPS



NEWSPAPERS

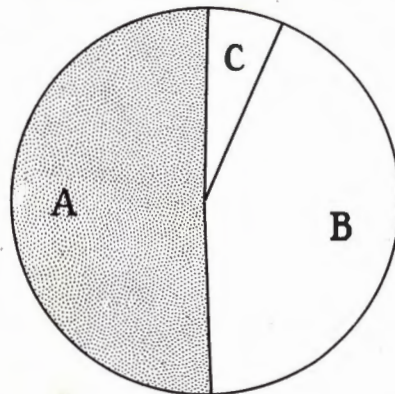
A—Fan Advertising	55.5%
B—Factory Conditions Advertising	11.2
C—Sales Promotion	33.3



MAGAZINES

A—General Educational Advertising	72.5%
B—Merchandise Products	22.1
C—Composite Products Promotion	.8
D—Fractional H.P. Motors	1.2
E—College Alumni Advertising	3.4

TO EDUCATE FUTURE USERS OF THE SERVICE AND PRODUCTS OF THE GENERAL ELECTRIC COMPANY



A—Rural Community Advertising	50.7%
B—College Undergraduate Advertising	43.4
C—Juvenile Advertising	5.9



## GENERAL MAGAZINE ADVERTISING

### DEVELOPING AN ELECTRICAL CONSCIOUSNESS

**T**HE most important purpose of our general advertising is to develop a persistent consciousness of the value of electricity to the public and to each individual.

Closely related to this object is the intent to familiarize readers with the place of General Electric in the development of electrical service, with its past and present accomplishments, and with the beneficial possibilities of its future.

The fact is that electricity has crept almost unawares into the life of the civilized world; the world has come to depend on it, but by degrees so gradual that the dependence is not properly realized. To make the public comprehend this necessary service, realize the possible extent of its future growth, and recognize the G-E monogram as its highest exponent—this is to develop not only an Electrical Consciousness but also a *General Electric* Consciousness.

These advertisements differ in their approach according to the classes of readers whom they will reach. At present, electricity affects the life of the city resident at more points than in the case of the country dweller. For the instruction of the former, special emphasis may be placed on the public utilities that make streets brilliant and safe, that speed the trolley car, expedite commerce and build up production. These messages give occasion to mention the supporting service of General Electric, which designs and manufactures the generating apparatus, the lamps, the motors, and the control.

The service of electricity to country life is often less direct. It may consist in the products of electrically driven mills or factories, but there is also the promise of more intimate applications in the measure that the demand for energy makes it practicable to

extend power lines farther and farther into the rural areas.

In a multitude of cases the immediate service to the individual is due to the more remote service of General Electric. At the far end of the chain are the G-E engineer and the G-E product though there may be many links between them and the consumer. To make this relationship known is an important object in the preparation of these advertisements.

The sale of electrical products must await the creation of a profitable use for them. Advertising to our customers will not increase their business nearly so much as will advertising to *their* customers—the whole American public. Only thus will many minds be awakened to their electrical needs; only thus will be created a demand for service—a demand that will be reflected in a multiplied distribution of General Electric products.

Among the specific ideas which this advertising contributes to the growth of an electrical consciousness are (1) a better understanding of the services of public utilities—transportation and electric power companies; (2) a definite message tending to raise the accepted standards of street lighting intensities; (3) visual evidence that G-E motors affect every phase of daily life; (4) information as to the service of electricity in the home, supplemented by “The Home of a Hundred Comforts”; (5) a comprehensive picture of General Electric activities in the realm of research, the art of radio broadcasting, the development of illumination, etc.; (6) a plain message to seven million farmers in the United States, supplemented by “The G-E Farm Book.” Even these ideas, with all their importance, are secondary to the main theme present in every advertisement—electricity as an aid to all human endeavor.



SCHEDULE OF GENERAL ELECTRIC ADVERTISING IN GENERAL MAGAZINES—1924

The use of dates indicates weekly or semi-monthly publications.

G-E indicates General Educational Advertising.

The average number of insertions in each College Alumni and Agricultural periodical throughout the year is eight.

Periodicals by Fields	Circulation per Issue	SCHEDULE OF PRODUCTS ADVERTISED											
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>FARM JOURNALS</b>													
<i>Hoard's Dairyman</i>	90,620	25 G-E	29 G-E	28 G-E	25 G-E	30 G-E	27 G-E	25 G-E	29 G-E	26 G-E	31 G-E	28 G-E	26 G-E
<i>Breeder's Gazette</i>	61,745	3 G-E	7 G-E	6 G-E	3 G-E	1 G-E	5 G-E	3 G-E	7 G-E	4 G-E	2 G-E	6 G-E	4 G-E
<i>American Fruit Grower</i>	158,234	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E
<i>American Thresherman</i>	31,828	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E
<i>Power Farming</i>	56,160	G-E	G-E	—	G-E	Motors	G-E	Motors	G-E	Motors	G-E	Motors	G-E
<i>Copper's Farmer</i>	719,755	G-E	G-E	G-E	G-E	G-E	—	—	G-E	G-E	G-E	G-E	G-E
<i>Farm &amp; Ranch</i>	135,458	—	2 G-E	1 G-E	5 G-E	3 G-E	—	—	—	6 G-E	4 G-E	1 G-E	6 G-E
<i>Farm Life</i>	891,237	—	G-E	G-E	G-E	G-E	—	—	G-E	G-E	G-E	G-E	—
<i>Successful Farming</i>	859,420	G-E	G-E	Edison	Natl	Edison	Natl	—	—	Edison	Natl	G-E	G-E
<i>Country Gentleman</i>	887,000	5 MAZDA 12 G-E	2 MAZDA 9 G-E	8 MAZDA 22 Natl	5 MAZDA 19 Edison	3 Natl 17 Natl	— 28 Edison	5 MAZDA —	2 G-E	6 Natl 13 MAZDA	4 Edison 11 MAZDA	1 MAZDA 8 G-E	6 MAZDA 13 G-E
<i>Farm and Fireside</i>	808,800	—	G-E	G-E	G-E	G-E	—	—	G-E	G-E	—	—	—
<i>Farm and Home</i>	613,416	—	G-E	G-E	G-E	G-E	—	—	G-E	G-E	—	—	—
<i>Farm Journal</i>	1,144,188	G-E	G-E	Edison	Natl	Edison	Natl	—	—	Edison	Natl	G-E	G-E
<i>Southern Agriculturist</i>	393,845	—	15 G-E	15 G-E	15 G-E	15 G-E	—	—	—	15 G-E	15 G-E	15 G-E	15 G-E
<i>Progressive Farmer</i>	361,554	—	2 G-E	1 G-E	5 G-E	3 G-E	—	—	—	6 G-E	4 G-E	1 G-E	6 G-E
<i>Southern Ruralist</i>	431,823	—	15 G-E	15 G-E	15 G-E	15 G-E	—	—	—	15 G-E	15 G-E	15 G-E	15 G-E
<i>Pacific Rural Press</i>	32,413	5 Motors	2 Motors	1 Motors	5 Motors	3 Motors	7 Motors	5 Motors	2 Motors	6 Motors	4 Motors	1 Motors	6 Motors
<i>Wallace's Farmer</i>	79,130	19 G-E	16 G-E	15 G-E	19 G-E	17 G-E	21 G-E	19 G-E	16 G-E	20 G-E	18 G-E	15 G-E	19 G-E
<i>California Cultivator</i>	35,436	18 G-E	15 G-E	21 G-E	18 G-E	16 G-E	20 G-E	18 G-E	15 G-E	19 G-E	17 G-E	21 G-E	19 G-E
<i>Pacific Northwest Farm Trio</i>	121,263	5 Motors	2 Motors	1 Motors	5 Motors	3 Motors	7 Motors	5 Motors	2 Motors	6 Motors	4 Motors	1 Motors	6 Motors
<i>Oklahoma Farmer-Stockman</i>	143,371	12 G-E	9 G-E	8 G-E	12 G-E	10 G-E	15 G-E	12 G-E	9 G-E	13 G-E	11 G-E	8 G-E	13 G-E
<i>Oklahoma Farmer</i>	132,442	3 G-E	7 G-E	6 G-E	3 G-E	1 G-E	5 G-E	3 G-E	7 G-E	4 G-E	2 G-E	6 G-E	4 G-E
<b>Total</b>	8,189,139												
18 College Agricultural	29,100	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E
<b>HOME LIFE</b>													
<i>Fruit Garden &amp; Home</i>	178,091	—	G-E	—	G-E	—	Mdse	—	G-E	—	G-E	—	G-E
<i>Country Life</i>	26,975	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—
<i>Keith's Magazine</i>	11,220	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—
<i>House &amp; Garden</i>	117,394	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—
<i>Garden Magazine</i>	32,856	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—
<i>House Beautiful</i>	63,662	—	G-E	—	G-E	—	Mdse	—	G-E	—	G-E	—	G-E
<b>Total</b>	430,198												
<b>SCIENTIFIC REVIEWS</b>													
<i>Science &amp; Invention</i>	103,642	G-E	Mdse	G-E	G-E	G-E	G-E	G-E	G-E	G-E	Mdse	G-E	G-E
<i>Popular Mechanics</i>	456,469	G-E	Mdse	G-E	G-E	G-E	G-E	G-E	G-E	G-E	Mdse	G-E	G-E
<i>Popular Science Monthly</i>	250,143	G-E	Mdse	Tungar	Tungar	Tungar	G-E	G-E	G-E	Tungar	Mdse	Tungar	Mdse
<i>Scientific American</i>	78,307	G-E	Mdse	G-E	G-E	G-E	G-E	G-E	G-E	G-E	Mdse	G-E	G-E
<b>Total</b>	888,561												
<b>LABOR</b>													
<i>Electrical Workers Journal</i>	63,000	G-E	G-E	G-E	Mdse	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E
<i>American Federationist</i>	100,000	G-E	G-E	G-E	Mdse	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E
<b>Total</b>	163,000												



SCHEDULE OF GENERAL ELECTRIC ADVERTISING IN GENERAL MAGAZINES—1924

Periodicals by Fields	Cir. per Issue	SCHEDULE OF PRODUCTS ADVERTISED											
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>TRAVEL</b>													
<i>National Geographic</i>	819,391	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—
<i>Asia</i>	66,839	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—
<b>Total</b>	886,230												
<b>RECREATION</b>													
<i>Photoplay</i>	486,793	G-E	—	G-E	—	G-E	—	Mdse	—	G-E	—	G-E	—
<i>QST</i>	37,206	Tungar	—	Tungar	Tungar	—	—	—	—	Tungar	—	Tungar	—
<i>Radio Broadcast</i>	57,416	Tungar	—	Tungar	Tungar	—	—	—	—	—	Tungar	Tungar	Tungar
<i>Judge</i>	167,640	—	16	—	19	—	21	—	16	—	18	—	20
<i>Life</i>	184,537	19	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E
<i>Motordom</i>	2,000	G-E	—	G-E	—	G-E	—	Mdse	—	G-E	—	G-E	—
<b>Total</b>	935,592												
<b>BUSINESS REVIEWS</b>													
<i>System</i>	209,304	Edison	National	Edison	National	Edison	National	Edison	National	Edison	National	Edison	National
<i>Nation's Business</i>	115,792	Natl	Edison	Natl	Edison	Natl	Edison	Natl	Edison	Natl	Edison	Natl	Edison
<i>Business</i>	160,776	Natl	Edison	Natl	Edison	Natl	Edison	Natl	Edison	Natl	Edison	Natl	Edison
<b>Total</b>	485,872												
<b>FICTION</b>													
<i>Red Book</i>	701,286	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	Mdse	G-E
<i>All Fiction Field</i>	2,225,999	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E
<b>Total</b>	2,927,285												
<b>GENERAL REVIEWS</b>													
<i>Current Opinion</i>	87,298	G-E	—	G-E	G-E	—	—	G-E	—	Mdse	—	G-E	—
<i>Our World</i>	25,000	G-E	—	G-E	G-E	G-E	—	G-E	—	G-E	—	Mdse	—
<i>Wide World</i>	110,000	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E
<i>Review of Reviews</i>	150,799	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	Mdse	—
<i>Nautilus</i>	62,500	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—
<i>Nation</i>	27,744	16	20	19	9	21	18	16	20	17	22	19	24
<i>Outlook</i>	87,046	9	6	5	2	7	4	23	13	24	8	5	24
<i>Literary Digest</i>	1,263,115	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	Mdse	G-E
		12	9	8	12	10	7	5	2	13	4	8	6
		G-E	Mdse	G-E	Mdse	G-E	MAZDA	MAZDA	MAZDA	MAZDA	MAZDA	MAZDA	G-E
		19	16	15	26	24	14	12	9	20	11	22	13
		MAZDA	MAZDA	Tungar	G-E	MAZDA	G-E	G-E	G-E	G-E	G-E	G-E	MAZDA
				22								29	20
<i>Atlantic Monthly</i>	38,000	G-E	—	G-E	—	G-E	—	G-E	—	Tungar	—	Tungar	Tungar
<i>Survey Graphic</i>	19,448	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	Mdse	—	G-E	—
<i>Hearst's International</i>	390,131	G-E	—	G-E	Mdse	G-E	—	G-E	—	G-E	G-E	G-E	G-E
<i>New Republic</i>	36,985	23	20	26	23	21	11	16	20	24	22	19	24
<i>Mentor</i>	118,174	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E
<i>World's Work</i>	104,721	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—
<b>Total</b>	2,520,961												
<b>WOMEN'S</b>													
<i>Harper's Bazar</i>	94,455	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E
<i>The Delineator</i>	1,025,263	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—
<i>McCalls</i>	1,676,964	—	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—
<i>Vogue</i>	124,365	15	—	15	—	15	—	15	—	15	—	15	—
<i>Woman's Home Companion</i>	1,810,606	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E
<i>Good Housekeeping</i>	855,610	—	Natl	Edison	Natl	Edison	Mdse	G-E	G-E	Natl	Edison	Natl	Edison
<i>Ladies' Home Journal</i>	1,994,385	—	Edison	Natl	Edison	Natl	G-E	G-E	Mdse	Edison	Natl	Edison	Natl
<i>Pictorial Review</i>	2,257,083	G-E	—	G-E	G-E	—	—	G-E	—	G-E	—	—	—
<b>Total</b>	9,838,731												
<b>JUVENILE</b>													
<i>Boy's Life</i>	104,077	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	—
<i>American Boy</i>	250,297	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	—	G-E
<i>Youth's Companion</i>	304,797	17	—	13	—	15	—	17	—	18	—	20	—
<i>St. Nicholas</i>	63,056	G-E	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	—
<b>Total</b>	722,227												



SCHEDULE OF GENERAL ELECTRIC ADVERTISING IN GENERAL MAGAZINES—1924

Periodicals by Fields	Cir. per Issue	SCHEDULE OF ADVERTISING											
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>MISCELLANEOUS GENERAL MAGAZINES</b>													
<i>Sunset</i>	141,966	G-E	Edison	Edison	G-E	G-E	G-E	Mdse	Edison	Edison	Edison	Edison	G-E
<i>Physical Culture</i>	259,132	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E	—	G-E
<i>Scribners</i>	73,036	G-E	—	Mdse	—	G-E	—	G-E	—	G-E	—	G-E	—
<i>Harpers</i>	68,697	—	G-E	—	Mdse	—	G-E	—	G-E	—	G-E	—	G-E
<i>American</i>	2,021,769	G-E	G-E	G-E	G-E	G-E	G-E	Mdse	G-E	G-E	G-E	G-E	G-E
<i>Century</i>	32,291	—	G-E	—	Mdse	—	G-E	—	G-E	—	G-E	—	G-E
<i>Cosmopolitan</i>	1,101,160	G-E	G-E	G-E	Mdse	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E
<i>Colliers</i>	1,002,390	19	16	8	5	24	7	26	16	13	11	8	13
		G-E	G-E	Mdse	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E
<i>Forbes</i>	33,993	5	2	1	12	24	7	5	2	13	11	8	6
		G-E	G-E	G-E	Mdse	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E
<i>Saturday Evening Post</i>	2,356,976	5	2	1	12	3	14	5	2	6	4	1	6
		—	G-E	Edison	G-E	Mdse	Edison	G-E	G-E	Natl	Natl	Edison	—
		12	23	15	19	17	21	12	9	13	11	15	20
		G-E	G-E	G-E	Edison	Natl	G-E	Natl	Edison	G-E	G-E	G-E	G-E
		26	—	22	—	—	—	—	—	20	—	29	27
		Natl	—	—	Natl	—	—	—	—	—	Edison	—	Natl
<i>McClures</i>	195,411	G-E	G-E	Mdse	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E
<i>Vanity Fair</i>	77,708	G-E	—	G-E	—	G-E	—	Mdse	—	G-E	—	G-E	—
<b>Total</b>	<b>7,364,529</b>												
71 College Alumnae	260,000	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E	G-E
<b>Grand total</b>	<b>35,641,425</b>	magazines issued to as many readers regularly take part in advertising G-E.											

GENERAL ELECTRIC ADVERTISING IN COLLEGE UNDERGRADUATE PERIODICALS—1924

State	No. Colleges	No. Pub.	Cir. per Issue	State	No. Colleges	No. Pub.	Cir. per Issue	State	No. Colleges	No. Pub.	Cir. per Issue
Alaska	1	1	2,000	Louisiana	5	5	7,800	North Dakota	2	2	3,500
Alabama	6	7	32,562	Maine	4	6	6,694	Ohio	27	32	40,405
Arizona	1	2	2,800	Maryland	9	10	20,617	Oklahoma	4	4	10,950
Arkansas	3	3	1,682	Massachusetts	15	21	39,565	Oregon	6	8	18,775
California	10	14	60,408	Michigan	10	12	16,733	Pennsylvania	26	34	70,350
Colorado	6	14	21,760	Minnesota	6	7	11,069	Rhode Island	2	2	3,500
Connecticut	3	5	10,934	Mississippi	4	5	7,200	South Carolina	3	4	3,150
Delaware	1	1	750	Missouri	13	15	21,470	South Dakota	3	3	2,450
Dist. of Columbia	3	5	8,300	Montana	3	4	4,262	Tennessee	7	8	7,925
Florida	3	4	5,565	Nebraska	6	6	5,131	Texas	15	16	25,250
Georgia	4	8	14,401	Nevada	1	2	2,500	Utah	3	5	8,600
Idaho	2	2	2,235	N. Hampshire	3	4	8,241	Vermont	4	5	4,400
Illinois	17	24	37,120	New Jersey	3	6	13,100	Virginia	8	9	13,050
Indiana	11	17	33,474	New Mexico	3	3	1,690	Washington	3	3	8,100
Iowa	17	23	29,127	New York	30	42	80,264	West Virginia	3	5	19,200
Kansas	14	18	21,470	North Carolina	10	11	14,160	Wisconsin	8	10	16,625
Kentucky	6	6	6,495								
The average number of insertions in each periodical is nine a year.								<b>Grand total</b>	<b>357</b>	<b>463</b>	<b>807,800</b>





### Opening an Empire



The General Electric Company is a world leader in the production of electrical machinery and equipment. Its products are used in all branches of industry and commerce.

West of Denver is the Continental Divide; hemmed in behind it is an undeveloped empire as large as Maryland. That empire the new Moffat Tunnel will open up.

General Electric motors will play a great part—driving air compressors, pumping water from underground rivers and running the mine locomotives that will carry out the rock.

**GENERAL ELECTRIC**



### Fit for the heaviest duty



You think of the electric truck as a modern machine. It does an old job in a new way. It is the only truck that can carry a load of 10,000 lbs. and still run on a single track.

Mr. Edison foresees that merchants will make all city deliveries with electric trucks. And here is a bigger truck, fit for the heaviest duty required of it by the Philadelphia Electric Company. It is demonstrating that General Electric motors will drive heavy trucks with the great advantages of long life, minimum repairs, and uninterrupted service.

**GENERAL ELECTRIC**



### 10 locomotives will do the work of 25



Eventually most of the country will be electrified. The Chicago, Milwaukee and St. Paul Engineers estimate that the cost of electrification of our railroads will be less than the cost of coal.

The General Electric Company is electrifying the Mexican Railway between Orizaba and Esperanza. On the first section—with many curves and terrific grades—10 electric locomotives will take the place of 25 steam locomotives.

Economies resulting from electrification will repay the cost of the improvement within five or six years.

**GENERAL ELECTRIC**



### What a miracle it is!



The General Electric Company built the turbines and motors for the battleship and also made the electrical machinery.

Twelve years ago the United States Navy Department permitted General Electric engineers to equip the collier *Jupiter* with electric drive—then a great experiment.

So handsomely did the *Jupiter* perform that now all the great United States battleships are electrically driven.

What a miracle it is—an invisible current driving a 32,000-ton battleship!

**GENERAL ELECTRIC**



The ship is driven by electric motors, and electricity runs her steering gear, pumps, refrigerating, heating, and lighting equipment.

### Coming through with rye



Wherever electrical machinery does an old job in a new way, it is the General Electric Company. It is money that the world makes.

Last September the Diesel electric ship "Twin Ports" ended her maiden voyage in New York harbor with a cargo of rye, having come from Ashtabula through the Barge Canal.

The canal boat mule is gone. G-E motors will drive the canal boats of the future, and will make the nation's waterways greater factors in economical distribution than they have ever been before.

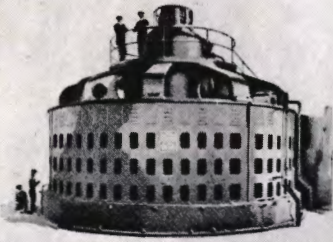
**GENERAL ELECTRIC**

## TRANSPORTATION

The Nation owes its growth and development to transportation. Railways, with their millions of passengers and vast freight, trolley cars, subway and elevated trains, and sea-going ships are wealth producers in proportion to the power, speed, and economy of their operation. Every class of society—every form of commerce and manufacture—is benefited by improvement in the equipment of common carriers.

Electricity, which now dominates certain fields of transportation, has already demonstrated its power to revolutionize long-distance carriage both by sea and land. Appropriate advertising, consistently and rightly directed, is stimulating public interest in the General Electric Company's contributions to the immense economies and the efficiency of electric propulsion and railway electrification.





**The world's biggest coal saver**

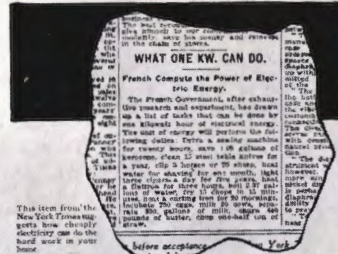
This is the largest hydro-electric generator in the world; one of three new giants installed by the Niagara Falls Power Company. Two million people share in the increased electric light and power supplied by these great generators.

Each of these machines saves the equivalent of 700,000 tons of coal a year.

**GENERAL ELECTRIC**



On this machine is a seal plate bearing the signature of the General Electric Company. The seal plate is made of a special metal that can stand the strain of running at 1800 r.p.m. This seal plate is more than a foot thick. The letters G. E. are the initials of a friend.



**WHAT ONE KW. CAN DO.**

The French Government, after studying the various uses of electrical energy, has drawn up a list of tasks that can be done by one kilowatt hour of electrical energy. The use of energy will perform the following tasks: Drive a sewing machine for twenty hours, make 100 sheets of letter paper, clean 1000 pairs of shoes for a year, clip a horse or 20 sheep, heat water for bathing for one month, light a lamp for three hours, melt 100 lbs. of butter, or dry 100 lbs. of laundry.

Multiply by sixteen million

The turbine generators invented and made by the General Electric Company in the past 31 years have a total capacity of sixteen million kilowatts, continuously.

Considering how cheaply kilowatts work, don't you think it would be a good scheme to put more of them to work in your home?

**GENERAL ELECTRIC**



For more facts the General Electric Company publishes the apparatus by which electricity is made. It shows the modern methods by which electricity is made. Look for the letters G. E. on each diagram. They are a symbol of service, the initials of a friend.



**What's the use of artificial lightning?**

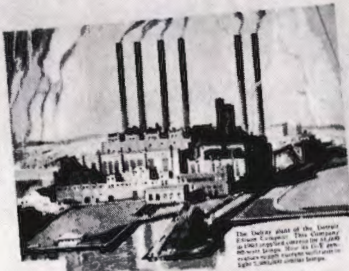
None, at present. Many of the experiments carried on at large cost by the scientists of the General Electric Company yield the Company no immediate return.

But in the long run they are all practical and important. They are part of the study which must go on unceasingly if this powerful force, Electricity, is to be completely tamed and enlisted in your service.

**GENERAL ELECTRIC**



When the General Electric Company works, they are great. They are the great of the world. They are the great of the world. They are the great of the world. They are the great of the world.



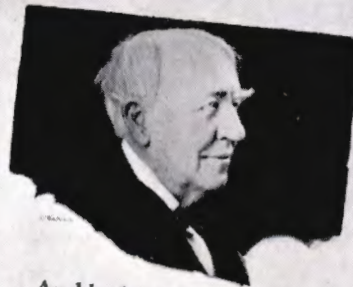
**Pillars of Progress**

In 1922 the American people used one billion dollars worth of electrical energy. And every five years the demand for energy doubles.



Think what this increasing use of electricity means in brighter homes, in products manufactured, and in burdens lifted. The great emancipator is the electric light and power plant. Its chimneys are pillars of progress.

**GENERAL ELECTRIC**



**And he has lived to see it**

Back in 1885, Thomas A. Edison succeeded in transmitting electricity at 220 volts for one mile—an achievement and a promise.



The General Electric Company produces electrical apparatus which makes it possible to transmit power over long distances and even longer distances in the future. This is the new step in the progress of electricity.

The promise was fulfilled a few months ago, when electricity at 220,000 volts was transmitted two hundred and forty miles to supply Los Angeles with light and power.

**GENERAL ELECTRIC**

**TRANSMISSION**

This series of advertisements aims to emphasize the service of transmission—the bringing of energy over long distances to the very door of the consumer—the fact that current, despite its ever growing usefulness, has been held to a low cost in a period of generally rising markets. An appreciation of these facts helps to an

understanding of the constructive policies which have brought electric power development to its present degree of importance in the promotion of lighting and industry. This advertising also furthers the objects of the National Electric Light Association and supplements that Association's publicity.





Cleveland's Fremont street is brightly lit, a fact that is a credit to the city's street lighting. The street is one of the best in the city.

### Follow Fremont!

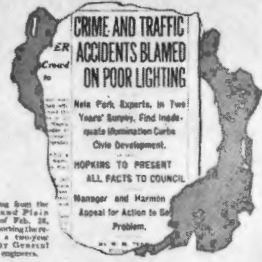


For better property values, greater safety and more peace of mind, follow Fremont! The street lighting engineers who helped Fremont to "light up" so brightly and so well, are at your service also. They are a part of the General Electric Company, where engineering is a way of service.

John Charles Fremont, "The Pathfinder," explored Ohio ninety years ago. When you, in your car, are exploring Ohio's fine highways today, you will come to a little city which bears the Pathfinder's name.

It is one of the best lighted cities in the world; and yet the per capita cost of the light is less than \$2 a year.

**GENERAL ELECTRIC**



### What good is a good home?

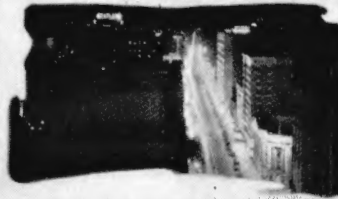


Good street lighting costs very little, if it is installed under the guidance of experts. The street lighting engineers of the General Electric Company have a nation-wide experience. Your letter to them is sure to get the answer you need.

A two-year study revealed that poor street lighting causes 18% of traffic fatalities; contributes to approximately 41% of crime; adds to traffic congestion; holds back commercial development.

Light your streets better. What good is a good home if it's on an unsafe street?

**GENERAL ELECTRIC**



Rocky Avenue, Cleveland, where general electric street lighting has cut the number of crimes in two.

### Light is the best policeman



No other police or patrolman gets the job done so quickly in proportion to what he costs. The engineers of the General Electric Company have complete data and experience on this point. Write to Schenectady, New York, and you will get the answer you need.

Cleveland has proved it. Summing up the results of better lighting in the downtown district, a prominent authority says: "Crimes in this district in the year 1916 were but little more than one-half (59%) what we might well have expected had no change been made in the lighting."

Yet the cost of the best street lighting averages less than 9% of the total of a city's taxes.

**GENERAL ELECTRIC**



### Where was Lima when the lights went out?

As part of an economy program, Lima, Ohio, tried turning out the street lights. The trial lasted three nights.



MAZZDA is the mark of a Research Service; it is the name which distinguishes lamps invented by General Electric Company scientists. Be certain you know from the name to the fact. So the thousands of men trained to investigate and experiment make improvements in lamps and equipment.

One newspaper summarized the result as "the probability of a crime wave, increase in the number of traffic accidents, and the loss to Lima business houses of a gigantic sum during the holiday season."

**GENERAL ELECTRIC**



### The biggest and the smallest

The biggest lamp made by the General Electric Company is 30,000 watts, equivalent to 100,000 candles. The smallest is called the "grain of wheat lamp." It is used in surgical operations on the stomach.



While the cost of all such lamps is the same, the cost of the smallest is light. The light is not only brightly colored, but it is also long lived. Use the light lamp and you have the best of both worlds.

Both are MAZZDA Lamps, like the lamps in your home. MAZZDA being the mark of the continuous research service centered in the General Electric laboratories in Schenectady.

**GENERAL ELECTRIC**

## GENERAL LIGHTING

Street lighting intensities that were considered ample ten years ago are inadequate to meet the conditions of today. This series of advertisements, appearing in 1924, will help educate the public to demand public illumination in accord with modern standards. It will also show to the individual that a trifling increase in munic-

ipal taxes will greatly reduce accidents, discourage many forms of crime, and raise the intrinsic value of real estate. It will tend to increase the market for all kinds of street-lighting equipment, widen the area served by electricity, and encourage the sale of home electrical appliances and housewiring.



P. O. No. 34474



**The whole world  
in your hands**

General Electric motors enable one great mill to produce paper enough in a day to cover a 13-foot road from New York to Chicago. Other G-E motors run the huge presses which can print as many as 100,000 newspapers an hour.

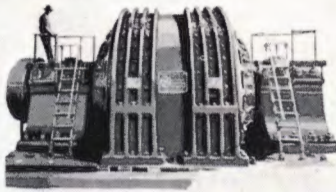
So, served by electricity, you breakfast like a king—an electric percolator and an electric toaster on your table, and the world's news in your hands!



Since the first great power in great mills was put into motion by electricity, it has been the chief force in the world's progress. Not only in the United States, but all over the world, equipment made by the General Electric Company is doing its best to give us the most high-working service.

**GENERAL ELECTRIC**


P. O. No. 34475



In spite of its size and the tremendous power developed by this revolving blower mill motor it requires only 1000 h.p. to run. Its maximum rating is 22,000 h.p., equivalent to the tractive power of 170,000 men.

**"The 100,000 Man"**

Of Napoleon it was said that his presence on the battlefield was equivalent to 100,000 additional men. "The 100,000 man," his enemies called him.



Look closely at the picture of this great motor installed in the plant of a large steel company, and you will see the motor of the General Electric Company, an organization of great and noble men who produce equipment by which electricity does more and better work.

Napoleon dealt in death. Big General Electric motors, like the one in the picture, lift heavy loads off human shoulders, and contribute to the enrichment of life.

**GENERAL ELECTRIC**

P. O. No. 34476



The Shandaken Tunnel, through the heart of the Catskill Mountains, has a total length of 18.1 miles. It was built to double New York City's water supply.

**Building the world's longest tunnel**

To double New York City's water supply, engineers have built the Shandaken Tunnel, 18.1 miles long.

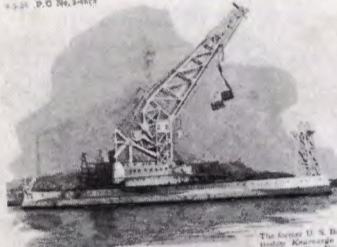


In every great and important engineering project there must be completed within a few months or years, rather than whole lifetimes, the heavy work which is done by electricity. The General Electric Company designs and manufactures heavy electrical equipment, as well as the little motors which run out in your office and home.

Electricity helped the builders to finish the work one year ahead of schedule. Everyone knows that electric motors save human labor; here is impressive evidence that they also save money and time.

**GENERAL ELECTRIC**

P. O. No. 34477



The former U. S. Battleship Albatross is now Coast Ship No. 1.

**This battleship grew a long arm**

Many of our big battleships have been junked at the end of their service, or sunk in practice at sea.

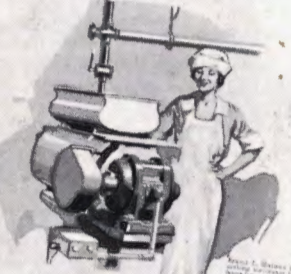


The fact that the products of General Electric Company have been tested by such extraordinary tests in all parts of the world makes them more than ever a source of confidence and assurance. On special electrical tests made for the Navy, G-E, they are a record of service, the outside of a record.

The good old fighter "Kearsarge" is now a good young worker. The G-E motors in her big crane are strong enough to raise a submarine. Created to defend, the present service of this staunch old ship is to save.


**GENERAL ELECTRIC**

P. O. No. 34478



Where cleanliness counts most of all

Electric motors are clean workers. The ice-cream plant of E. L. Haines, Inc., at Lynn, is as spotless as your tablecloth. The cream is never handled; all machines are enclosed.



With the price of all food everything has advanced, and the cream cost more than before the war. But electricity is powerful, and it saves money.

And G-E motors are economical workers. Mr. Haines' bill for current is less than 2 cents per gallon of cream.

**GENERAL ELECTRIC**

**ELECTRICITY IN INDUSTRY**

Sixteen million people are engaged in industrial occupations in the United States. It is important that they appreciate the value not only of electric drive in general, but of G-E apparatus in particular. One and a half million of them are managers or technical advisers who have a part in the selection of electrical machinery. It is doubly important that they be reached by pub-

licity such as is shown on this page and which features the qualities of G-E equipment and many of its specific applications.

This group of advertisements has a double value. It tells the story of G-E electrification to those who consume the products of industry and it carries an obvious lesson to the manufacturer himself.





The Tungar Battery Charger which charges radio or automobile batteries, is a development of General Electric Research Laboratories.

**"Charge, Tungar, Charge!"**

Does your car stand dead in a cold garage? Connect the battery with Tungar; tomorrow morning you will have current for the starter and the lights.



If we were not accustomed to wonder like this, we should say: "Blessed that is wonder!" Consider it rather as another example of results gained by the scientific method, the manufacturer and the business man working together in the General Electric Company towards a common goal.

Without a well-charged battery your radio set is mute. Connect the storage battery with Tungar, and behold! Music comes into your home from a distance of a thousand miles.

**GENERAL ELECTRIC**



One cent will drive your fan for two hours. It will keep your washing machine at work for twenty minutes. Or it will give you two hours of light from your 50-watt MAZDA lamp.



General Electric Company's service extends in many directions. Write to Section G.L., Merchandise Department, General Electric Company, 300 Superior Street, for a handsome free book showing how you can transform your home into a Home of a Hundred Comforts.

This is the biggest cent's worth in history—the service of your fan, of your washing machine or of your MAZDA lamp.

**GENERAL ELECTRIC**



Increase the comfort of your home by sending for this book



A very important part of your electrical equipment is hidden in the walls of your home. Set your mind at rest regarding electric wiring and connections by asking your architect and builder to be sure that they are made by the General Electric Company.

This book gives floor plans of various sizes and types of houses, showing just how the electrical outlets and switches can be arranged for maximum convenience.

By adding a few electrical conveniences every year you will make your house a better place to live in, and easier to sell.

**GENERAL ELECTRIC**



**If father did the washing just once!**

If every father did the family washing next Monday there would be an electric washing machine in every home before next Saturday night.



You will find this message of the General Electric Company on many doors that take the dirt away out of housework. Look at the letters G.E. They are a symbol of service—the initials of a friend.

For fathers are used to figuring costs. They'd say: "The electricity for a week's washing costs less than a cake of soap. Human time and strength are too precious for work which a machine can do so cheaply and well."

**GENERAL ELECTRIC**



**Your Daughter**

How much of her life must be spent in filling oil lamps, scrubbing clothes and pumping water?

None. For our generation has made a great contribution to human progress: it has transferred to electricity the burdensome work that women used to do. Your daughter entered the world at a fortunate time.



On many of the tools that make hard housework easy you will find the message: It stands for General Electric Company, a name which produces apparatus and machines that have made electricity into a servant that works for all.

**GENERAL ELECTRIC**

**ELECTRICITY IN THE HOME**

The thirty million readers who see these advertisements will instinctively apply the message to conditions in their own homes. The promotion of complete housewiring is accumulating power in every part of the country and will receive additional impetus through this publicity.

The object is two-fold—to sell the idea of

electrical service in unwired or inadequately wired houses, and to increase the demand for labor-saving appliances and heating devices. An estimated market of eight million residences without electrical installation demands plentiful advertising of this nature—advertising which will equally advance the sale of appliances in the million homes already wired.





Installing General Electric in road-over street lighting system in Nagoya, Japan.

### Everywhere, this monogram



The International General Electric Company carries products of American quality to every land, and brings back developments which foreign scientists have not dreamed of. Thus, by a league of minds, peoples know our jobs are better, and humanity is ever forward with a better world.

You may travel through a tropical jungle on a train which a G-E locomotive pulls; in an Oriental city you may drink water which a G-E motor pumps.

The sun never sets on this monogram; and wherever you find it, it is a symbol of service — an evidence that electricity is doing one more heavy task which men and women used to do.

**GENERAL ELECTRIC**



Thomas A. Edison and Charles P. Steinmetz in the Scientific Laboratories of the General Electric Company, where Dr. Steinmetz did his great work.

### Steinmetz

The spirit of Dr. Steinmetz kept his frail body alive. It clothed him with surpassing power; he tamed the lightning and discharged the first artificial thunderbolt.



Electricity has been the means of new energy. It has made possible the modern world, while new and more great, unthought and forgotten things are being discovered. One of the most important influences in the life of a modern civilization is the action of the sciences in the laboratories which it provides for their research.

Great honors came to him, yet he will be remembered not for what he received, but for what he gave. Humanity will share forever in the profit of his research. This is the reward of the scientist, this is enduring glory.

**GENERAL ELECTRIC**



Stage directions for the scene from William Vaughn Moody's play, "The Great Divide," tell for a woman's sudden arrival, a panic shot, and the crash of break-up furniture. The microphone on the right picks them all in your home.

### An Exciting Evening



WGYY and KGO are the broadcasting stations of the General Electric Company at Berkeley, California, and Oakland, California. Each of these is a superb hall, a better name, a new bureau, a theater, or a place of worship.

Here are four of the WGYY Players (the world's first radio dramatic company) at a thrilling climax which almost turns sound into sight.

Tune in, some evening, on one of their productions. You will be surprised to find how readily your imagination will supply stage and setting.

**GENERAL ELECTRIC**



### Your Boy



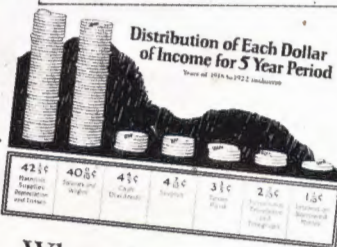
There is energy in Nature to provide for all mankind. A large part of this energy is the General Electric Company has been in making it better, the most electrical machines which man ever saw. But now furnish electricity for power, light and heat.

He will have more leisure than you had. And yet, with the aid of electricity, he will do more than you did.

Radio, the electric locomotive and the electric ship will have shortened his distances. Electric motors will have taken upon their shoulders life's burdensome tasks.

A different world it's going to be — and a better one!

**GENERAL ELECTRIC**



### Where the money goes

What becomes of the millions of dollars received by a large organization like the General Electric Company?

This chart tells the story. More than 40 cents out of each dollar goes in salaries and wages to G-E men and women—scientists, engineers, salesmen and other workers.

Not quite 5 cents go in cash dividends to the owners of General Electric—37,000 investors, 16,000 of them women.

**GENERAL ELECTRIC**

## GENERAL

The corner stone of the General Electric Company's technical authority and commercial success is scientific research conducted in the Company's laboratories by acknowledged masters of investigation in the electrical and allied fields. The value of this service to the public at large and to individual consumers is emphasized in

the educational advertisements shown on this page. The subject matter, in itself, is of interest for the story it tells, and this interest will lead to personal applications by each reader as he learns the meaning of the G-E monogram and its assurance of worth and value to him wherever found on electrical products.





### Pumping prosperity through a State



The General Electric Company provides the services that do the farm chores and great ones that drive electric pumps to irrigate great stretches of arid valleys.

Electricity, carried hundreds of miles from mountain power houses, pumps the water that has transformed an arid region into a land of plenty—does the hard work on the farms—and tirelessly shoulders the drudgery of women's work.

Utah, a state of farms, has doubled its use of electric power in the past five years—many other farm states are making similar records.

**GENERAL ELECTRIC**



### Better than aching backs



One of the most useful services performed by General Electric Company is the manufacture of little motors to operate the appliances that take the drudgery out of housework and farm work.

The first labor-saver the woman of the family wants when the farm home is electrified is a washing machine—that banishes "blue Monday" by substituting electric horsepower for her back-power.

Then comes the electric iron—and after that the man of the family can decide where he needs electric power to take the load off his shoulders.

Electric light and power on the farm is an investment in better and happier living.

**GENERAL ELECTRIC**



### Push-the-button farms



The General Electric Company is cooperating with electric service companies to devise machines and methods that will enable more farmers to enjoy the benefits of electric light and power.

They call them "push-the-button farms" out through the wheat belt.

Electricity pumps the water, does the washing, churns the butter, dusts the carpets, threshes the wheat, cuts the ensilage—at the touch of a button.

More than half a million farmers have turned over the tiresome chores and hard jobs to this tireless worker.

Millions of farmers need the same efficient help.

**GENERAL ELECTRIC**



### Winning the West

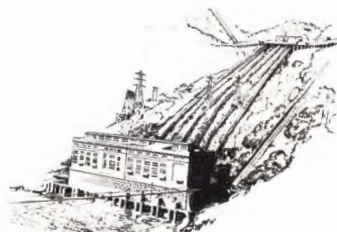


The General Electric Company provides the services that do the farm chores and great ones that drive electric pumps to irrigate great stretches of arid valleys.

Irrigation by electrically driven pumps has made hundreds of thousands of acres of desert land in the Intermountain West blossom like the rose.

For a few cents a month per acre, electricity—the giant worker—brings the life-giving water from distant lakes and rivers to rainless valleys, producing rich harvests of fruits and vegetables, cereals and forage.

**GENERAL ELECTRIC**



### Harnessing gravity to do our work



The familiar mark of the General Electric Company is to be found on the equipment of hydro-electric power stations and high-voltage transmission lines that carry electricity throughout California, where first one of five people live in electrically lighted homes.

California farmers are making mountain waterfalls do much of their hard work. On many thousands of farms a turn of a switch gives light, heat and power—energy brought sometimes hundreds of miles on high-tension transmission lines.

When the whole country is served by a network of electric lines, and all available water-power is utilized, American life will be in a new and happier era.

**GENERAL ELECTRIC**

## RURAL ELECTRIFICATION

Only half a million people in the United States live on electrified farms, but there are millions of rural dwellers who will constitute a new market for current and appliances as soon as the fast-approaching lines become available or those already at hand become appreciated.

The advertisements here shown reach the larger part of the farms in this country; they explain the comfort, labor saving, and economy

of electrical service, and they tend to arouse a sentiment in favor of line extension throughout the country side. Such a general movement will result in increased power house business as well as in heavy additional sales of motors and appliances. The farm combines two markets in one—home and business; hence this advertising helps to open a double sales opportunity for the electrical manufacturer and for the central station.





MICHAEL FARADAY 1791-1867  
Apprentice to an English book-binder. Attracted the attention of the Humphreys Davy, becoming his assistant. "The greatest experimentalist of all times," says one biographer. The electrical unit Farad was named for him.

### "What's the use of it?"

Michael Faraday saw the real beginning of the age of electricity nearly a century ago when he thrust a bar magnet into a coil of wire connected with a galvanometer and made the needle swing.

Gladstone, watching Faraday at work in his laboratory, asked, "What's the use of it?" The experimenter jestingly replied, "There is every probability that you will soon be able to tax it." The world-wide use of electricity that has followed the Faraday discovery abundantly justifies the retort to Gladstone.

Faraday's theory of lines of force is constantly applied in the Research Laboratories of the General Electric Company in devising new electrical apparatus of which Faraday never dreamed. Every generator and motor is an elaboration of the simple instruments with which he first discovered and explained induction.



In 1889 the Edison Electric Illuminating Company of New York City installed a generator of 100 lamp capacity, then considered a great feat. By continuous experimentation and research the General Electric Company has developed generators 500 times as powerful as this wonder of forty years ago.

## GENERAL ELECTRIC

H. O. 199  
A. O. 45 P. 1  
Dated Oct. 9, 1923  
Reg. No. 43842-GH



ANTOINE LAVOISIER 1743-1794  
Born in Paris, son of a wealthy tradesman. As a student won a prize for an essay on lighting the streets of Paris. Held various Government posts. A martyr of the Reign of Terror. Founder of modern chemistry.

### They couldn't destroy the work he did

"The Republic has no need for savants," sneered a tool of Robespierre as he sent Lavoisier, founder of modern chemistry, to the guillotine. A century later the French Government collected all the scientific studies of this great citizen of Paris and published them, that the record of his researches might be preserved for all time.

Lavoisier showed the errors of the theory of phlogiston—that hypothetical, material substance which was believed to be an element of all combustible compounds and to produce fire when liberated. He proved fire to be the union of other elements with a gas which he named oxygen.

Lavoisier's work goes on. In the Research Laboratories of the General Electric Company the determination of the effects of atmospheric air on lamp filaments, on metals and on delicate instruments is possible because of the discoveries of Lavoisier and his contemporaries.



This is the mark of the General Electric Company, an organization of 100,000 men and women engaged in producing the tools by which electricity—man's great servant—has made the world a better place to live in.

## GENERAL ELECTRIC



HENRY CAVENDISH 1731-1810  
English chemist and physicist, of whom Blot said, "He was the richest of the learned and the most learned of the rich." His first great achievement was his famous experiment to determine the density of the earth.

### He first made water from gases

Henry Cavendish, an eccentric millionaire recluse, who devoted his life to research, was the discoverer of the H and the O in H<sub>2</sub>O. In fact he first told the Royal Society of the existence of hydrogen.

He found what water was by making it himself, and so became one of the first of the synthetic chemists.

Cavendish concluded that the atmosphere contained elements then unknown. His conclusion has been verified by the discovery of argon and other gases.

The Research Laboratories of the General Electric Company have found a use for argon in developing lamps hundreds of times brighter than the guttering candles which lighted Cavendish's laboratory.



In an age of electricity the General Electric Company has placed the hall of electrical progress. You will find its program on the gas generator, made by being compressed, in little more than an hour. It is a symbol of service.

## GENERAL ELECTRIC



BENJAMIN FRANKLIN 1706-1790  
Printer, journalist, diplomat, inventor, statesman, philosopher. One of the authors of the Declaration of Independence and the Constitution. Member of the Académie des Sciences and one of the most eminent natural philosophers of his time.

### But nobody had thought to do it

By bringing electricity down from the clouds over a kite string, it was a simple thing to prove that lightning was nothing more than a tremendous electrical flash.

For centuries before Franklin flew his kite in 1751 philosophers had been speculating about the nature of lightning. With electrified globes and charged bottles, others had evolved the theory that the puny sparks of the laboratory and the stupendous phenomenon of the heavens were related; but Franklin substituted fact for theory—by scientific experiment.



Electrical machines bearing the mark of the General Electric Company, in use throughout the world, are raising standards of living by doing the work of millions of men.

## GENERAL ELECTRIC



ROGER BACON 1214-1292  
English philosopher and man of science. Studied at Oxford and the University of Paris. Wrote the Opus Major, Opus Minor, Opus Tertium, and many other treatises.

### For this he was sent to prison

Roger Bacon may not have invented gunpowder, as has been claimed by some biographers of the famous Franciscan friar, but he exploded some of the outstanding errors of thirteenth century thought. Because of his advanced teachings, Bacon spent many years of his life in prison.

In an age of abstract speculation he boldly asserted the mathematical basis of all the sciences. But even mathematical calculation, he showed, must be verified by experiment, which discovers truths that speculation could never reach.

In the Research Laboratories of the General Electric Company, Bacon's principles are followed in every experimental investigation. The gas-filled electric lamp and the electron tube were worked out on paper, but it was experimental verification of the underlying mathematical theory that made electric illumination, radio broadcasting and X-rays what they are today.



More than a million dollars a year is devoted to research by the General Electric Company in order that the power of electricity may be made more and more useful to mankind.

## GENERAL ELECTRIC

### COLLEGE UNDERGRADUATES

It is most important that the million students at American colleges be reached, at their impressionable age, with the story of General Electric research couched in the form and phrase to which study has accustomed them.

The advertisements here shown are carried monthly in 463 college publications. Their purpose is to hold up before undergraduate bodies the great ideals which animate G-E research and lead it to distinguished achieve-

ment. They are so timed and placed as to form an integral part of the knowledge and habits of judicious thought which students absorb at college and which they constantly use in after years. The Company's contact with alumni is preserved through advertising of a more general nature published in all college alumni magazines. While college advertising is, in large part, sowing for the future, it has also proved of very real present value.



## MERCHANDISE ADVERTISING

**T**HE 1924 program of Merchandise Advertising invites the public to consider the group service of certain G-E products for home use. Its purpose is to stimulate the sale of wiring devices, electric fans, Tungar Battery Chargers, transformer specialties, conduit products and code wire, individually and collectively. This plan effects a maximum publicity for all these products. During 1924, over sixteen million messages, in leading national magazines, will describe the nature and uses of this group and will emphasize their quality and relations one to another.

The reader, aroused to interest, approaches the dealer with an informed mind and, in many cases, with a buying intent that makes the sale an easy matter. Each product carries its reminder of others in the same group by force of the relationships suggested in the advertisements, each of which features two or more items in a logical combination. The result is cumulative in its stimulation of retail business.

Supplementing the Company's national promotion of better housewiring, is the offer of a copy of "The Home of a Hundred Comforts," which is featured in many of the Composite Advertisements. This booklet is published in direct support of every qualified contractor.

The attention of the house builder and realtor is directed to the added sales and rental value of the house that is completely wired with dependable material—a value that is large in proportion to the extent of the installation. Illustrations of specific G-E wiring devices, together with reproductions of advertisements current in the popular magazines, show the builder the kind of electrical equipment that the public is being taught to value and demand. A copy of "The Home of a Hundred Comforts" is offered him so that he can correctly estimate the

nature of the Company's promotional work in the housewiring field.

Each magazine advertisement of the Composite Campaign will be given prominence in the monthly displays in trade papers. This practice helps the electrical dealer to adjust his inventory to meet current demands.

G-E dealer helps—display material, printed publicity, and the like—are pointedly featured in trade advertising, and their use is urged on the dealer as a merchandising asset and as an efficient tie-in with G-E magazine advertisements.

### *Tungar*

Over ten million people in the United States own automobiles. It is estimated that five million radio receiving sets are in almost nightly use. These figures represent a market which, in very large part, utilizes storage battery service.

An extension of the Composite Merchandise advertising program, featuring Tungar battery chargers, is scheduled for 1924. This is addressed directly to radio enthusiasts and car owners, to whom it is aimed to sell small Tungars, and to battery service stations and garages, which constitute the market for large Tungars.

The Tungar publicity in the radio field is a continuation of the previous year's campaign and consists of six advertisements in the principal radio publications during the active sales season. In the automotive field, the advertising of large Tungars deals with profitable installation and operation in garage and service station.

This intensive Tungar campaign is closely coordinated with the Composite Merchandise campaign in which two advertisements feature Tungar and four others link Tungar with "The Home of a Hundred Comforts."



**Super-service**  
 With a radio that refuses to take a good program because of a storage battery weakness. First charge it fully with a Tungar. Then recharge it with a Tungar. Then recharge it with a Tungar. The result is longer battery life and every pop—plus convenience.  
 In homes with electricity Tungar recharges the run-down radio or auto battery over night at a saving. Sold by Electrical, Amusement and Radio dealers.

**Tungar BATTERY CHARGER**  
 GENERAL ELECTRIC

**The Genie in the wall**  
 That magic power, undulating, unrotated, hidden by both and played in your electrically wired home, makes a choice to be more convenient than it is through additional expense—why substitute art of service?  
 With safe Sprague 85 Cable hand the wall and let it do its work. Outlets and Tumbler switches every room, electrically wired at hand and ready.

**GENERAL ELECTRIC**

**Charge 'em overnight**  
 The latest electric sets are hard to play for so long a time as you can charge them. All you need is a Tungar Battery Charger. It will "charge 'em overnight."  
 The Tungar for the house is the most safe principle to use. It has a built-in fuse to protect your home from fire.  
 With complete instructions you can install it easily.  
 Sold by Electrical, Amusement and Radio dealers.

**Tungar BATTERY CHARGER**  
 GENERAL ELECTRIC

**Grandpa's doorbell—Today's**  
 Compare grandpa's doorbell with the modern electric bell connected to the G-E Wayne Bell Ringing Transformer, which never goes out-of-order. It rings your door bell from the lighting circuit. Absolute dead battery insurance and removal and lasts a lifetime.  
 Let your electrician install one. At the same time have him install some G-E Convenience Outlets and Tumbler Switches for appliances and lights. Make electric life your hand's servant.

**Bell Ringing TRANSFORMER**  
 GENERAL ELECTRIC

**Triumph over drudgery**  
 Progress has dispensed the universal house. The work, save service of electricity is not there.  
 We have ways to it to triumph over drudgery! A wall to the nearest qualified electrical contractor, and electricity will do all its work and convenience can be brought through complete wiring.  
 G-E Convenience Outlets and Tumbler Switches in every room—safe Sprague 85 Cable behind the wall will give you every of the wall, with the most dependable service.

**GENERAL ELECTRIC**

**Good-bye, Dangling Wires**  
 No longer need dangling wires from lighting fixtures clutter your rooms when using electric service.  
 The modern home is completely wired. It is wired with "plugging in" places, G-E Convenience Outlets.

**GENERAL ELECTRIC**

**Wishing or wiring**  
 Every one wants-making wishes out of every building and only wish for such conveniences as electric vacuum cleaners, washing machines and making devices. They come in all sizes and are ready to use.  
 For their own convenience electric wiring should run the door to better and easier installation. Plenty of G-E Convenience Outlets make all electric appliances handy servants.

**GENERAL ELECTRIC**

**Cool—Live Air!**  
 This is the G-E Fan that sets the pace the way to comfort and health. Wherever you see her, you'll find G-E Fans in various sizes, designed for many places—to blow away worry and freshen folks up.  
 Do you know that a G-E Fan costs but one-half cent an hour to run? Look for the G-E Fan Girl in the dealer's window.

**G-E Fans**  
 GENERAL ELECTRIC

COMPOSITE MERCHANDISE CAMPAIGN

Backed by educational advertising, which is primarily concerned with the "Electrical Consciousness," the Merchandise Department campaigns contain messages to the consumer, which cover specific applications of electrical products and their attending benefits. By appealing through "The Home of a Hundred Comforts,"

this publicity will teach the public to translate electricity and the products which make it available, into terms of personal utility and comfort.

Examples of this advertising, shown above, feature Tungar Battery Chargers, G-E fans, the contribution of complete wiring to home comfort, and the advantages of bell-ringing transformers.





**Ears, eyes and storage batteries**

Ears catch the slightest radio sound when the radio storage battery is "pepped up" with energy. Eyes see far ahead on dark nights when the motor car headlights are bright from a fully charged auto battery. Charging the storage battery at home is easy with Tungar—the carefree battery charger. Attach it to any electric outlet and the house current will charge the battery overnight.

Tungar is called "carefree" because you do not have to watch it and it costs little to operate. It is clean and quiet and its frequent use prolongs battery life.

Sold by Electrical, Auto-accessory and Radio dealers.

**Tungar**  
BATTERY CHARGER



**Do as the Doctor does**  
—keep your battery full-powered and ready

The doctor remembers that even the modern dependable storage battery gives out only the power he puts into it.

Many physicians write us that in order to keep the automobile battery ready for any call, they have a Tungar charge the battery from the house current.

The Tungar charges the house current into energy for radio and automobile storage batteries. It recharges batteries overnight at negligible cost.

Tungar costs little for the service it gives. It pays for itself in extra battery life.

Sold by Electrical, Auto-accessory and Radio dealers.

**Tungar**  
BATTERY CHARGER

**GENERAL ELECTRIC**



**Partners for Power**

A fully charged storage battery makes radio reception better—it makes your motor car even more dependable.

A storage battery can deliver no more electricity than is put in. Keeping it full-powered with a Tungar means efficiency, pleasure and pleasure from your radio—plus starting and dependable lighting for your automobile.

The easy way to keep your battery efficient is, to charge it at home with a Tungar. 200,000 Tungars now in use, charging batteries from electric lighting current. Portable—economical—safe. Charges your battery overnight.

Sold by Electrical, Auto-accessory and Radio dealers.

**Tungar**  
BATTERY CHARGER



**When battery service is vital**

Your radio will always be ready for clear reception—your motor car for instant starting. It's up to you to keep the storage battery charged—full-powered for perfect results.

Why not do as more than one hundred thousand radio and automobile owners have already done? Use your house current and a Tungar to recharge the battery overnight.

The same Tungar recharges radio or auto battery—saves money on every charge. The result is longer battery life and more "pop"—plus convenience.

Sold by Electrical, Auto-accessory and Radio dealers.

**Tungar**  
BATTERY CHARGER

**GENERAL ELECTRIC**



**Super-service**


Wide awake radio fans prepare for clear reception of all programs by keeping the storage battery full-powered with the Tungar. For super-service the Tungar is used to recharge both radio and auto batteries. The result is longer battery life and more "pop"—plus convenience.

In terms with electricity Tungar recharges the run-down radio or auto battery overnight at a saving.

Sold by Electrical, Auto-accessory and Radio dealers.

**Tungar**  
BATTERY CHARGER

**GENERAL ELECTRIC**



**Uncle Bill or School-boy Bob**

Whether for Uncle Bill's automobile or School-boy Bob's radio—essentially a part of the home equipment will be a Tungar, the battery charger which works from the house current.

When you get a Tungar for radio remember your auto battery too. It provides the extra energy that every storage battery needs to make it give abundant service. Overnight charging gives the auto battery longer life.

Tungar is simple, convenient, clean and quiet. No moving parts. Saves money on every charge. 200,000 have been used by battery service stations and private owners.

Sold by Electrical, Auto-accessory and Radio dealers.

**Tungar**  
BATTERY CHARGER

**GENERAL ELECTRIC**

**TUNGAR ADVERTISING**

The Tungar intensive campaign reaches three specific fields: General consumer, radio, and automotive. The Small Tungar advertising is aimed at a general consumer market of nearly 1,400,000 individuals through the medium of the *Literary Digest*. Ninety-one per cent of the readers of this periodical live in wired homes; fifty-two per cent are automobile owners. The

vast number of enthusiastic radio listeners is growing greater every day.

This series of advertisements embodies sales arguments that will appeal both to families owning automobiles and to those who have installed radio sets. In every case the usefulness of Tungar is given special point; the argument is based on both convenience and economy.



## LAMP ADVERTISING

**P**URCHASING interest in MAZDA lamps, both Edison and National, is being held to a consistently high point by magazine advertising that reaches every part of the lamp market. In addition to the general publicity in popular periodicals, the specific fields include lighting for homes, farms, commercial buildings, stores, factories, automobiles, and even more closely segregated interests.

Many of the spreads in popular magazines embody the same illustrations that give character to 1924 window display material. Apart from the obvious sales value of this tie-in, additional force is given to these advertisements by the reiterated emphasis placed on the economy and comfort of good home lighting.

All advertisements published in class or trade magazines are carefully tuned to the personal interests of their respective readers, and in many cases give specific data of like special value.

With all the present large volume of lamp sales, there is a vast opportunity to obtain new business from unwired homes and buildings, from those that are inadequately wired, and from uncounted people who still think that one type of lamp is very like another and hence get the least return in lighting values from their installations, whether domestic, commercial, or industrial.

MAZDA lamp advertising holds an alluring picture before the home owner who has no wiring installation or whose wiring is insufficient for correct lighting. The strong personal appeal of beautiful and useful illumination, contained in this publicity, sells housewiring as a preliminary to a subsequent continuous sale of lamps.

Agents and dealers in MAZDA lamps will find their local newspaper advertising immeasurably strengthened by the prestige of national publicity on this

scale. The merchant who holds before the community his status as a specialist in MAZDA lamps and correct illumination virtually signs his name and address to every magazine page on which MAZDA is advertised. A nationally recognized product is invariably a locally favored product; prospective purchasers instantly associate the lamp in the store with the lamp in the magazines.

The preparation of publicity for periodicals with a very large national circulation has been undertaken and carried through with the knowledge that these advertisements must be more than merely attractive to the eye—that they must contain a thoroughly practical story of personal interest to each reader. Otherwise the space is wasted. Every MAZDA lamp spread takes up some intimate, everyday need that is met by MAZDA lamp illumination correctly applied. Through the consistent application of this practice, these advertisements sell lamps in volume and pave the way to future business while cultivating the present market in its every part.

### *MAZDA Service*

MAZDA is "The Mark of a Research Service," and as such has become a household word through years of educational publicity. The principal purpose in advertising MAZDA SERVICE is to keep this meaning of the word before the public and to maintain confidence in MAZDA by emphasizing the standards of development and production represented by every lamp that carries the familiar mark.

MAZDA SERVICE has nothing to do with buying or selling or "servicing" in the ordinary commercial sense. Nor is MAZDA a service to the electrical industry alone. It is, of course, rendered directly to a group of manufacturers who are privileged to mark their lamps "MAZDA," but in its finest sense it is a great *public* service.



**White Magic**

In pools of quiet water, so we read, graceful nymphs found means to contemplate their reflected forms.

and table lamps and for every kind of fixture you can think of. These shades are just as beautiful as the light they give.

Write to National Lamp Works of General Electric Company, Nela Park, Cleveland, Ohio, for "Modern Recipes For Lighting The Home," which shows how to light properly all the rooms in your home.

**NATIONAL MAZDA LAMPS**  
A General Electric Product

**T**HE Saturday Evening Post reaches two and a quarter million people weekly. These Post advertisements, with their admirable drawing enhanced by the attractive colors of the original reproductions, will materially advance the sale of MAZDA lamps.

**When Night Falls, Turn on Daylight**

Dark comes on, to mark the end of day. Need it be the end of daylight in your kitchen? Is not daylight an ingredient of every appreciated dish? And is it not a boon and blessing to whoever takes pride in preparing what others will delight to eat? Then why not have it?

Turn on the new daylight of the National Mazda Daylight lamp. Bring back the light of day to the places in your home where daylight work must be done at night.

The National Mazda Daylight lamp is a wonder-worker in the kitchen, in the laundry, and in any

portable lamp used for reading or sewing—where precious eyesight must be freely used, and not squandered. Try this lamp in these places.

Near you is a National Mazda lamp store—where the Blue Carton or the Blue Carton Lantern is displayed. There you can obtain real information about good lighting.

Write to National Lamp Works of General Electric Company, Nela Park, Cleveland, Ohio, for "Modern Recipes For Lighting The Home," which shows how to light properly all the rooms in your home.

**NATIONAL MAZDA LAMPS**  
A General Electric Product

**What a Package Daylight Can Do**

Write to National Lamp Works of General Electric Company, Nela Park, Cleveland, Ohio, for "Modern Recipes For Lighting The Home," which shows how to light properly all the rooms in your home.

**NATIONAL MAZDA LAMPS**  
A General Electric Product

**A New Light on an Old Friend**

When you greet yourself in the morning, do you see that other you peering and scowling, or does he beam on you with a sparkling eye and a cheerful face that says: "Here's a bright start to a brand new day?"

Whether you own or rent your home, you are the one to light it properly. But don't think of that as a problem—just use National White Mazda lamps generously throughout the house.

They belong in portable floor and table lamps, and in every kind of fixture on which you use open shades—pendants, showers, small bowls, wall brackets, and in closets. In all such fixtures, they give real illumination without glare.

You can get National White Mazda lamps by the carton—see lamps. Keep a supply on hand. Near you is a National Mazda lamp store—where the Blue Carton or the Blue Carton Lantern is displayed. There you can obtain real information about good lighting.

Write to National Lamp Works of General Electric Company, Nela Park, Cleveland, Ohio, for "Modern Recipes For Lighting The Home," which shows how to light properly all the rooms in your home.

**NATIONAL MAZDA LAMPS**  
A General Electric Product





### EDISON MAZDA LAMPS

In addition to *Saturday Evening Post* advertising, six advertisements, such as shown above, are appearing in *Sunset* magazine. In this case the same illustrations are used that form the basis of MAZDA lamp window displays. This co-ordination of magazine publicity and merchandising material is obviously of value to the lamp agent.

MAZDA lamps and their proper application are also being featured throughout a four-color series appearing in the *Ladies' Home Journal* and *Good Housekeeping*—a total of eleven million messages.

The ever-increasing vogue of the automobile justifies the considerable advertising space that is being devoted to auto lamps, and which ties in closely as to design with the billboard posters that are being displayed in and about the larger centers of population.

The comprehensive variety of magazine advertising devoted to Edison MAZDA lamps and correct lighting practice furnishes strong local support wherever lamps are offered for sale and given consistently prominent display.



April 19, 1924  
Five Cents the Copy  
**The COUNTRY GENTLEMAN**  
FOR HIS FAMILY

June 28, 1924  
Five Cents the Copy  
**The COUNTRY GENTLEMAN**  
For the AMERICAN FARMER and HIS FAMILY

March 1924  
Forty-Seven Years Young  
**The Farm Journal**

May 1924  
Farmers Sit the First Table  
**The Farm Journal**

September 1924

October 4, 1924  
You have them in your home - put them on your Car  
Buy them by the kit  
**EDISON MAZDA AUTO LAMPS**  
MAZDA THE MARK OF RESEARCH SERVICE

March 1924  
MORE THAN 850,000 CIRCULATION  
**SUCCESSFUL FARMING**

May 1924  
MORE THAN 850,000 CIRCULATION  
**SUCCESSFUL FARMING**

September 1924

NATIONAL  
**MAZDA AUTO LAMPS**  
Carry a kit of extra lamps and be safe

NATIONAL  
**MAZDA AUTO LAMPS**  
The name on each lamp is your guarantee of quality

### MAZDA AUTO LAMPS

While the billboard message of MAZDA auto lamps is catching the attention of every motorist at the great crossroads of highway travel, the same publicity will travel to more remote regions where progressive farmers have learned the value of automobiles. Through the medium

of nationally circulated agricultural magazines, the advertisements shown on this page will cover a vast territory that is even now seeking further electrification and that will be fruitful in sales wherever this auto lamp publicity is read.





**Organizing Inventive Brains**

THE accidental flush of genius is too uncertain to depend upon for improvement in lighting. New ideas must be sought for the world over. They must be dug out by patient and learned experiment. They must be tested and tried—and applied.

This great public task of ceaselessly working for better light is performed year in and year out by MAZDA SERVICE, and is typified today in the perfection of lamps that bear the MAZDA mark.

MAZDA SERVICE is the service of research rendered to manufacturers authorized to mark their lamps MAZDA. It is the service that has produced for every home use, and every public need, light three times better than twenty years ago.

**MAZDA**  
THE MARK OF A RESEARCH SERVICE  
RESEARCH LABORATORIES  
of GENERAL ELECTRIC COMPANY

H. O. 117  
A. O. 214  
Feb. 24, '24



**MAZDA SERVICE explores the world**

MAZDA SERVICE searches the world for new ideas on lighting. And in the Research Laboratories it develops, in untiring experiment and investigation, the new improvements that each year make light better and more economical.

When you ask for a lamp marked MAZDA, you are asking for a lamp that bears the mark of organized research service.

**MAZDA**  
THE MARK OF A RESEARCH SERVICE  
RESEARCH LABORATORIES  
of GENERAL ELECTRIC COMPANY



**To improve light**

To discover new ways to improve light. To apply these discoveries and maintain to manufacture the highest standard of modern achievement. Then to go on improving. That is the great public function of MAZDA SERVICE.

It is the service of research rendered to manufacturers authorized to mark their lamps MAZDA. It is the service that has produced for every home use, and every public need, light three times better than twenty years ago.

**MAZDA**  
THE MARK OF A RESEARCH SERVICE  
RESEARCH LABORATORIES  
of GENERAL ELECTRIC COMPANY

H. O. 117  
A. O. 214  
Feb. 24, '24



**Whom does MAZDA SERVICE serve?**

Actually, it serves you. Directly, it serves authorized manufacturers who alone may put the MAZDA mark on the lamps they make.

Light is one of the greatest factors in the march of civilization. And so by bettering light and lowering its cost, MAZDA SERVICE serves the public.

**MAZDA**  
THE MARK OF A RESEARCH SERVICE  
RESEARCH LABORATORIES  
of GENERAL ELECTRIC COMPANY

H. O. 117  
A. O. 214  
Feb. 24, '24

**MAZDA SERVICE**

Specialists are expending their best efforts in the Company's Research Laboratories to make ever further advances in lamp efficiency and reductions in lighting costs.

No world-wide industry could receive more valuable support than is afforded by MAZDA

SERVICE and the publicity which incorporates it in the public consciousness. Through the constant reiteration of engineering ideals and of care in manufacture, there is created a national appreciation of MAZDA lamps, which effects a continuously high level of sales.



## NEWSPAPER ADVERTISING

**G**ENERAL ELECTRIC Publicity, in the form of direct newspaper advertising, seeks two objects in the year 1924. The first is to create a wave of interest in G-E fans that shall sweep across the United States from south to north in even progress with the advance of warm weather. Wide variations in climatic conditions make necessary this method of promoting a highly seasonal product. Probably every prospective purchaser of an electric fan reads the newspapers, and the Company's allocation of advertising is planned to cover each sales territory completely through a careful selection of the most widely circulated papers.

This publicity forms a local background for each G-E fan dealer's personal efforts and for his promi-

nent use of the merchandising helps described on other pages of this book. The purchasing public is more familiar with newspaper advertising than with any other form of sales promotion and is, as a rule, guided by it not only in the choice of products but as well in its selection of the merchant from whom they shall be secured.

The second object sought through direct newspaper advertising is to cultivate a favorable acquaintance with General Electric plants throughout local areas of which they are centers. This purely educational publicity is also intended to explain—in brief and simple terms—the influence of the Company not only in its immediate relations with employees but as a factor in the scientific and industrial development of the nation.

### GENERAL ELECTRIC FAN ADVERTISING IN NEWSPAPERS—1924

State	Inserting Period	No. Papers	Ins. per Paper	Circulation per Issue	State	Inserting Period	No. Papers	Ins. per Paper	Circulation per Issue
Colo.	June 16-Sept. 20	1	6	140,570	Miss.	Mar. 24-Nov. 15	9	6	41,450
Conn.	Mar. 26-Sept. 27	8	4-6	186,250	Mo.	May 1-Oct. 11	14	4-6	1,300,250
Del.	June 1-Oct. 18	1	6	19,950	Mont.	June 23-Sept. 6	1	6	12,450
D.C.	May 1-Oct. 18	2	6	149,400	Nebr.	May 19-Oct. 18	3	4	158,650
Fla.	Mar. 1-Dec. 12	16	6	109,250	N. J.	June 1-Oct. 4	11	4-6	401,500
Ga.	Apr. 21-Oct. 25	22	6	315,550	N. Y.	May 26-Sept. 27	10	4-6	396,550
Idaho	June 23-Sept. 6	1	3	13,650	N. C.	Apr. 21-Oct. 25	15	6	152,350
Ill.	May 26-Sept. 27	25	4	1,202,300	Ohio	May 1-Oct. 11	19	4-6	938,300
Ind.	Apr. 21-Oct. 11	6	4-6	231,300	Okla.	Apr. 14-Oct. 25	4	3-6	170,400
Iowa	May 12-Oct. 11	3	4	188,700	Penn.	June 1-Oct. 4	22	4-6	1,310,250
Kans.	May 1-Oct. 1	4	4-6	141,050	R. I.	May 26-Sept. 27	4	4	140,900
Ky.	May 19-Oct. 4	7	6	98,950	S. C.	Apr. 7-Nov. 8	9	6	80,200
La.	Mar. 10-Nov. 15	9	6	188,800	Tenn.	Apr. 21-Oct. 25	9	4-6	270,600
Me.	June 16-Sept. 13	2	4	60,750	Texas	Mar. 24-Nov. 8	14	3-6	397,500
Md.	June 1-Oct. 18	5	6	161,500	Utah	June 23-Sept. 13	1	3	10,150
Mass.	May 26-Sept. 27	15	4	1,212,900	Va.	May 1-Oct. 18	6	6	153,550
Mich.	May 26-Sept. 27	7	4	620,150	W. Va.	May 12-Oct. 11	8	4-6	84,100
Minn.	June 5-Sept. 6	3	4	26,555	Wisc.	June 9-Sept. 20	2	4-6	16,850
Grand total							298		11,489,570

### GENERAL ELECTRIC NEIGHBORHOOD ADVERTISING IN NEWSPAPERS—1924

State	No. Papers	Insertions per Paper	Circulation per Issue	State	No. Papers	Insertions per Paper	Circulation per Issue
Mass.	9	4-12	190,225	Pa.	6	6-12	90,450
Conn.	10	6-12	179,125	N. J.	4	3-12	45,000
N. Y.	13	4-12	155,750	Ind.	3	6-12	51,925
Grand Total							712,475


### GENERAL ELECTRIC MOTOR ADVERTISING IN NEWSPAPERS—1924

State	No. Papers	Insertions per Paper	Circulation per Issue
California	18	8-14	140,450



## G-E Fans

*The Special all-purpose 9-inch Oscillator*  
**\$15-**




The 9-inch oscillating fan for home and office. Great quality in a small oscillator. Gives a whole of a breeze. Costs about one-half a cent an hour to run.

*Look for the G-E Fan Girl in the Dealer's Window*

**GENERAL ELECTRIC**  
*G-E Fans Sold By*

## G-E Fans

*for Cool Live Air!*



G-E Fans Cost but one-half-cent an hour to run.


This is the G-E Fan Girl. She points the way to coolness and health.

*Look for her in the G-E Fan dealer's window.*

**GENERAL ELECTRIC**  
*G-E Fans Sold By*

## G-E Fans

Every home, shop, office and store can have cool, live air. This G-E Fan costs about one-half a cent an hour to run.



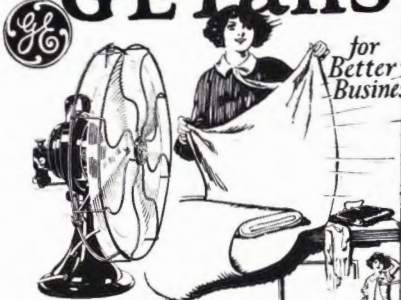
*The Special all-purpose 9-inch Oscillator*  
**\$15-**

*Look for the G-E Fan Girl in the Dealer's Window*

**GENERAL ELECTRIC**  
*G-E Fans Sold By*

## G-E Fans

*for Better Business*




Wilted workers bring slow sales. Fresh, cool air in store and office makes lively customers and snappy business. G-E Fans cost but one-half a cent an hour to run.

*Look for the G-E Fan Girl in the Dealer's Window*

**GENERAL ELECTRIC**  
*G-E Fans Sold By*

## G-E Fans

*for the Home*




Healthier babies from fresh, live air. Mothers more fit. There's health and comfort in homes with G-E Fans. They cost about one-half a cent an hour to run.

*Look for the G-E Fan Girl in the Dealer's Window*

**GENERAL ELECTRIC**  
*G-E Fans Sold By*

## G-E Fans

*for the Office*



More work, better work from live, fresh air around the office. From boss to errand boy, all gain vim. G-E Fans cost about one-half a cent an hour to run.

*Look for the G-E Fan Girl in the Dealer's Window*

**GENERAL ELECTRIC**  
*G-E Fans Sold By*

### FAN ADVERTISING IN NEWSPAPERS

General magazines arouse interest in G-E products; the newspaper goes further and tells where these products may be bought. Hence the newspaper is used only for local publicity and only in cases where intensive effort will promote local business.

Fans are sold almost entirely in hot weather and chiefly in the larger cities; therefore newspapers in towns of fifty thousand inhabitants and

over are utilized in the northern states, while papers in southern states are used in cities with a population as low as ten thousand. Careful computation determines the relative amounts of advertising that should be placed in each community, with a view to eliminating waste effort. The annual sale of the Company's output of fans in a comparatively short time could not be accomplished without this local intensive effort.





## Footsteps of Progress

Through the Main Gate of the General Electric Company, Schenectady, 22,000 employees pass daily.

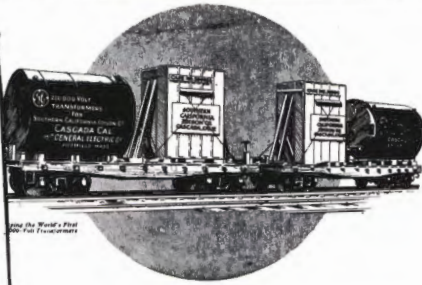


The General Electric Company has plants in forty-two cities and towns in the United States (the nearest one being at the address given below).

Employment is usually steady in these plants and wages and hours are good. If you are seeking a place where you can earn and grow, call on the employment manager. You will find him friendly and helpful.

The American idea and ideal—of wanting to become a part of big and important enterprises—are firmly established in these workers.

General Electric Company  
Schenectady, N. Y.



## Big things are done at Pittsfield



The General Electric Company has plants in forty-two cities and towns in the United States (the nearest one being at the address given below).

Employment is usually steady in these plants and wages and hours are good. If you are seeking a place where you can earn and grow, call on the employment manager. You will find him friendly and helpful.

General Electric Company  
Pittsfield, Mass.

Recently the largest transformers ever built—20,000 kva., 220,000 volts—were completed. It is an achievement of which the workers in the Pittsfield Plant of the General Electric Company are justly proud.

These men and women are continually doing big things. At their factory the best equipped high voltage testing laboratory in the world is maintained. Lightning arresters and other electrical protective apparatus are manufactured. Electric fans are made in thousand lots. Small as well as large transformers are built. Huge tasks are undertaken in a big manner.

Contact with such a plant tends to broaden men and women. They find satisfaction in knowing that their work is a part of a big, worthwhile accomplishment.

**GENERAL ELECTRIC**



## Where Men Use Brains and Skill—More than Muscles



The General Electric Company has plants in forty-two cities and towns in the United States (the nearest one being at the address given below).

Employment is usually steady in these plants and wages and hours are good. If you are seeking a place where you can earn and grow, call on the employment manager. You will find him friendly and helpful.

General Electric Company

It is worth your while to know how completely the most modern of manufacturing plants have substituted electric motors for human muscles.

The average G-E worker commands a giant's strength, but is called on for so little physical exertion that he can give free play to his mental powers and cultivate his natural skill.

General Electric says to every industry: "Do it electrically," and it practices what it preaches. In its own factories electricity is used for light and power in all branches of production—machine drive, railways, hoists, welding, punching, and for a thousand other purposes.

Work in a General Electric factory is a vastly different thing from swinging a sledge.

General Electric Company



## The Electric Community on East Lake Road

Out on East Lake Road six thousand men and women are building electric locomotives, turbines, railway motors, transformers and generators—all big things which make electricity more useful to mankind.



The General Electric Company has plants in forty-two cities and towns in the United States (the nearest one being at the address given below).

Employment is usually steady in these plants and wages and hours are good. If you are seeking a place where you can earn and grow, call on the Director of Industrial Services. You will find him friendly and helpful.

General Electric Company  
East Lake Road  
Erie, Pa.

In the great Erie plant of the General Electric Company men and women are working under ideal conditions of light, ventilation, and sanitation. They avail themselves of group life insurance, meet in athletic and social activities, and edit their own paper. They have their own library and lunch rooms and their own vocational training courses.

Many of them live close by in fine homes near enough to the lake to enjoy its refreshing breezes.

Here is a good place to live, work, and succeed.

**GENERAL ELECTRIC**



## Why not a Trade for the B

Fort Wayne General Electric school was started in 1913. More young men have graduated from it since that time. The courses are of four year duration.



The General Electric Company has plants in forty-two cities and towns in the United States (the nearest one being at the address given below).

Employment is usually steady in these plants and wages and hours are good. If you are seeking a place where you can earn and grow, call on the employment manager. You will find him friendly and helpful.

General Electric Company  
Ft. Wayne, Ind.

In 1921, forty out of forty-six graduates still working in Fort Wayne General Electric. Of the missing, one was attending a two year course, and three were for other concerns.

The record shows that 87 per cent graduates preferred to remain at Fort Wayne General Electric.

A boy with a common school education take a four-year apprenticeship course in tool maker, or a pattern molder. High school graduates three-year course for electrical technicians.

**GENERAL ELECTRIC**



## Birthplace of an Industry

In a room in this building, in what was known as the Thomson Houston Works, but is now called the West Lynn Works, the General Electric Company was started. Here a small group of pioneers, assembled together, gave voice to an idea.



The General Electric Company has plants in forty-two cities and towns in the United States (the nearest one being at the address given below).

Employment is usually steady in these plants and wages and hours are good. If you are seeking a place where you can earn and grow, call on the employment manager. You will find him friendly and helpful.

General Electric Company  
Lynn, Mass.

This idea—born in these humble surroundings—has developed into a sound industry, after thirty-three years of stupendous growth.

The value to mankind of electricity is only just being recognized. It is capable of things the extent of which only time alone will tell.

**GENERAL ELECTRIC**

## COMMUNITY ADVERTISING IN NEWSPAPERS

"In the General Electric is a good place to work." The Company's eighty-five thousand employees realize this, but it is desirable that the message be carried to all the inhabitants of G-E factory cities, and to those who, dwelling in outlying districts, are planning their life's career.

The Factory Newspaper Campaign puts before the public the major facts concerning the local G-E plant and its employment conditions. These

advertisements appear once a month in fifty leading newspapers published in twenty-one cities and towns. Each plant has a different series of advertisements with a distinctively local appeal featuring the kind of work done there and its relation to the world's progress. This publicity is giving a true conception of "G-E" to millions of readers and may bring many an undeveloped genius into the service of the company.



## TECHNICAL JOURNAL ADVERTISING

### REACHING THE PUBLIC UTILITIES

**T**HE General Electric Company contributes to the success of public utilities because of the excellence of the apparatus which it manufactures for these industries. On the other hand, public utilities swell the volume of its sales through their progressive policies of extension and electrical promotion.

#### *Central Stations*

According to conservative estimates, it will be necessary to increase central station generating capacity by more than thirty-two million kv-a. to meet the demand in 1933. There is evidently no ground for a belief that the crest of growth in the industry is passed or that its extension is likely to be reduced for many years to come. A backward look at the history of central stations for the past twenty years shows a relatively consistent growth amounting to an increase of 1700 per cent in kilowatt-hours generated.

These facts show why G-E sales to this industry have been so steady, and they justify the aggressive advertising activities planned for the immediate present and near future. The Company's messages to this field are numerous and varied because of the ever changing needs and conditions.

#### *Electric Railways*

After experiencing difficulties, largely imposed by war conditions, electric railways are again making encouraging progress. During 1923, more than \$280,000,000 was spent for new equipment. It is estimated that in 1924 the expenditure will be more than \$260,000,000. General Electric advertising in this field appears regularly in appropriate magazines and emphasizes the wisdom of high standards in power equipment and supplies.

#### *Steam Railroads*

Steam railroads represent an annual market for electrical material approximating sixty million dollars, and consisting largely of materials which General Electric manufactures. There is no indication of any future decrease in this field. Numerous advertisements have been prepared featuring the advantages of electric motor drive, electric welding and many other applications of electrical equipment.

The electrification of steam roads is of slow growth despite its obvious advantages. It is of great importance to these systems that capacity be increased by electrifying the limiting sections. Forceful arguments in favor of such development will be presented in the Company's advertising to railroad executives.

#### *Marine Transportation*

The shipbuilding industry has made rapid strides in the last few years. The General Electric Company, which has long championed the cause of electric ship propulsion, is now promoting electric drive for shipboard auxiliaries. The Company's periodical advertising has stimulated this movement for the last two years and will continue its efforts to reach and persuade executives and engineers in the industry.

#### *Engineers and Architects*

Technical journal publicity also reaches consulting engineers in every branch of specialization, it is read by experts on whose advice the purchase of much electrical material depends; it goes to architects in a form that appeals especially to their standards of art and craftsmanship. This approach to the sources of technical guidance has a very considerable effect on the ultimate sale of G-E products.



SCHEDULE OF GENERAL ELECTRIC ADVERTISING IN PRINCIPAL TECHNICAL JOURNALS—1924

The use of dates indicates weekly or semi-monthly publications.

Periodicals by Fields	Circulation per Issue	SCHEDULE OF PRODUCTS ADVERTISED											
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
CENTRAL STATIONS <i>Electrical World</i>	18,048	5 ComProd Motors Regul Natl	2 Regul Transf MAZDA	1 Regul Turb Cable	5 Turb Control Transf Regul Breakers MAZDA	3 Turb Transf Control MAZDA Natl	7 Turb Transf Cutouts Outdoor MAZDA	5 Turb Cable Transf Lighting MAZDA	2 Gener Turb Transf Natl	6 Turb Regul Cutouts MAZDA	4 Turb Gener Transf Arrest Lighting MAZDA	1 Turb Gener Transf MAZDA	6 Turb Transf Cutouts
		12 Meters ComProd Transf Instru	9 Arrest Meters Motors	8 Cutouts Turb Arrest Meters Natl	12 Turb Meters Lighting Outdoor Cutouts Natl	10 Gener Transf Turb Regul	14 Turb Arrest Lighting Swbds Meters Instru	12 Turb Meters Motors Instru Transf	9 Cutouts Turb Regul Arrest Meters	13 Turb Arrest Meters Instru Breakers	11 Turb Lighting Meters Instru Control Breakers Swbds	8 Turb Cutouts Arrest Meters Instru	13 Turb Regul Arrest Meters Instru Outdoor MAZDA
		19 Swbds Regul	16 Regul Turb Meters	15 Arrest Regul Transf Turb	19 Turb Wiring Lighting Arrest Meters	17 Turb Breakers	21 Transf Turb Breakers Control Wiring Natl	19 Breakers Turb Swbds Arrest Swbds	16 Instru Meters Turb Transf Breakers Control	20 Turb Swbds Natl	18 Turb Autom Outdoor Natl	15 Turb Lighting Breakers Swbds Natl	20 Turb Lighting Cable Breakers Swbds
		26 Autom Cutouts	23 Turb Autom Arrest	22 Control Breakers	26 Motors Turb Autom Outdoor Breakers	24 Breakers Turb Wiring Lighting	28 Turb Relays Autom Outdoor	26 Motors Turb Autom Regul Wiring	23 Swbds Cable Turb Outdoor Wiring 30 Motors Relays Turb Autom Outdoor	27 Turb Motors Autom Outdoor	25 Turb Cable Motors Relays Outdoor	22 Turb Swbds	27 Turb Motors Relays Autom Outdoor
				29 Turb Motors Wiring Swbds Arrest Autom		31 Motors Autom Outdoor Turb Cable						29 Turb Motors Autom	
<i>Jour. of Electricity and Western Industry</i>	3,088	1 Meters	1 Com Pro	1 Transf Motors Meters	1 Breakers	1 Transf Control Outdoor	1 Breakers Autom	1 Transf Breakers Motors Relays	1 Cutouts Instru Welding	1 Transf Meters	1 Gener Transf Autom	1 Transf Breakers Control	1 Transf Autom
		15 Transf MAZDA Natl	15 Transf Control Natl	15 Outdoor Transf Cutouts MAZDA Natl	15 Transf Autom Natl	15 Arrest Cutouts Heating MAZDA Natl	15 Motors Arrest Natl	15 Gener Transf Outdoor MAZDA	15 Transf Motors Arrest Autom MAZDA Natl	15 Control Outdoor Swbds MAZDA Natl	15 Transf Motors Breakers Relays Natl	15 Transf Heating Outdoor MAZDA Natl	15 Motors Swbds MAZDA
<i>Central Station</i>	6,650	Meters	Cutouts	Regul	Meters	Meters Natl	Meters	Arresters	Breakers	Swbd	Outdoor Natl	Relays	Relays
<i>Gas Age Record</i>	3,356			1 Locos 15 Locos	1 Compres	3 Compres 17 Locos	7 Compres	5 Compres 12 Locos	9 Compres	6 Compres 20 Locos	4 Compres	1 Compres	6 Compres
<b>Total</b>	<b>31,142</b>												
ELECTRIC RAILWAYS <i>Electric Railway Jour.</i>	5,503	5 Car Equ Motors	2 Motors Autom	1 Car Equ Motors	5 Car Equ Motors	3 Car Equ Motors	7 Car Equ Motors	5 Car Equ Motors	2 Car Equ Motors	6 Car Equ Arrest	4 Conver Motors	1 Car Equ Motors Autom	6 Car Equ
		12 Car Equ Motors	9 Autom	8 Car Equ Welding	12 Car Equ Parts	10 Car Equ Arrest	14 Locos Parts	12 Arrest Car Equ	9 Locos Parts	13 Motors Autom	11 Car Equ Parts	8 Arrest Autom	13 Locos Parts
		19 Parts Autom	16 Welding Autom	15 Parts Car Equ	19 Locos Material	17 Motors Autom	21 Car Equ Motors	19 Locos Motors	16 Car Equ Parts	20 Car Equ Parts	18 Locos Motors	15 Car Equ Motors	20 Car Equ Material
		26 Car Equ Autom	23 Parts Autom	22 Material Autom	26 Car Equ	24 Parts Outdoor	28 Autom	26 Car Equ Parts Welding	23 Material Outdoor	27 Car Equ Welding	25 Car Equ Welding	22 Parts Outdoor	27 Car Equ Welding
				29 Motors Parts Outdoor		31 Car Equ Material			30 Car Equ Welding			29 Car Equ Material	
<i>Electric Traction</i>	2,400	Locos Motors	Car Equ Parts Welding Car Equ	Car Equ Motors Parts	Car Equ Motors Line Mat Car Equ	Motor Welding Outdoor Parts	Car Equ Parts Autom Parts	Motor Line Mat Welding Locos	Car Equ Motors Arrest Car Equ	Car Equ Motors Parts	Car Equ Line Mat Autom Car Equ	Car Equ Motors Welding Material	Car Equ Parts Arrest Car Equ
<i>Aera</i>	5,495	Parts	Car Equ Autom	Car Equ Autom	Motors	Car Equ Motors Parts	Line Mat Car Equ Autom	Car Equ Autom	Motors	Car Equ Motors Line Mat	Parts Autom	Car Equ	Car Equ
<i>Street Railway Bulletin</i>	1,200	Car Equ Motors	Car Equ Autom	Car Equ Autom	Motors	Car Equ Motors Parts	Line Mat Car Equ Autom	Car Equ Autom	Motors	Car Equ Motors Line Mat	Parts Autom	Car Equ	Car Equ
<b>Total</b>	<b>14,598</b>												



SCHEDULE OF GENERAL ELECTRIC ADVERTISING IN PRINCIPAL TECHNICAL JOURNALS—1924

Periodicals by Fields	Circulation per Issue	SCHEDULE OF ADVERTISING											
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>STEAM RAILWAYS</b>													
<i>Railway Electrical Engineer</i>	2,253	Wiring Natl	Turb Motors Wiring	Turb Wiring	Motors Wiring Natl	Turb Acces Wiring	Motors Wiring Natl	Turb Welding Wiring	Acces Motors Wiring Natl	Turb Wiring	Motors Wiring Natl	Turb Acces Wiring	Motors Wiring Natl
<i>Railway Review</i>	6,959	19 Motors	16 Turb	22 Motors	5 Locos 19 Turb	3 Locos 17 Motors	7 Locos 14 Turb	5 Locos 19 Motors	2 Locos 16 Turb	6 Locos 20 Motors	4 Locos 11 Turb	1 Locos 22 Motors	6 Locos 13 Turb
<i>Railway Mechanical Engineer</i>	7,505	Motor	Welding Turb	Motors Turb	Turb	Motors Welding	Turb	Motors	Turb	Welding Turb	Motors	Turb	Motors Welding
<i>Railway Age</i>	8,829	12 Acces 19 Motors	2 Turb 9 Locos 16 Welding 23 Motors	1 Turb 8 Locos 15 Locos 22 Welding 29 Motors	5 Turb 12 Locos 19 Welding 26 Motors	3 Turb 10 Locos 17 Welding 24 Motors	7 Turb 14 Locos 21 Welding 28 Motors	5 Turb 12 Welding 19 Locos 26 Motors	2 Turb 9 Welding 16 Locos 23 Motors	6 Turb 13 Welding 20 Locos 27 Motors	4 Turb 11 Welding 17 Locos 25 Motors	1 Turb 8 Welding 15 Locos 22 Motors	6 Turb 13 Welding 20 Locos 27 Motors
<b>Total</b>	<b>25,546</b>												
<b>MARINE</b>													
<i>Pacific Marine Review</i>	3,487	MarTurb	MarTurb	MarTurb	Motors	MarTurb	Motors	MarTurb	Motors	MarTurb	Motors	MarTurb	Motors
<i>Marine Review</i>	3,786	MarTurb	MarTurb	MarTurb	Motors	MarTurb	Motors	MarTurb	Motors	MarTurb	Motors	MarTurb	Motors
<i>Marine News</i>	4,083	—	MarTurb	—	Motors	—	—	—	Motors	—	—	—	Motors
<i>Motorship</i>	4,230	MarTurb	MarTurb	MarTurb	—	—	—	—	MarTurb	MarTurb	—	—	Motors
<i>Marine Engineering</i>	4,185	MarTurb	MarTurb	MarTurb	Motors	MarTurb	Motors	MarTurb	Motors	MarTurb	Motors	MarTurb	Motors
<i>Nautical Gazette</i>	2,151	—	2 MarTurb	1 MarTurb	—	3 MarTurb	—	5 Motors	—	6 MarTurb	1 Motors	1 MarTurb	—
<b>Total</b>	<b>21,922</b>												
<b>WIRELESS</b>													
<i>Wireless Age</i>	34,274	Tungar	Tungar	Tungar	—	—	—	—	—	Tungar	Tungar	Tungar	—
<i>Radio News</i>	193,453	Tungar	—	—	Tungar	Tungar	—	—	—	Tungar	Tungar	—	Tungar
<i>Radio</i>	6,000	Tungar	Tungar	Tungar	—	—	—	—	—	Tungar	Tungar	Tungar	—
<b>Total</b>	<b>233,727</b>												
<b>ENGINEERING</b>													
<i>Chemical and Metallurgical Engineering</i>	10,644	14 Heating	4 Meters 11 Heating	3 Motors 10 Heating	14 Heating 21 Motors	5 Motors 12 Heating	2 Motors 9 Heating	7 Meters 14 Heating	11 Transf 18 Heating 25 Outdoor	1 Outdoor 8 Meters	13 Heating 20 Motors	3 Meters 10 Transf	15 Heating 22 Motors
<i>Industrial and Engineering Chemistry</i>	13,000	Motors	Heating	Motors	Motors	Heating	Motors	Motors	Heating	Motors	Motors	Heating	Motors
<i>Jour. of American Institute of Electrical Engineers</i>	18,840	Instru	—	Acces Regul Meters	Instru Regul	Trans Regul	Instru Arrest	Gener	Instru Breakers	Swbds	Instru	Autom	Relays
<i>General Electric Review</i>	10,318	Meters	Transf Regul Control Motors	Locos Regul Cable	Turb Regul Meters Heating Welding	Motors Regul Control Outdoor	Transf Arrest Instru Cable Welding	Gener Regul Arrest Heating Locos Welding Turb	Transf Control Motors Breakers Autom Outdoor Turb	Locos Transf Locos	Cable Welding	Cutouts Motors Autom	Furnaces Relays
<i>Mechanical Engineering</i>	21,520	Turb Meters	Turb	Turb Control	Turb	Turb Welding	Turb Heating Motors	Welding Motors	Welding	Welding	Turb Control	Turb Welding	Turb Heating
<i>Welding Engineer</i>	2,043	Welding Swbd	Welding	Welding Swbd	Welding Locos	Welding Motors	Welding	Welding	Welding	Welding	Welding	Welding	Welding Swbd
<i>Mining and Metallurgy</i>	10,411	1 Turb Regul Swbds	5 Turb Regul Arrest Meters	4 Regul	1 Turb Transf	6 Turb	3 Turb Transf	1 Turb Acces	5 Turb Transf Meters	2 Turb	7 Turb Transf	4 Turb	2 Turb
<i>Power</i>	28,730	8	12 Turb Arrest	11 Turb Regul	8 Turb	13 Turb Transf Instru	10 Turb Arrest	8 Turb Instru	12 Turb Acces Arrest	9 Turb	14 Turb Regul	11 Turb Meters Breakers	9 Turb



SCHEDULE OF GENERAL ELECTRIC ADVERTISING IN PRINCIPAL TECHNICAL JOURNALS—1924


Periodicals by Fields	Circulation per Issue	SCHEDULE OF ADVERTISING											
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<i>Power (Concluded)</i>		15 Turb Meters	19 Turb	18 Turb Access Arrest Meters	15 Turb Breakers	20 Turb Meters	17 Turb Meters	15 Turb Transf Meters	19 Turb Breakers	16 Turb Instru Meters	21 Turb Breakers	18 Turb Transf	16 Turb Transf
		22 Turb Breakers	26 Turb Breakers	25 Turb Breakers	22 Turb Breakers	27 Turb Breakers	24 Turb Breakers	22 Turb Breakers	26 Turb	23 Turb Transf	28 Turb Breakers	25 Turb Breakers Swbds	23 Turb Breakers
		29 Turb Breakers			29 Turb			29 Turb Breakers		30 Turb Breakers			30 Turb Swbds
<i>Power Plant Engineering</i>	18,769	1 Turb Meters	1 Turb Swbd	1 Transf Swbd	1 Instru Swbd	1 Turb Arrest	1 Turb	1 Turb Swbd	1 Turb Instru Swbd	1 Turb	1 Turb Transf	1 Turb Meters	1 Turb Regul Swbd
		15 Turb Regul	15 Turb Regul Meters	15 Turb Regul	15 Turb Swbd	15 Transf Swbd	15 Turb	15 Turb Swbd	15 Turb Swbd	15 Turb Arrest Swbd	5 Turb Transf Swbd	15 Turb Swbd	15 Turb Swbd
<i>National Engineer</i>	20,018	Turb	Turb Swbd	Turb Swbd	Turb Meters	Turb	Turb Meters	Turb	Turb Meters	Turb Meters	Turb Meters	Turb Meters	Turb Meters
<i>Combustion Southern Engineer</i>	2,495	Meters	Meters	Meters	Meters	Meters	Meters	Meters	Meters	Meters	Meters	Meters	Meters
<i>Science</i>	17,728	Turb	Turb	Turb	Turb	Turb	Turb	Turb	Turb	Turb	Turb	Turb	Turb
<i>Professional Engineer</i>	8,625	25 Instru	22 Heating Relays	21 Instru	18 Heating	16 Instru	20 Heating	18 Instru	15 Heating	19 Instru	17 Heating	21 Instru	19 Heating
<i>Physical Review</i>	15,826	Relays	Heating Relays	—	—	—	—	—	—	—	—	—	—
<i>U. S. Air Service</i>	1,600	Instru	Heating	Instru	—	Instru	Heating	—	Instru	Instru	Heating	—	Instru
<i>Fire and Water Engineering</i>	3,300	Search L	Search L	Search L	Search L	Search L	Search L	Search L	Search L	Search L	Search L	Search L	Search L
	2,904	2 Motors	6 Motors	5 Motors	2 Motors	7 Motors	4 Motors	2 Motors	6 Motors	3 Motors	1 Motors	5 Motors	3 Motors
<i>Public Service Management</i>	7,204	Meters	—	Transf	Meters	Outdoor	Arrest	Transf	Autom	Outdoor	Meters	—	Swbds
<i>American City</i>	8,211	Lighting	Lighting	Lighting	Lighting	Lighting	Lighting	Lighting	Lighting	Lighting	Lighting	Lighting	Lighting
<b>Total</b>	<b>222,186</b>												
<b>ARCHITECTURE</b>													
<i>Pencil Points</i>	10,765	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds
<i>Architectural Record</i>	11,294	—	Natl	Natl	Natl	Mdse	—	Mdse	—	Mdse	—	Mdse	—
<i>Architectural Forum</i>	6,125	Swbds	Swbds	Swbds	Swbds	Mdse Swbds	Swbds	Mdse	Swbds	Edison Mdse	Edison Swbds	Mdse	Swbds
<i>American Institute of Architects Journal</i>	3,265	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds
<i>Small Home</i>	5,000	—	Mdse	—	Mdse	—	Mdse	—	Mdse	—	Mdse	—	Mdse
<i>Architect &amp; Engineer</i>	4,830	—	—	—	Mdse	—	Mdse	—	Mdse	—	Mdse	—	Mdse
<i>American Architect</i>	6,853	30 Swbds	27 Swbds	26 Swbds	16 Mdse	21 Swbds	11 Mdse	16 Swbds	20 Mdse	24 Swbds	15 Mdse	19 Swbds	10 Mdse
					23 Swbds		18 Swbds		27 Swbds		22 Swbds		31 Swbds
<i>Architecture</i>	7,562	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds	Swbds
<b>Total</b>	<b>604,815</b>												

Grand total of 604,815 readers whose interests are technical and whose purchasing power is important.



## I-14 Watthour Meters

*Accuracy in Service*




From less than 100 a year to  
**Thousands Every Day**

There isn't a thing in the world other than accuracy—low, sustained—that can build up such a business in Watthour Meters. Such a continuous and increasing demand can be obtained on no other grounds.

These isn't a precaution in manufacture and test of I-14 Watthour Meters that isn't rigidly observed—yes, *exceed*. And the marvel is that a meter of such sustained precision can be so simply constructed and then maintained at such negligible cost—G-E engineering.

General Electric Company  
Schenectady, N. Y.



### A Problem that Requires Engineering Analysis


Extensions to distribution systems and interconnection with other systems materially change the characteristics of the whole. A present important feeder may later become the connecting link of an important loop.

Maximum continuity of service can be maintained only by particular attention to the protective relays whenever a change in the system is made. Sometimes a change in setting of present relays is all that is necessary; in other cases it is advantageous to adopt another type.

The General Electric Company maintains a staff of relay engineers whose duty it is to study transmission systems and protect and relay settings which will keep the lines "hot".

These specialists on relay problems are assisting many companies in selecting relays for adequate protection. The G-E office will put you in touch with them.

General Electric Company  
Schenectady, N. Y.



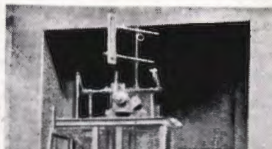





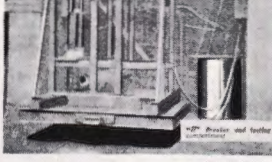

### America's Largest Transformer

**THE** full value of the Research, Workmanship, and Quality built into Type H Transformers today must be appraised by the future generations who will also operate them.

General Electric Company  
Schenectady, N. Y.  
*Just as efficient in all Large Cities*

## How the improved H Breaker was achieved

### High-power Testing Apparatus to Reproduce Actual Conditions

A very important factor in the recent improvements made in the "H" type Oil Circuit Breaker was the modern G-E testing station equipped to test high interrupting-capacity apparatus to destruction.

The value of the separating chambers, the stuffing box and the latest type of baffle in the "H" type Breaker has been proved conclusively.

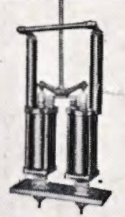
Inside the oil vessel actions take place which for a long time could not be determined. For instance, the length of the arc under various conditions, the pressure generated, the speed of the moving parts at all stages of the stroke, the proper oil level, the scientific venting of the gas to prevent oil throwing and many other phenomena were

highly speculative and but for the data afforded by this testing station would still be unknown.

We are now able to reproduce exactly all of the operating conditions by complete control of voltage, current, power-factor, etc., without delays which would detract from the value of the data and impede development.

Present-day interconnected networks demand that breakers be scientifically designed and have interrupting capacity which is unquestionable. Equipped with the data which this testing station is producing, G-E engineers know the capabilities of the circuit breakers they recommend.

Are you sure that the capacity of your circuit breakers has been equally well determined?



The following members and staff are listed in the top of the page for the testing station which is the most complete and modern in the world for the testing of high interrupting capacity apparatus.

# GENERAL ELECTRIC

## CENTRAL STATION EQUIPMENT

As a rule, central station engineers read the advertising pages of technical periodicals with as much interest as they bestow on any other part of the magazine. This advertising is informative and is always timely in its suggestions.

As typical of General Electric advertising addressed to central stations, the examples

shown on this and the following page illustrate the variety of material that reaches the engineers and officials who influence or control the purchase of apparatus for light and power companies.

This publicity points out the improvements incorporated by the General Electric Company in its large-capacity oil circuit breakers.



## Outdoor Stations

The use of Outdoor Station Equipment is increasing rapidly. In fact, the modern tendency is to put as much of the equipment out-of-doors as possible. This practice is followed for the following reasons:

- Less ground space is required.
- High voltage is kept out of doors away from operators.
- Cost of building is eliminated.
- No wall painting is required.

The General Electric Company is the leader in the manufacture of outdoor station equipment. It has the ability to design and construct outdoor stations of any size and voltage. It has the ability to design and construct outdoor stations of any size and voltage. It has the ability to design and construct outdoor stations of any size and voltage.

General Electric Company  
Schenectady, N. Y.

### Are you sure you're getting protection?

**Remember:**

That with all expansion or improvements to the central station business, service reliability remains of paramount importance.

That the ultimate function of a lightning arrester is to preserve continuity of service.

That, even though you have observed no damage, lightning disturbances may have weakly in years.

That a short-time test—one season or even longer—will not be sufficient to prove what your lightning arrester will do.

The strongest recommendation for G-E Outdoor Station Arresters is their record of successful protection over a period of seven years.

### For Light and Power

## Cables that Insure Transmission Service

It is a significant fact that G-E Wires and Cables have been specified for many of the world's largest engineering developments where the essential is continuous operation over a long term of years.

The General Electric Company manufactures all sizes and types of wire and cable for lighting and power service.

General Electric Company  
Schenectady, N. Y.

### Are you selling normal wattage?

## Peak-load losses are gone forever

If Central Station owners could see a curve showing losses in revenue during heavy-load periods, they would insist upon installing Induction Voltage Regulators.

Voltage on unregulated feeders varies no matter how perfect the control at the station bus. With voltage—and revenue—gone.

G-E Induction Voltage Regulators can help you deliver normal wattage by maintaining voltage within 1% at the centers of distribution. They make feeder power do more work than it could do without regulators—another big saving.

Buy for themselves in all sizes and types.

# SUPERVISORY SYSTEMS

## GENERAL ELECTRIC

These systems make use of devices which have been used successfully in main distribution and control through equipment for the past. All vital electric parts are enclosed in dust-proof cases. They are strong in construction, with electrical contacts large and few for circuit breaking of the system, permit loss of insulating capacity due to simultaneous operation of several apparatus, from one or several switching stations. Maintenance equipment used for the systems placed in service the past two years.

**Selector Type**

For restricted control and indication of electrical equipment where a few operators per station are required in each of several distinct outlying stations. It includes the following features:

- (1) operating electrical feeders and interlocking switches.
- (2) starting and stopping automatic stations.
- (3) indicating at all times open or closed and tripping or opening position of breakers and interlocking devices, including water levels, bearing temperatures, excitation or slip status.

**Distributor Type**

For central control and indication of electrical equipment where there is a large number of operators per outlying station, such as is found in a.c. feeder and transformer stations. It is applied especially to:

- (1) the operation of oil circuit breakers,
- (2) starting and stopping automatic stations or groups,
- (3) indicating at all times the position of the controlled apparatus as well as indicating bearing or winding temperature, excitation or slip status, etc.

Bulletin No. 4742  
General Electric Company  
Schenectady, N. Y.

# GENERAL ELECTRIC

### CENTRAL STATION EQUIPMENT (Continued)

This class of advertising cites engineering service rendered by the Company in prescribing correct relay protection to a central station; it calls attention to achievements in the manufacture of large G-E transformers; it shows why G-E Watthour Meters are unsurpassed for accuracy; it reviews late developments in static

condensers, the evolution of automatic switching, voltage regulation, and lightning protection. Such advertising as this not only makes new customers, it also perpetuates and strengthens the confidence of those who are already using G-E apparatus and affords a substantial support to the efforts of the Company's salesmen.



**2000 Kw. Single-Unit Automatic**

with high-speed circuit breakers and automatic controls for the protection of the power system.

This is one of the G-E Automatic Railway Sub-stations supplying the St. Louis metropolitan district.

General Electric Company, Schenectady, N. Y.

**GENERAL ELECTRIC**

**G-E Outdoor Substations**

**G-E to the last bolt**

Let us see how we can improve the service of your outdoor substation. We will inspect it, make a complete inventory of all the material, and report to you the condition of the same. We will also make a complete inventory of all the material and report to you the condition of the same.

General Electric Company, Schenectady, N. Y.

**GENERAL ELECTRIC**

**"No more substitutes"**

Another good-reservation time is here. If you have not already resolved to stick to known values, to insist on materials of original equipment quality, do it now.

Every manager, superintendent, master mechanic or purchasing agent of every electric railway in the country has his G-E Railway Supply Catalog. It is no longer necessary to purchase supplies at random.

In this volume are listed modern standard equipment for surface and underground electric railways, and also apparatus, accessories and spare parts for all electric railway systems.

**GENERAL ELECTRIC**

**Better Transportation for the Suburbs**

In many suburban sections, although traffic may not justify an electric railway system, there is an opportunity in the trolley bus, which can be installed at a relatively small initial cost.

As the community grows, more trolley buses can be operated to keep pace with the increase in traffic until the extension of the trolley is warranted. In the meantime the trolley bus system acts as a feeder to the main line.

The same G-E equipment which has proved itself on electric railway properties, can be used on electric trolley buses for this service. Have you considered the possibilities in the trolley bus?

**GENERAL ELECTRIC**

**The best field coil is a new field coil**

It is a simple and better in your field coil to use a new field coil. It is a simple and better in your field coil to use a new field coil. It is a simple and better in your field coil to use a new field coil.

**GENERAL ELECTRIC**

**A package of 36 Armature Coils**

**RAILWAY SUPPLIES**

**Stick to Known Value**

One operator says: "G-E Coils couldn't be improved, for now they're packaged to guarantee original quality on the job."

There is no true substitute for G-E Armature Coils for G-E Motors. A new supply in cartons, G-E Coils, are to be preserved unobscured and ready for use. Besides, the cartons are a great convenience, each containing a set of coils for one armature.

To get the same efficiency as from original coils, substitute maximum future life and to insure outside service from your G-E Motor, must be treated with G-E Armature Coils. Each is in exact duplicate of the original.

General Electric Company, Schenectady, N. Y.

**GENERAL ELECTRIC**

**Controller Protection**

G-E Line Drivers on thousands of G-E trolley lines are kept safe by the controller protection system.

The Line Driver is for use with all trolley lines. It is simple and easy to use. It has proved at great length about testing stations from regular service. It is installed on all trolley lines and the trolley lines from the platform.

Another desirable feature of the Line Driver is that it permits the controller to be used through the control circuit.

The operation of Line Driver Equipment is explained in detail in your G-E Railway Catalog. See page 174.

General Electric Company, Schenectady, N. Y.

Sales Offices in all Large Cities

**GENERAL ELECTRIC**

**LIGHT WEIGHT**

**102%**

**Net Earnings increased in Lexington**

Results of Light-Weight Operation

Net Revenue Increased	102%	Operating Costs per Car-Mile	Decreased
Car Miles Increased	102%	Maintenance of Wagon & Equipment	Decreased
Passenger Revenue Increased	102%	Power	Decreased
Fuel of Trolley Cars decreased	102%	Conducting Transportation	Decreased
Trains late decreased	102%	Traffic	Decreased
Cars not out of service late trains decreased	102%	General & Miscellaneous	Decreased
		Total	20.4%

When you place the trolley on the trolley line, the trolley line is improved. The trolley line is improved. The trolley line is improved.

General Electric Company, Schenectady, N. Y.

**GENERAL ELECTRIC**

**ELECTRIC RAILWAY EQUIPMENT**

The electric railway may be regarded as a combination of industries. It embodies such diversified elements as power distribution, in some cases power generation, civil engineering, passenger traffic, freight haulage, and other forms of scientific and industrial activity. As a prominent and extensive part of the electrical industry, electric railways furnish a highly im-

portant market for General Electric apparatus. For years the General Electric Company has been the leading manufacturer in this field. Its advertising appears regularly in specified positions on the pages of leading periodicals and always emphasizes the necessity of high standards in the selection of car equipment, renewal parts, and generating and transmitting apparatus.



### In the Signal Tower—Specify "G-E" for Safety



General Electric Company  
Schenectady, N. Y.

### Australia

20,000,000—annual increase in passenger journeys brought by electrification



### Electrification in Australia

General Electric Company  
Schenectady, N. Y.

### At the Engine Terminal



### Service—with G-E Motors

General Electric Company  
Schenectady, N. Y.

### The G-E Headlight Turbine



### Is accessibility a virtue?

General Electric Company  
Schenectady, N. Y.

### GENERAL ELECTRIC—and they are all propelled by G-E Marine-Geared Turbines

"The Favorite of Marine Engineers"



Nearly 94% of the Hog Island ships are "hoys" because their propulsion machinery is dependable. Private operators prefer them for this reason.

General Electric Company  
Schenectady, N. Y.

### Hog Island Ships Are Good Ships

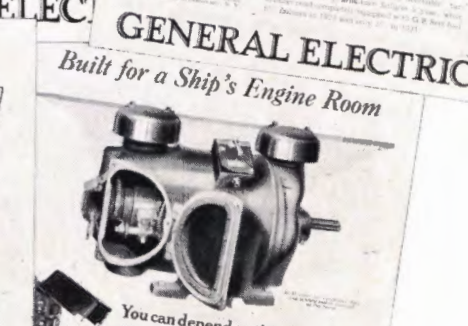
From New York Times, Aug. 1



### In Service on the Seven Seas

General Electric Company  
Schenectady, N. Y.

### Built for a Ship's Engine Room



### You can depend on this motor

General Electric Company  
Schenectady, N. Y.

### Around the World with Electric Drive



### S. S. "Eclipse" Driven by 3,000-h. p. G-E Electric Propulsion Machinery

General Electric Company  
Schenectady, N. Y.

### At the Piers



### The Way To Load Ships

General Electric Company  
Schenectady, N. Y.

### ON THE SEA



### BUILDING

### Why the Steady Growth of Diesel-Electric Drive?

General Electric Company  
Schenectady, N. Y.

## STEAM ROAD AND MARINE EQUIPMENT

The advertising of electrical equipment for steam railroads is of necessity addressed separately to various railroad departments. It tells the signal engineer of new G-E signal accessories; it explains to the mechanical department the merits of the G-E Headlight Turbines; it points out the numerous steam road applications for G-E motor drive; and it reminds executives of the results that have already been obtained by

electrification with General Electric apparatus. Marine equipment is usually of special design because of the unusual conditions that are met and the severity of the service that is demanded. G-E propulsion equipment is advertised on the basis of its performance and established success. The importance of electric drive for auxiliaries is also stressed and particular emphasis is laid on its economy over steam apparatus.



# INDUSTRIAL JOURNAL ADVERTISING

## ADVERTISING TO INDUSTRIES

**T**HE electrification of industries has taken giant strides during the last twenty years. Today manufacturing plants are more than fifty per cent electrified, and the consumption of current has mounted from one-half billion to twenty-five billion kilowatt-hours annually.

Manufacturing plants are now using, through electric motors, twenty million horse power. However,

there are several hundred thousand factories and mines that use mechanical power and these constitute a market which justifies advertising on a liberal and consistent scale. Over one thousand pages of G-E advertising are addressed each year to the industrials that can use electrical apparatus, and each page reaches the eyes of thousands who carry the responsibility for efficient plant operation.

SCHEDULE OF GENERAL ELECTRIC ADVERTISING IN PRINCIPAL INDUSTRIAL JOURNALS—1924

The use of dates indicates weekly and semi-monthly publications.

Periodicals by Fields	Circulation per Issue	SCHEDULE OF PRODUCTS ADVERTISED											
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<i>METAL PRODUCTION Engineering &amp; Mining Journal Press</i>	11,226	5 Parts	2 Locos	1 Motors	5 Parts	3 Locos	7 Locos	5 Locos	2 Locos	6 Locos	4 Material	1 Locos	6 Locos
		12 Parts	9 Locos		12 Locos	10 Locos	14 Locos	12 Locos	9 Locos	13 Locos	11 Locos	8 Locos	13 Locos
			16 Locos	15 Locos	19 Motors	17 Locos	21 Locos	16 Locos	20 Locos	18 Locos	15 Locos	15 Swbds	20 Swbds
				22 Transf	26 Locos	24 Swbds	28 Swbds	26 Motors	23 Transf	27 Swbds	25 Motors	22 Swbds	27 Motors
			23 Transf	29 Swbds		31 Swbds			30 Motors			29 Swbds	
<i>Mining Congress Journal</i>	4,067	—	—	—	Locos	—	Motors	—	—	—	Motors	Locos	—
<i>The Mine Electrician</i>	3,625	Locos	Locos	Motors	Motors	Motors	Locos	—	—	—	—	—	—
<i>Skilling's Mining Re- view</i>	1,300	5 Locos	2 Motors	1 Locos	5 Motors	3 Locos	7 Motors	5 Locos	2 Motors	6 Locos	4 Motors	1 Locos	6 Motors
<i>Brass World and Pla- ter's Guide</i>	5,187	—	Furnaces	—	Furnaces	—	Furnaces	—	Furnaces	—	Furnaces	—	Furnaces
<i>Metal Industry</i>	4,562	—	Furnaces	Furnaces	Furnaces	Furnaces	Furnaces	Furnaces	Furnaces	Furnaces	Furnaces	Furnaces	Furnaces
<i>Foundry</i>	9,382	1 Heating	1 Compres	1 Heating Motors	1 Compres	1 Motors	1 Compres	1 Welding	1 Heating	1 Heating	1 Furnaces	1 Heating	
		15 Welding	15 Furnace Motors	15 Welding	15 Furnace	15 Heating Welding	15 Motors	15 Furnace	15 Furnace	15 Motors	15 Motors	15 Compres	
<b>Total</b>	<b>39,349</b>												



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		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>CONSTRUCTION</b>													
<i>National Real Estate Jour.</i>	6,914	—	—	10 Mdse	—	5 Mdse	—	14 Mdse	—	1 Mdse	—	3 Mdse	—
<i>National Builder</i>	21,960	—	Mdse	—	Mdse	—	Mdse	—	Mdse	—	Mdse	—	Mdse
<i>Building Age and Builders Journal</i>	18,714	—	Mdse	—	Mdse	—	Mdse	—	Mdse	—	Mdse	—	Mdse
<i>American Builder</i>	53,839	—	Motors	Mdse	Motors	Mdse	Motors	Mdse	Motors	Mdse	Motors	Mdse	Motors
<i>Engineering News Record</i>	29,439	3 Motors	7 Motors	6 Motors	3 Motors	1 Motors	5 Motors	3 Motors	7 Motors	4 Motors	2 Motors	6 Motors	4 Motors
			21 Motors	20 Motors	10 Motors	8 Motors	12 Motors	10 Motors	14 Motors	11 Motors	9 Motors	13 Motors	11 Motors
			28 Swbds		17 Motors	15 Motors	19 Motors	17 Motors	21 Motors	18 Motors	16 Motors	27 Swbds	18 Motors
<i>The Excavating Engineer</i>	17,716	—	Locos	Motors	Motors	Locos	Motors	Motors	Motors	Locos	Motors	Motors	Motors
<b>Total</b>	<b>148,582</b>												
<b>IRON AND STEEL</b>													
<i>Iron Age</i>	13,416	3 Gears	7 Heating Gears	6 Gears	3 Gears	1 Gears	5 Gears	3 Gears	7 Gears	4 Gears	2 Gears	6 Gears	4 Gears
		10 Heating	14 Control Welding	13 Heating	10 Heating	8 Heating	12 Heating	10 Heating Welding	14 Heating	11 Control	9 Heating	13 Heating	11 Motors
		24 Welding	21 Furnace	20 Welding	17 Furnace	15 Welding	19 Control	17 Control	21 Welding	18 Heating	16 Control	20 Welding	18 Heating
		31 Motors	28 Motors	27 Motors	24 Motors	22 Furnace	26 Welding	24 Furnace	28 Motors	25 Furnace	23 Furnace	27 Furnace	
<i>Iron Trade Review</i>	8,673	3 Motors	14 Control	6 Control	3 Control	1 Transf	5 Locos	3 Control	7 Transf	4 Locos	2 Transf	6 Control	
		10 Compres	21 Compres	13 Compres	10 Compres	8 Control	12 Compres	10 Compres	14 Control	11 Compres	9 Control	13 Compres	11 Compres
		17 Locos	28 Motors	20 Locos	17 Motors	15 Compres	19 Swbds	17 Compres	21 Locos	18 Compres	16 Compres	20 Locos	19 Motors
				27 Motors	24 Motors	22 Motors	26 Swbds	24 Motors	28 Motors	25 Motors	23 Motors	27 Motors	
<i>Blast Furnace and Steel Plant Forging, Stamping and Heat Treating</i>	2,783 1,338	Control Heating	Motors Heating	Motors Heating	Control Motors Heating	Motors Heating	Control Motors Heating	Compres Motors Heating	Motors Heating	Control Motors Heating	Motors Heating	Compres Heating	Motors Heating
<b>Total</b>	<b>26,210</b>												
<b>GENERAL MANUF.</b>													
<i>American Machinist</i>	17,656	3 Gears	7 Heating Gears	6 Gears	Gears Control Welding	8 Heating	5 Gears Control		7 Gears	4 Gears	2 Gears	13 Heating Control	4 Welding
		10 Heating Control	21 Control	13 Heating	10 Heating Welding	15 Gears	12 Heating Welding	10 Heating Welding	14 Heating	11 Heating	9 Heating	20 Gears	11 Motors
				20 Control Welding	17 Motors	22 Control Motors	19 Motors	17 Control Motors	21 Welding	18 Control Motors	16 Control Motors	27 Motors	18 Heating
		24 Motors	29 Welding	27 Welding Motors	24 Motors	29 Motors	26 Motors	24 Motors	28 Control Motors	25 Motors	23 Welding Motors		25 Gears
<i>Western Machinery World</i>	1,506	Heating	Welding	Motors	Control	Heating	Welding	Motors	Control	Heating	Welding	Motors	Control
<i>Industry Illustrated</i>	11,950	—	Welding	—	Heating	Welding	—	Heating	Welding	—	Heating	—	—
<i>Industrial Management</i>	14,993	Meters Edison	Regul Locos Natl	Motors Edison	Heating Welding Natl	Locos Edison	Heating Natl	Motors Edison	Heating Welding Natl	Regul Edison	Locos Welding Natl	Meters Motors Edison	Welding Natl
<i>Automotive Industries</i>	6,841	10 Heating Gears	7 Gears	6 Gears	3 Gears	1 Motors	5 Gears	3 Gears	7 Gears	4 Gears	2 Gears	6 Gears	4 Gears
			14 Heating	13 Heating	10 Heating	8 Gears	12 Heating	10 Heating	14 Heating	11 Heating	9 Heating	13 Heating	11 Heating
				20 Motors	17 Welding	15 Heating	19 Motors	17 Motors	21 Motors	18 Welding	16 Motors	20 Welding	
					24 Motors	22 Welding	26 Welding	24 Welding	28 Welding	25 Motors	23 Motors	27 Motors	



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		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>GEN. MANUF. (Concl'd)</b>													
<i>Industrial Engineer</i>	14,016	Control	—	Cable Motors	Transf Meters	Heating Control	Cable Motor	Heating Control	Transf Control	Heating Welding	Cable Motors	Control Welding	Transf Motors
<i>Manufacturers Record</i>	8,510	3 Meters Edison 17 Heating 31 Motors	7 Regul Natl 14 Welding	6 Heating Edison 20 Motors	3 Transf Natl 10 Welding	1 Edison 15 Heating 29 Motors	5 Welding Natl	3 Edison 10 Heating 24 Motors	7 Regul Natl 14 Welding	4 Heating Edison 18 Motors	2 Natl 9 Welding	6 Regul Edison 13 Heating 27 Motors	4 Welding Natl
<i>Factory</i>	25,541	Meters Natl	Heating Edison	Heating Welding Natl	Regul Swbds Edison Motors	Locos Natl	Motors Edison	Motors Natl	Heating Welding Edison Motors	Locos Motors Natl	Regul Swbds Edison Motors	Heating Natl Edison	Edison
<i>Compressed Air Magazine</i>	16,649	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors
<i>Manufacturers News</i>	3,000	24 Heating	21 Motors	20 Locos	17 Welding	15 Heating	12 Motors	10 Locos	7 Welding	4 Heating	2 Motors 30 Control Welding	27 Locos	25 Welding
<i>Machinery Boiler Maker</i>	13,173 4,282	Motors —	Control Welding	Motors —	Control Welding	Motors —	Control Welding	Motors —	Control Welding	Motors —	Motors Control Welding	Motors —	Control Welding
<b>Total</b>	<b>138,117</b>												
<b>TEXTILES</b>													
<i>American Silk Jour.</i>	2,300	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors
<i>Southern Textile Bulletin</i>	3,778	—	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors
<i>Cotton</i>	4,790	Motors	—	Motors	Motors	Regul	Motors	Motors	Regul	Motors	Motors	Regul	Motors
<i>Textile World</i>	8,215	5 Motors 12 Motors 19 Transf	9 Motors 16 Motors 23 Motors	1 Motors 15 Motors 29 Swbds	5 Motors 12 Motors 19 Motors	3 Regul 17 Motors 31 Motors	7 Motors 14 Motors 21 Motors	5 Motors 19 Motors 23 Motors	2 Regul 16 Motors 23 Motors	6 Motors 20 Motors	4 Motors 18 Motors	1 Regul 15 Motors 29 Motors	6 Motors 20 Motors
<b>Total</b>	<b>19,083</b>												
<b>WOOD AND PAPER</b>													
<i>Paper Trade Journal</i>	4,883	3 Heating 10 Motors 24 Motors	7 Heating 14 Meters 21 Motors 28 Motors	6 Motors 13 Heating 20 Motors	3 Heating 17 Motors 24 Motors	1 Heating 15 Motors 29 Meters	12 Heating 19 Motors 26 Motors	10 Motors 17 Heating 24 Meters	7 Heating 21 Motors 28 Meters	4 Motors 11 Heating 18 Meters	2 Heating 9 Motors 16 Meters	13 Motors 20 Heating 27 Meters	11 Motors 18 Heating
<i>Paper Mill &amp; Wood Pulp News</i>	3,435	19 Motors 26 Motors	2 Motors 16 Motors	15 Motors 29 Motors	12 Motors 26 Motors	10 Motors 24 Motors	7 Motors 21 Motors	5 Motors 19 Motors	2 Motors 14 Motors 28 Motors	13 Motors 27 Motors	11 Motors 25 Motors	8 Motors 22 Motors	Motors 20 Motors
<i>Lumberman</i>	4,171	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors
<i>American Lumberman</i>	12,371	5 Motors	2 Motors	1 Motors	5 Motors	2 Motors	7 Motors	5 Motors	2 Motors	6 Motors	4 Motors	1 Motors	6 Motors
<i>West Coast Lumberman</i>	3,797	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors
<i>Four L Bulletin</i>	5,415	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors
<i>Woodworker</i>	7,052	—	—	—	Motors	—	Motors	—	Motors	—	Motors	—	Motors
<b>Total</b>	<b>41,124</b>												
<b>CLAY PRODUCTS</b>													
<i>Brick &amp; Clay Record</i>	2,823	9 Motors	5 Motors	4 Motors	1 Motors 29 Motors	20 Motors	17 Motors	15 Motors	12 Motors	9 Motors	7 Motors	4 Motors	2 Motors
<i>Cement Mill &amp; Quarry</i>	6,421	5 Motors	20 Motors	5 Motors	5 Motors	5 Motors	5 Motors	5 Motors	5 Motors	5 Motors	5 Motors	5 Motors	5 Motors
<i>Glass Industry</i>	630	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors
<i>Rock Products</i>	2,888	26 Motors	12 Motors	29 Motors	26 Motors	24 Motors	28 Motors	26 Motors	23 Motors	27 Motors	25 Motors	29 Motors	27 Motors
<b>Total</b>	<b>2,762</b>												
<b>FOOD</b>													
<i>Candy Factory</i>	2,088	—	—	—	—	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors
<i>Ice Cream Trade Jour.</i>	2,311	—	—	—	—	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors
<i>National Bottlers Gaz.</i>	5,700	—	—	—	—	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors
<i>Grain Dealers Journal</i>	6,363	—	25 Motors	10 Motors	10 Motors 25 Motors	10 Motors	10 Motors 25 Motors	10 Motors	10 Motors 25 Motors	10 Motors	10 Motors 25 Motors	10 Motors	10 Motors 25 Motors
<i>National Miller</i>	4,033	—	—	—	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors



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		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<i>Bakers Helper</i>	6,491	—	—	—	—	—	1 Motors	—	1 Motors	—	1 Motors	—	1 Motors
<i>Bakers Weekly</i>	8,221	—	—	—	—	3 Motors	—	5 Motors	—	—	6 Motors	1 Motors	—
<i>Daylight Monthly</i>	30,500	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors
<b>Total</b>	<b>65,707</b>												
<b>CHEMICALS</b>													
<i>Oil &amp; Gas Journal</i>	9,920	3 Motors	7 Motors	6 Motors	3 Motors	1 Motors	5 Motors	3 Motors	7 Motors	3 Motors	2 Motors	6 Motors	4 Motors
<i>Refrigerating World</i>	3,579	Motors	—	Motors	—	Motors	—	Motors	—	Motors	—	Motors	—
<i>Ice and Refrigeration</i>	6,239	—	—	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	Motors	—
<i>Refrigeration</i>	4,225	Motors	—	Motors	—	Motors	—	Motors	—	Motors	—	Motors	—
<i>Refrigerating Engineer</i>	1,187	Motors	—	Motors	—	Motors	—	Motors	—	Motors	—	Motors	—
<b>Total</b>	<b>25,150</b>												
<b>MISCELLANEOUS</b>													
<i>India Rubber Review</i>	7,830	Gears	Gears Motors	Gears	Gears Motors	Gears	Gears Motors	Gears	Gears Motors	Gears	Gears Motors	Gears	Gears Motors
<i>Hide &amp; Leather</i>	5,593	5 Motors	2 Motors	9 Motors	5 Motors	3 Motors	7 Motors	5 Motors	2 Motors	6 Motors	4 Motors	1 Motors	8 Motors
<i>Shoe &amp; Leather Reporter</i>	3,651	31 Motors	28 Motors	27 Motors	24 Motors	22 Motors	19 Motors	17 Motors	14 Motors	11 Motors	9 Motors	6 Motors	4 Motors
<i>Coal Age</i>	12,613	7 Parts	14 Parts	6 Swbds	3 Parts	1 Parts	5 Parts	3 Lghtg	7 Motors	4 Parts	2 Parts	6 Parts	4 Motors
		21 Motors	20 Swbds	13 Welding	10 Parts	8 Line Mat	19 Motors	10 Motors	14 Parts	11 Swbds	9 Parts	13 Motors	11 Parts
		28 Line Mat	27 Line Mat	24 Line Mat	17 Swbds	15 Swbds	22 Line Mat	17 Locos	21 Transf	18 Swbds	23 Line Mat	20 Swbds	27 Swbds
		—	—	5 Motors	5 Motors	5 Motors	5 Motors	—	5 Motors	—	5 Motors	—	—
<i>Inland Printer</i>	10,927	5 Gears	5 Gears	5 Gears	5 Gears	5 Gears	5 Gears	5 Gears	5 Gears	5 Gears	5 Gears	5 Gears	5 Gears
<i>American Printer</i>	3,094	—	—	—	—	—	—	—	—	—	—	—	—
<b>Total</b>	<b>43,708</b>												

Grand total of 549,792 readers engaged in manufacturing—users of machinery operated by electricity.



### Motor Drive for Mill Lines

The General Electric Company manufactures induction and synchronous motors with variable control to meet the requirements of Mill Line drives—gear, rope, chain, or direct drive.

G-E Motors are of rugged construction, electrically and mechanically, to withstand heavy, sudden changes in power load and mechanical shock characteristic of Mill and Washer Lines. All G-E Motors for Mill Line service are fitted with reversing or non-reversing panels (as desired) and provide for safety to operators and motors—and for simplicity and reliability in service.

Public Mills with a large number of induction motors on Mill Line service show poor power factor conditions. Synchronous Motors have been used to a limited extent on Mill Lines for a number of years—and recently have come forward prominently on account of agitation for power factor correction. This success is attested by the use today of over 150 G-E Synchronous Motors on Mill Lines.

Specialists of the General Electric Company are at your service for the solution of the power factor problem.

General Electric Company  
Schenectady, N. Y.  
Sales Offices in all large cities

### How G-E Motors Improve Your Plant

With G-E Motors throughout your plant—there are certainty, smoothness, and sustained speed in all operations; which means immediate dollars saved, lower wastage, and better and greater production for every hour's run.

Specialists of the General Electric Company—assisted in the require-

### Driving the Mightiest Kiln

The largest single piece of moving machinery in the world is the clinker kiln, developed and operated by The Atlas Portland Cement Company at Hudson, N. Y. It is 232 feet long, 12 feet in diameter and is rotated by a 125-hp. General Electric Motor.

Modern industry requires electric, as well as impulsive, machines of many sizes and types. G-E Motors of every size and type are available for every industrial purpose.

### When You Buy Service Specify G-E Motors

G-E Motors are designed electrically and mechanically to give long and dependable service—even under severe working conditions. For this reason you find G-E Motors driving the essential machines in the plants of leading brick manufacturers.

One of the most efficient applications of G-E Motors is individual drive for machines. This independent operation permits of greater economy in the day's production. The power is direct—no mechanical transmission by other methods. This direct application means maintained operating speed, and production is held at a maximum during the machine's run.

When G-E Motor-drive supplies other methods, chances of shut-down due to engine trouble, broken tackle or shifting, and numerous other difficulties resulting from the old type equipment are eliminated.

General Electric Company  
Schenectady, N. Y.  
Sales Offices in all large cities

### Drying

For high temperature drying processes, G-E Electric Equipment are superior.

1. G-E 200-hp. 200-volt, 3-phase, 60-cycle, 1000-amp. Induction Motor Drive for Compressor.

2. G-E 100-hp. 200-volt, 3-phase, 60-cycle, 500-amp. Induction Motor Drive for Compressor.

3. G-E 100-hp. 100-volt, 3-phase, 60-cycle, 500-amp. Induction Motor Drive for Compressor.

### Where G-E Motors Work

The successful operation of the largest and most modern grain handling plants is aided with G-E Motors.

G-E Motors Drive:  
- Coal Elevators  
- Grain Elevators  
- Flour Elevators  
- Cement Elevators  
- Paper Elevators  
- Mill Elevators  
- Conveyors  
- Hoists  
- Cranes  
- Pumps  
- Fans  
- Blowers  
- Compressors  
- Generators  
- Motors  
- Transformers  
- Switches  
- Control Panels  
- etc.

### The Lowest Cost of Oil Production

G-E motor drive means the lowest cost of oil production. It is the most efficient, most reliable, and most economical drive for oil production. It is the only drive that can handle the high torque and high speed of the oil production process. It is the only drive that can handle the high temperature and high pressure of the oil production process. It is the only drive that can handle the high vibration and high shock of the oil production process. It is the only drive that can handle the high wear and tear of the oil production process. It is the only drive that can handle the high maintenance cost of the oil production process. It is the only drive that can handle the high downtime of the oil production process. It is the only drive that can handle the high safety risk of the oil production process. It is the only drive that can handle the high environmental impact of the oil production process. It is the only drive that can handle the high social cost of the oil production process. It is the only drive that can handle the high political cost of the oil production process. It is the only drive that can handle the high economic cost of the oil production process. It is the only drive that can handle the high cultural cost of the oil production process. It is the only drive that can handle the high historical cost of the oil production process. It is the only drive that can handle the high future cost of the oil production process. It is the only drive that can handle the high global cost of the oil production process. It is the only drive that can handle the high universal cost of the oil production process. It is the only drive that can handle the high eternal cost of the oil production process. It is the only drive that can handle the high infinite cost of the oil production process. It is the only drive that can handle the high eternal cost of the oil production process. It is the only drive that can handle the high infinite cost of the oil production process.

### GENERATOR

### The Modern Ice Plant

Both a modern and a model ice plant is that of the J. C. Clark, G. Hagedorn Company, Inc., New York City. Here ice is made electrically.

The electrical ice-making equipment that is compact in its installation—clean and easy to handle—reliable in operation—economical in maintenance.

In respect to this, the J. C. Clark, G. Hagedorn Company, Inc. writes us as follows:

"We are in receipt of your letter complimenting us upon the neat and compact installation of the electrical apparatus recently furnished by you and in reply we say that you deserve the greater part of the praise, as we feel that the apparatus furnished by you has a splendid appearance, and it is entirely satisfactory. Our business relations have been most pleasant and we know they will remain so in the future."

Whether the demand for ice is heavy or light, with change of seasons, the equipment pictured here shows the adaptability of the J. C. Clark, G. Hagedorn Ice Plant to meet its requirements. These views are also evidence of the ability of the General Electric Company to supply motors of sizes and speeds to match the various capacities of Ammonium Compressors.

The success attending the use of G-E Motors results from the special consideration G-E engineers give to the requirements of the service; then the selection of a suitable motor for the work.

General Electric Company  
Schenectady, N. Y.  
Sales Offices in all large cities

### ELECTRIC

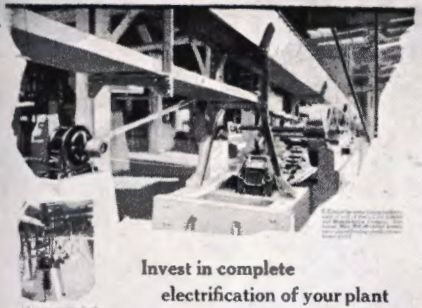
# GENERAL ELECTRIC

## SPECIFIC INDUSTRIES

While several leading industries are large consumers of electric power, there are many important fields for further electrification. The iron and steel industry operates five of its eight million horse power electrically but still invites advertising attention to three million mechanical

horse power. The use of current in the lumber business can be increased by 2,500,000 h.p.; textiles—1,500,000 h.p.; oil—1,500,000 h.p.; paper—1,000,000 h.p.; chemical—1,000,000 h.p.—in the aggregate an immense market which the Company's advertising is designed to reach.





### Invest in complete electrification of your plant

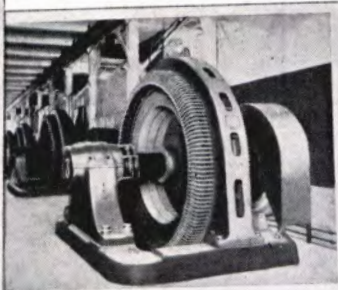
The entire success with modern finishing machinery is using electric motor drive and control and other electrical equipment, constitutes a potent argument for its general adoption throughout the industry.

For driving conveyor the G-E squirrel cage type motor is specially adaptable - is steady in operation and its steel castings insure economy and reliability.

Individual motor drive for other machines saves many dollars because of the installation and maintenance of separate main line overhead, busbars, pulleys and belts. It is safe, clean and allows a maximum use of floor space for production purposes.

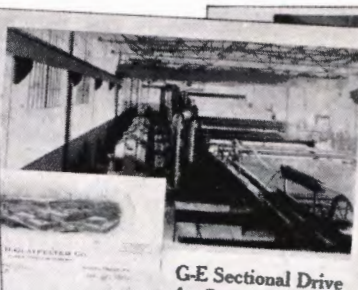
Representatives of the General Electric Company are familiar with the power requirements of finishing mills and can select the motor size and type of motor for each drive, but guarantee satisfactory operation of their drive. Further details and Bulletin No. 44223 will be sent on request from the nearest G-E office.

General Electric Company  
Schenectady, N. Y.  
Schenectady, N. Y.



### More Stock per Cord and Better Fibre

It is a pertinent saying that paper is made on the grindstone, thus the quality of pulp is as important as the quantity. G-E Synchronous Motor-drives for pulp grinders obtain both quality and quantity at low cost.



### G-E Sectional Drive for Paper Machines

Installations in operation: No. 1  
No. 2  
No. 3  
No. 4  
No. 5  
No. 6  
No. 7  
No. 8  
No. 9  
No. 10  
No. 11  
No. 12  
No. 13  
No. 14  
No. 15  
No. 16  
No. 17  
No. 18  
No. 19  
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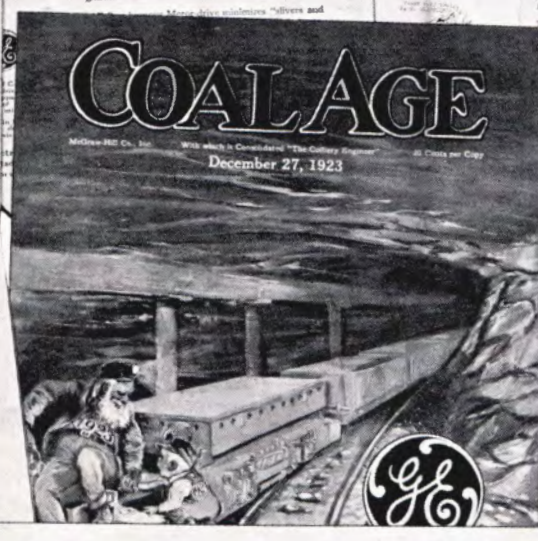


### Printing THE DELINEATOR

The Batterick Publishing Company depends on G-E Motors and the G-E Control System to print The Delineator - the magisterial web press of this company being direct-driven by G-E Motor equipment.

For magazine rotary press service, the General Electric Company furnishes specially designed single-motor and double-motor start-up and direct current drive and control. The negligible maintenance charges on these motors and controls bear evidence of their substantial design and reliable construction.

G-E Controllers provide complete control by means of Push Buttons - which permit of passing the press through slightly a sustained low speed for cleaning, a fast speed change from threading to any desired printing speed. Inherent safety features, designed with unusual care, provide safety to the operator, the press, and the electrical equipment.



### Right Motors for Steel Mills

Every machine in your mill, every foot of floor space and every employee must yield the maximum in order to meet the demands for increased production. One device or method will help at one point, another will help at another, but electric power properly applied through G-E motors will help at all points.



Standard General Electric Motor, Type M-100 - 100 h.p. 230 and 440 volts.



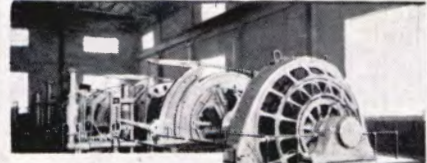
Standard General Electric Motor, Type M-100 - 100 h.p. 230 and 440 volts.

GENERAL



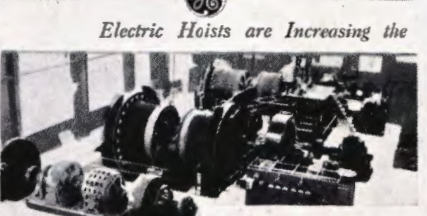
### Through This Motor Came Improvement

### Electric Hoists are Increasing the Tonnage Lifted in Metal Mines



### Dependable Motor Drive is the Reason

In order to arrive since 1912, and practically a model for repair - in the way an electric hoist, G-E motor-drives, works for a metal mine operator in the South. This hoist lifts at the rate of 1,000 tons per day. It is but one of numerous records of the success of G-E Motors and Controllers which are operating hoists in mines the country over. The consistent growth in numbers of G-E installations is the result of conservative engineering principles applied in the design.



### Dependable Motor Drive is the Reason

In order to arrive since 1912, and practically a model for repair - in the way an electric hoist, G-E motor-drives, works for a metal mine operator in the South. This hoist lifts at the rate of 1,000 tons per day. It is but one of numerous records of the success of G-E Motors and Controllers which are operating hoists in mines the country over. The consistent growth in numbers of G-E installations is the result of conservative engineering principles applied in the design.



GENERALELECTRIC

## ELECTRICAL EQUIPMENT FOR SPECIFIC INDUSTRIES

There are certain industries that offer an especially good field for large sales of electrical apparatus. It is estimated that paper and pulp mills spend nearly four million dollars every year for electrical equipment. Only 31% of all the grain elevators in the United States and Canada are electrified. America's coal industry

spends about seventy-five million dollars annually for electrical apparatus and supplies. Superintendents of industrial plants, such as have been named, follow the advertisements in their technical magazines with careful attention, and it is to these officials that the advertising shown on this page is especially directed.





### Motors that Take the Place of Hand

With our advanced machinery, which electrically drive the most difficult and hardest to take down the work, the electric motor is the solution in every kind of factory.

**G-E Fractional Horsepower Motors** have been the permanent solution in the line of the hand by economizing time and lowering cost. They drive a host of machines in every kind of factory.

The amount of knowledge and research necessary to design and build these fractional horsepower motors is constantly being added to the knowledge of the world. The result is a motor that is more reliable and more efficient than any other. The cost of the motor pays for itself in the savings of the motor parts and the subsequent maintenance.

You will find G-E Fractional Horsepower Motors in all the best of our machinery. They are available in every size from 1/2 to 1/100 horsepower.

General Electric Company  
Schenectady, N. Y.  
Sales Offices in all Large Cities



### It pays to invest in G-E Centrifugal Compressors

Pictured above is a G-E motor-driven centrifugal blower supplying air to furnaces. The steady blast produced by these blowers gives excellent results.

The battery of G-E blowers just below has a capacity of 75,000 cu. ft. free air per minute, which is used for combustion pulverized coal.

General Electric Company  
Schenectady, N. Y.  
Sales Offices in all Large Cities



### Motors—or Muscles?

Electric motors furnish ideal power for industrial operations of all kinds. Portable machines of nearly every size with built-in G-E fractional horsepower motors are available to the industrial user who requires dependability and recognizes sound value that can be founded only on quality and superior design.

The work of the General Electric Company is not to make these machines but to apply G-E engineering skill and experience to the important task of designing motors that will meet the individual requirements of each machine and each operation. Any manufacturer who makes quality the first consideration will gladly furnish a G-E motor on the machine you buy. The names of such manufacturers can be furnished by any one of our sixty sales offices—or address

General Electric Company  
Fractional Horsepower Motor Sales

### \$28,000,000 to the scrap heap every year



### Spotted Because of Poor Light

The estimated value of material spotted into the scrap heap because of poor lighting is \$28,000,000 annually.

Sudden changes in light or the voltage fluctuations are equally responsible. Each 10% drop in voltage will reduce lamp output 20% or more. The result is a loss of production, a loss of quality, and a loss of safety.

The solution of G-E Industrial Voltage Regulators is to regulate the line drop and stabilize the voltage at every load point. Central Station and plant voltage is regulated for lighting loads.

Why not regulate your lighting voltage to boost your production?

General Electric Company  
Schenectady, N. Y.  
Sales Offices in all Large Cities

## GENERAL ELECTRIC



### G-E Fractional Horsepower Motors are as Reliable as Their Big Brothers

Through the great industrial plants all over the world, G-E fractional horsepower motors are doing all kinds of work. They are as reliable as their big brothers. They are used in every kind of machinery, from the smallest to the largest.

General Electric Company  
Schenectady, N. Y.  
Sales Offices in all Large Cities



### The New G-E Form H-5 Mine Headlight

Possesses all the advantages of the well-known G-E Form H-4 with several important improvements.

It has a simple focusing mechanism which adjusts the lamp to the focal point of the reflector by a horizontal movement of the socket; heavier door pins, hinges and guard grids increase ruggedness; the lead entrance is through a water- and moisture-tight stuffing box and the lead itself is covered with soft but durable rubber insuring a tight joint; the casing of the H-5 is the same as that of the H-4 but without hand holes contour is such that it does not catch anything; the casing is supported on springs and spherical loaded studs which permit universal movement and bearing shocks from any direction.

The Form H-5 headlight is a standard equipment on all G-E mine locomotives. It is suitable for any type or make of locomotive in a coal mine. Ask our nearest office for a descriptive sheet.

General Electric Company  
Schenectady, N. Y.  
Sales Offices in all Large Cities

## GENERAL ELECTRIC



### Fabroil Gears made from cotton run quietly

Manufacturers are equipping their machines with silent running Fabroil Gears, made from cotton compressed under a mighty force. Fabroil Gears stand hard service for many years, are unaffected by sudden temperature changes and are adapted to all high speed machinery. Many shops use Fabroil Gear pinions for silent operation, to reduce vibration and absorb shocks of quick starts and stops.

Made in all sizes up to 36 in. diameter. Make a test in your shop—just equip one machine and see the big advantage.

General Electric Company  
Schenectady, N. Y.  
Sales Offices in all Large Cities

## GENERAL ELECTRIC

### GENERAL ADVERTISING TO INDUSTRIALS

In addition to its messages to specialized industries, General Electric Publicity has many messages for industrial plants in general. Wherever mechanical work is performed there is some type of G-E equipment that will improve working conditions, increase production, and effect economies.

Fabroil gears, fractional horse power motors, better lighting, and many other items add to the efficiency of shops large and small. This advertising brings many such matters to the attention of factory managers, appearing as it does in general industrial magazines and in many that are published for special classes of readers.



### Where Trolley Locomotives Serve



Long heavy hauls—continuous peak load traffic—shifting at terminals—moving and outgoing freight—in these and many other phases of industrial haulage, G.E. Trolley Type Locomotives are proving the better way.

Here are pictured representative types of G.E. Locomotives for trolley and third rail service. Locomotives designed and built by the General Electric Company cover a wide range of sizes and forms wide enough to include any haulage requirement of this nature and they incorporate principles of construction which are the result of many years' experience in this class of work.

When you buy haulage equipment, you get what our thirty years' experience has produced to exactly meet your requirements. Interesting and valuable information is available in our literature for the electric locomotive for industrial use.

### Automatic Arc Welding



The above picture shows 50 tanks welded by a G.E. Automatic Arc Welder in a half day, as compared to 21 tanks welded by the hand method in a full day. The metal welded is 1/8" thick by 24" long.

Through this automatic application of the electric arc, a steadiness of electrical conditions in the arc is obtained and maintained, resulting in a uniform and high quality of weld—and higher speed. Higher welding speeds produce lower welding costs.

The principal field for this type of welding is in the manufacture of tanks, pipes, and other heavy industrial equipment.

### Smokeless, Flameless Heat



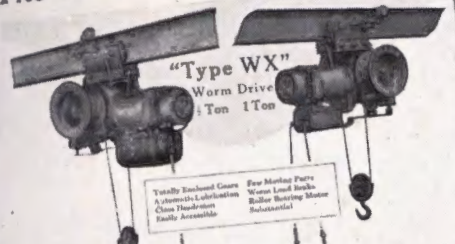
The old problem of Industrial Heating—combustion furnaces—no longer troubles the men who use electric furnaces and ovens.

Vicious emanations, attended by numerous disadvantages and improved by the use of electric Direct-Heat design, with heating units of G.E. type. There is no smoke to sag and break. The number of heats a day is increased, the quality of the product is higher, and rejections due to scot or lumes are unknown.

The electric compensating furnace for annealing is so arranged that the cooling change coming in a way in. This furnace has proved especially valuable in annealing wire—greatly speeding production.

In the new G.E. Direct-Heat Furnace, Type...

### The Hoist with a Thousand Uses




**"Type WX" Worm Drive Hoist**  
1 Ton 1 Ton

Totally Enclosed Gear  
Aircraft Lubrication  
Close Handwheel  
Rapidly Accessible

Four Motor Parts  
Worm Lead Inlets  
Ball Bearing Motor  
Substantial


### Service That Satisfies



The two electric hoisting machines, Duplex and the new Type, which were installed in the Babcock plant in April, 1933, are making heavy lifts.


The ability of these hoists to lift a full charge of material, general, continuous, of regular capacity, and general, continuous, of regular capacity, and general, continuous, of regular capacity, is well demonstrated in the picture.

### Positive Control at a Touch



Electrical control of this big machine from joints within convenient reach gives the operator full command of its operations. Such control is a part of the General Electric Company's complete electrical equipment for Blast Furnaces— which includes motor driving and auxiliary direct-current motor, controller.

### A handy



There is valuable information in our literature. Write the nearest G.E. sales office for it.

General Electric Company  
Schenectady, N. Y.  
Sales Offices in all Large Cities

# GENERAL

### The right motor for the big jobs



Coal and Ore Bridges, Coal Unloading Towers, Hulet Unloaders—all kinds of grab-bucket handling machinery require the strongest, yet most practical type of electrical equipment. G.E. Motors and Controllers are pioneers in this severe service.

Twelve tons at a bite is the way a G.E. Motor handles the bucket of the 712-R, coal bridge pictured at the top of this page.


In the coal unloading tower pictured here, G.E. Equipment operates its 12-row digging buckets and 6-ton cement buckets—handling 350 tons an hour. This tower makes about two round trips per minute over a hoisting distance of approximately 280 feet.

Since the earliest steps in the development of bulk handling machinery, the General Electric Company has been called upon to develop and manufacture the electrical apparatus for driving and controlling the mechanical appliances of this class. Applications of G.E. equipment to such service are portrayed in Bulletin 48006, mailed on request.

General Electric Company  
Schenectady, N. Y.  
Sales Offices in all Large Cities

# GENERAL ELECTRIC

### The Motor Control Factor in your Factory




### Convenience in Operation

Control is essential to the operation of a motorized machine yet the control equipment may be installed at a remote distance from the machine.

The G.E. Automatic Starters pictured here, which are used to control the individual motor-driven drilling and tapping machines, occupy much of workmen—but the control of the machines is at the finger tip of the operator, by means of push-button stations conveniently located on the machine.

There are G.E. Controllers suitable for use in connection with all drives to which motors are applied. These controllers and in conjunction therewith make many drives operate entirely independently of attendants.

Specific information as to how G.E. Starters can most effectively contribute to the efficiency of any particular machine will be furnished on request.



General Electric Company  
Schenectady, N. Y.  
Sales Offices in all Large Cities

# ELECTRIC

## INDUSTRIAL ELECTRICAL EQUIPMENT IN GENERAL

There are in the United States several thousand industrial plants that use more than one-half million kilowatt-hours of electricity each year; seven major industries consumed from two to eight billion kilowatt-hours each in the same

period. The immense industrial requirement for electric energy is not confined to motor drive, but includes electric heating equipment, arc welding, locomotives, and many other applications, including electric control equipment.





**One Way to Light Your Factory**

Use 200-watt bowl-enameled MAZDA lamps in the RLM type metal reflector shown above. Space 10 feet apart.

MAZDA LAMP WORKS, N. W. 11th St., Cleveland, Ohio

**"Better Lighting Pays!" Says Timken**

And Timken knows! Their factory lighting was good. But Timken Roller Bearing Company engineers saw an opportunity in better lighting. So they increased the illumination of the inspection department to 4 times its former value. The gain? A 12 1/2% increase in production—equal in dollars and cents, to more than 3 times the cost of the better lighting. Surprising, perhaps, but not unusual! Such gains are within the reach of factories everywhere. Better factory lighting pays!

Send coupon below for booklets: "How Better Lighting Increased Our Production 25%", giving in detail the lighting experience of the Detroit Piston Ring Company, and "Cutting Factory Costs with Lighting", telling exactly how to make inexpensive lighting improvements in your own plant.

If your annual cost of lamps is \$75 or more, you are entitled to a contract price that will substantially reduce your lamp bill.

**NATIONAL MAZDA LAMPS**  
MAIL THIS COUPON



**One Way to Light Your Factory**

Use 200-watt bowl-enameled MAZDA lamps in the RLM type metal reflector shown above. Space 10 feet apart.

MAZDA LAMP WORKS, N. W. 11th St., Cleveland, Ohio

**Modern Artificial Lighting Equals Daylight in Producing Shelby Salesbooks**

We have gone to considerable expense to have the most up-to-date lighting, not because of night work, but to have light of the afternoon and cloudy days. As far as we can determine, there is no difference in the ease of seeing or the speed of production in our artificially lighted hours as compared with the brightest day.

Send coupon below for booklets: "How Better Lighting Increased Our Production 25%", giving in detail the lighting experience of the Detroit Piston Ring Company, and "Cutting Factory Costs with Lighting", giving the experience of well-known manufacturers and telling exactly how to make inexpensive lighting improvements in your own plant.

If your annual cost of lamps is \$75 or more, you are entitled to a contract price that will substantially reduce your lamp bill.

**NATIONAL MAZDA LAMPS**  
MAIL THIS COUPON



**One Way to Light Your Factory**

Use 200-watt bowl-enameled MAZDA lamps in the RLM type metal reflector shown above. Space 10 feet apart.

MAZDA LAMP WORKS, N. W. 11th St., Cleveland, Ohio

**Improved Lighting Increased Production 15% in Rich-Sampler Knitting Mills**

Our present lighting installation has proven much superior to our old lighting system. We have made a careful check, comparing present conditions with old conditions and find our present lighting system responsible for an average production increase of 15% and an accident decrease of about 10%.

Send coupon below for booklets: "How Better Lighting Increased Our Production 25%", giving in detail the lighting experience of the Detroit Piston Ring Company, and "Cutting Factory Costs with Lighting", giving the experience of well-known manufacturers and telling exactly how to make inexpensive lighting improvements in your own plant.

If your annual cost of lamps is \$75 or more, you are entitled to a contract price that will substantially reduce your lamp bill.

**NATIONAL MAZDA LAMPS**  
MAIL THIS COUPON



**One Way to Light Your Factory**

Use 200-watt bowl-enameled MAZDA lamps in the RLM type metal reflector shown above. Space 10 feet apart.

MAZDA LAMP WORKS, N. W. 11th St., Cleveland, Ohio

**Modern Lighting Develops 12% More Production for Dover Manufacturing Company**

As a result of better lighting, the production of our press department, including blanking, forming, shearing, drilling and tapping operations, was increased 12.2% at an increase in lighting expense equal to approximately 2.5% of the payroll. Of twenty important operations, fifteen showed decreases in cost. Employees and company officials are extremely well pleased with the new lighting.

Send coupon below for booklets: "How Better Lighting Increased Our Production 25%", giving in detail the lighting experience of the Detroit Piston Ring Company, and "Cutting Factory Costs with Lighting", giving the experience of well-known manufacturers, and telling exactly how to make inexpensive lighting improvements in your own plant.

If your annual cost of lamps is \$75 or more, you are entitled to a contract price that will substantially reduce your lamp bill.

**NATIONAL MAZDA LAMPS**  
MAIL THIS COUPON



**One Way to Light Your Factory**

Use 200-watt bowl-enameled MAZDA lamps in the RLM type metal reflector shown above. Space 10 feet apart.

MAZDA LAMP WORKS, N. W. 11th St., Cleveland, Ohio

**Better Light Shows Direct Profit in Building White Trucks**

Improvement of lighting was an important part in the shop betterment program of White Motor Company, Cleveland, Ohio. Old shallow reflectors were replaced with modern ones. Larger MAZDA lamps were installed. Units were hung closer together for uniform lighting. Unpleasant glare and confusing shadows were eliminated. Result: A conviction on the part of the management, of substantial increase in efficiency and accuracy of production.

Send coupon below for booklets: "How Better Lighting Increased Our Production 25%", giving in detail the lighting experience of the Detroit Piston Ring Company, and "Cutting Factory Costs with Lighting", giving the experience of well-known manufacturers and telling exactly how to make inexpensive lighting improvements in your own plant.

If your annual cost of lamps is \$75 or more, you are entitled to a contract price that will substantially reduce your lamp bill.

**NATIONAL MAZDA LAMPS**  
MAIL THIS COUPON

FOR schedule of this and of corresponding Edison MAZDA lamp advertising, refer to G-E schedule covering *Business, Nation's Business* and *System* (page 11), and G-E schedule covering *Factory, Industrial Management*, and *Manufacturer's Record*, (pages 41 and 42 of this book).



## COMMERCIAL JOURNAL ADVERTISING

**T**HE engineers of the General Electric Company are continually making new applications of electricity, designing new apparatus, and improving the old. As the fruits of their work reach the stage of commercial production, they are brought to the attention of prospective purchasers through advertisements addressed to them in commercial journals devoted to specific business interests. These magazines are read not alone for editorial and news matter but as guides to the purchase of equipment that is advertised on their pages.

This class of advertising is exemplified by messages prepared respectively for proprietors of battery service stations, managers of motion picture theaters, and retail merchants. For the business man and manufacturer, prominent commercial magazines are carrying a series of advertisements featuring correct lighting practice in stores and factories. This publicity, divided between Edison and National MAZDA lamps, teaches the lesson of better lighting as a means to a greater retail business and to very considerable economies in factory production.

The advertising power of magazines addressed to a single business is multiplied by the fact that every copy reaches the hands of a reader who has bought that magazine solely for material on one particular group of related subjects. There is no waste of advertising; the aim is automatically accurate. There is no diffusion or weakening of interest; the first and greatest necessity of advertising—the attracting of attention—is completely met.

Along this publicity path of least resistance, the advertiser can send message after message of concentrated information and sales appeal. It is purely product advertising and speaks the language of the subscriber to the magazine.

### *Advertising to Electrical Dealers*

The electrical trade is well covered by a few national magazines devoted entirely to the industry. On page 51 are shown examples of this publicity featuring products and merchandising suggestions. The specific subjects of these advertisements are housewiring, Tungar battery chargers, G-E fans, Edison MAZDA lamps, and National MAZDA lamps. The many sales helps offered by the General Electric Company are individually described on other pages of this book. By emphasizing them in electrical trade papers, G-E publicity gives valuable support to the personal efforts of distributors' salesmen and representatives of the General Electric organization.

This publicity serves as a reminder to the trade of intensive sales campaigns for which special merchandising material—window display and literature is provided by the Company. This material must be used between specified dates in order to obtain the maximum sales effect; the publicity not only describes and illustrates the items, it also keeps the dealer informed as to dates and seasons. This advertising information covers the Company's co-operative newspaper and magazine publicity with which the trade should tie in, and calls attention to new sales publications and the best method of using them.

Advertising in electrical trade papers is also utilized to explain such broad sales policies of the Merchandise Department as its national promotion of better housewiring and the individual support given to contractors through this campaign and more especially through the distribution of "The Home of a Hundred Comforts," "The G-E Farm Book," and through the general magazine advertising in which these publications are brought to the attention of the consumer.



SCHEDULE OF GENERAL ELECTRIC ADVERTISING IN PRINCIPAL COMMERCIAL JOURNALS—1924

The use of dates indicates weekly and semi-monthly publications.

Periodicals by Fields	Circulation per Issue	SCHEDULE OF ADVERTISING											
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>ELECTRICAL TRADE</b>													
<i>Lighting Fixtures and Lighting Electragist</i>	5,000 5,323	Edison Mdse	Mdse	Edison Tranf Tungar Mdse	Edison Mdse	Mdse	Transf Mdse	Mdse	Mdse	Edison Transf Mdse	Edison Transf Mdse	Edison Mdse	Mdse
<i>Electrical Retailing</i>	31,447	Mdse	Mdse Edison Natl	Tungar Mdse Edison Natl	Mdse Edison Natl	Mdse	Mdse Natl	Mdse	Mdse Natl	Mdse Edison Natl	Mdse Edison Natl	Mdse Edison	Mdse
<i>Electrical South</i>	3,000	Mdse Edison	Mdse Edison Natl	Mdse Edison Natl	Mdse Edison Natl	Mdse Edison	Mdse Edison	Mdse	Mdse	Mdse Edison Natl	Mdse Edison Natl	Mdse Edison Natl	Mdse Edison
<i>General Electric Merchandiser</i>	25,000	Mdse G-E	Mdse	Tungar Mdse	Mdse	Mdse	Mdse	Mdse	Mdse	Mdse	Mdse	Mdse	Mdse
<i>Jobbers Salesman</i>	3,977	Mdse	Mdse Edison Natl	Edison Edison Natl	Edison Edison Natl	Mdse Edison	Mdse	Mdse	Mdse Natl	Mdse Edison Natl	Mdse Edison Natl	Mdse Edison Natl	Mdse Edison
<i>Electrical Merchandising</i>	12,589	Mdse Edison Natl MAZDA	Transf Mdse Edison Natl MAZDA	Tungar Mdse Edison Natl MAZDA	Transf Mdse Edison Natl MAZDA	Mdse Edison	Mdse Edison Natl MAZDA	Mdse	Transf Mdse MAZDA	Mdse Edison	Mdse Edison Natl MAZDA	Insul Mdse Edison	Mdse Edison Natl MAZDA
<i>Electrical Record</i>	9,502	Transf Mdse	Mdse Edison Natl	Mdse Tungar Mdse Edison Natl	Mdse Edison Natl	Transf	Mdse	Transf	Mdse	Mdse Edison Natl	Mdse Edison Natl	Mdse Edison Natl	Transf Mdse
<i>Southwest Electrician and General Construction</i>	2,000	Regul	Swbd	Transf	Swbd	Swbd	Motors	Arrest	Motors	Swbd	Swbd	Motors	Motors
<b>Total</b>	<b>97,883</b>												
<b>AUTOMOBILE TRADE</b>													
<i>Automobile Trade Journal</i>	38,364	—	—	—	Motors	—	Motors	Charging	Motors	—	Motors	—	Motors
<i>Automotive Electrical Engineer</i>	3,945	Charging	Charging	Charging	Charging	Charging Tungar	Charging	Charging Tungar	Charging	Charging Tungar	Charging	Charging Tungar	Charging
<i>Automotive Electricity</i>	5,000	Charging	Charging	Charging	Charging Tungar Edison	Charging	Charging Tungar Edison	Charging	Charging Tungar Edison	Charging	Charging Tungar Edison	Charging	Charging
<i>Jobbers Topics</i>	8,500	Natl	Edison	Natl	Edison	Natl	Natl	Natl	Edison	Natl	Natl	Natl	Edison
<i>Automotive Merchandising</i>	81,162	Edison	—	—	—	—	—	—	—	—	—	—	—
<i>Chilton Automobile Directory</i>	20,125	Gears Natl	—	—	Gears Natl	—	—	Gears Natl	—	—	Gears Natl	—	—
<i>Motor World</i>	16,404	24 Edison	21 Natl Tungar	20 Edison Tungar	17 Natl Tungar	15 Edison Tungar	12 Natl Tungar	10 Edison Tungar	7 Natl Tungar	4 Edison Tungar	2 Natl Tungar Edison	6 Tungar Natl	4 Tungar Natl
<i>Motor Age</i>	19,104	3 Edison 31 Natl	28 Edison	6 Tungar 27 Natl	24 Edison	1 Tungar 22 Natl	3 Tungar 19 Edison	3 Tungar 17 Natl	4 Tungar 14 Edison	4 Tungar 11 Natl	9 Tungar Edison	6 Tungar Natl	4 Edison
<i>Motor Record</i>	7,828	Gears	—	Gears	—	Gears	—	Gears	—	Gears	—	Gears	—
<i>Battery Man</i>	4,000	Charging	Charging	Charging	Charging Tungar Lighting	Charging Tungar Lighting	Charging Tungar Lighting	Charging Tungar Lighting	Charging Tungar Lighting	Charging Tungar Lighting	Charging Tungar Lighting	Charging Tungar	Charging Tungar
<i>Motor Land</i>	29,756	—	—	—	—	—	—	—	—	—	—	—	—
<b>Total</b>	<b>234,188</b>												
<b>RETAIL STORES</b>													
<i>Good Hardware</i>	32,461	Natl	—	Edison	—	Natl	Edison	Natl	Edison	—	Natl	—	Edison
<i>Economist Group</i>	30,688	—	2 Edison 16 Natl	1 Edison 15 Natl	12 Edison 26 Natl	—	—	—	—	13 Edison 27 Natl	11 Edison 25 Natl	8 Edison 22 Natl	6 Natl
<b>Total</b>	<b>63,149</b>												
<b>PUBLIC SERVICE ESTAB.</b>													
<i>Hotel Management</i>	8,009	Edison 12 Appl	Edison 2 Appl	Edison 1 Appl	— 12 Appl	— 10 Appl	— 7 Natl	— 5 Appl	— 2 Appl	— 6 Natl	Edison 4 Edison	Edison 1 Natl	Edison 13 Natl
<i>Motion Picture News</i>	10,128	26 Appl	23 Appl	15 Appl 29 Appl	26 Appl	17 Edison 31 Edison	14 Edison 21 Appl 28 Edison	12 Edison 26 Edison	9 Appl	13 Edison 20 Edison 16 Natl 23 Edison	11 Natl 18 Edison 25 Appl	8 Edison 15 Edison 22 Appl 29 Edison	20 Appl 27 Edison
<i>Exhibitors Herald</i>	5,792	—	—	—	—	—	21 Natl	19 Edison	16 Natl	13 Natl	11 Edison	8 Natl	6 Edison
<b>Total</b>	<b>23,929</b>												

Grand Total of 409,149 merchants selling electrical or associated goods or using them in their business.



**Make this Book and the National Advertising Work for you**

When they read "The Home of a Hundred Comforts"...

DEPARTMENT **ELECTRIC GENERAL**

**Making Better Homes makes Your Business Better**

Thousands of home builders...

DEPARTMENT **ELECTRIC GENERAL**

**The Tungar Campaign is on!**

Take Advantage—Now

DEPARTMENT **ELECTRIC GENERAL**

**Tie-in for Sales!**

Get these Tungar Sales-makers from your G-E Distributor

DEPARTMENT **ELECTRIC GENERAL**

*The Book that thousands have read for and the 1924 Advertising Campaign which millions will see*

DEPARTMENT **ELECTRIC GENERAL**

**Another Live Campaign in 1924!**

**G-E Fans**

DEPARTMENT **ELECTRIC GENERAL**

**Everybody everywhere will see the G-E Fan Girl**

in the windows, in the Newspapers, on the Catalogues, in the Magazines, on the folders, on the Screen

DEPARTMENT **ELECTRIC GENERAL**

**An Inheritance from Merrie England**

NATIONAL MAZDA LAMPS

"Stop!" says the Kit Cabinet

DEPARTMENT **ELECTRIC GENERAL**

**EDISON MAZDA LAMPS**

A GENERAL ELECTRIC PRODUCT

DEPARTMENT **ELECTRIC GENERAL**

**Demonstrator At a New Low Price**

NATIONAL MAZDA LAMPS

DEPARTMENT **ELECTRIC GENERAL**

**ADVERTISING TO ELECTRICAL DEALERS**

These examples of publicity in electrical trade magazines show advertisements of G-E wiring material and the housewiring campaign in which its sale is promoted; Tungar battery chargers and suggested window trim; G-E elec-

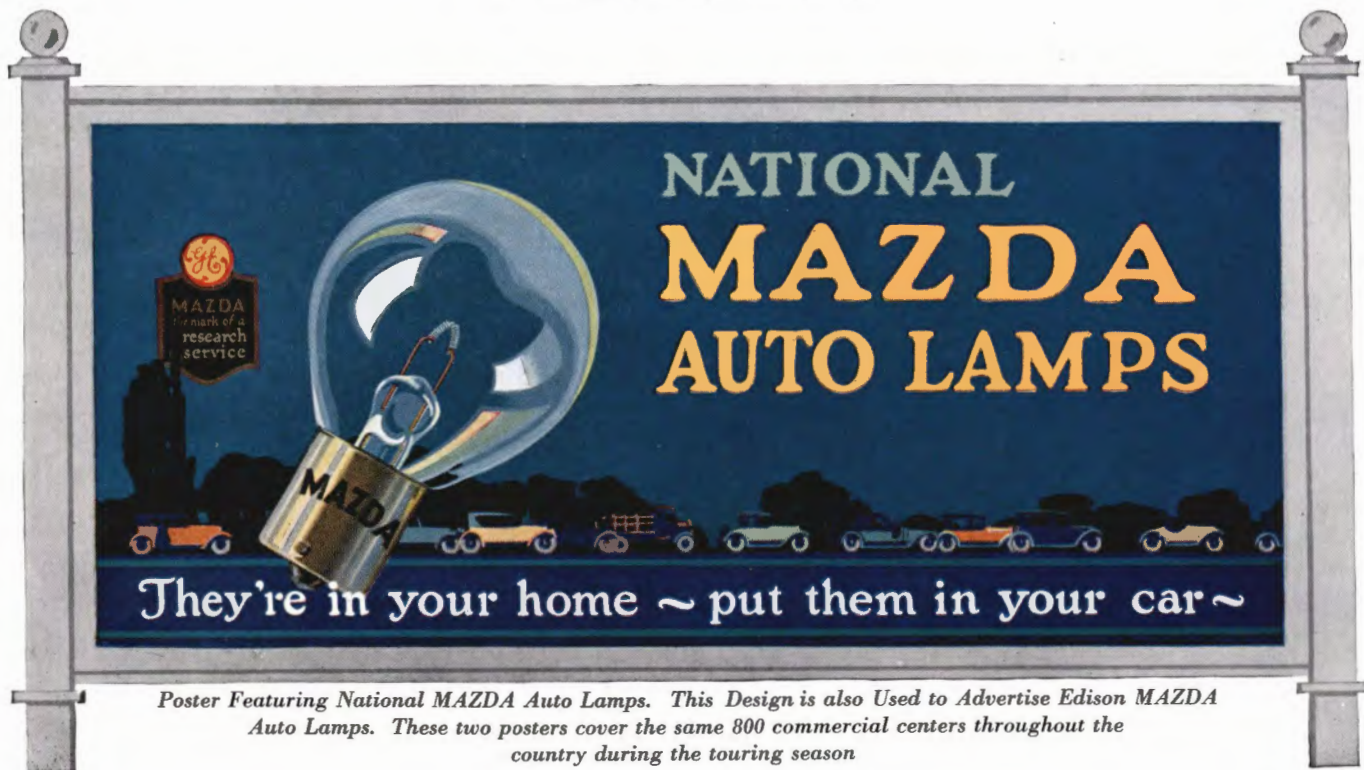
tric fans and the publications in support of 1924 sales; store novelty for the demonstration of National MAZDA lamps; exhibition cabinet for Edison MAZDA lamps; and outdoor lantern sign.



BILL POSTING



Poster Featuring the Spare Kit of Edison MAZDA Auto Lamps. This Design, also Used to Advertise the Spare Kit of National MAZDA Auto Lamps, is displayed in more than 800 cities of 10,000 population and over



Poster Featuring National MAZDA Auto Lamps. This Design is also Used to Advertise Edison MAZDA Auto Lamps. These two posters cover the same 800 commercial centers throughout the country during the touring season





## SALES SERVICE

**T**HE direct appeal of an advertisement catches the prospective customer's attention and directs his thoughts toward the desirability of the product, but its force is in danger of being spent short of the buying point unless the urge is reinforced by local merchandising effort.

This effort must combine the dealer's initiative and the manufacturer's Sales Service. While this service takes the physical form of publicity material for the use of the trade, its additional and peculiar function is to inspire the merchandiser, contractor, and lamp agent to help themselves. The dealer who relies entirely on ready-prepared advertising material is likely to lose the capacity for spontaneous planning and quick adjustment—both vital elements in business growth.

In thus supplementing Space Advertising with Sales Service, the Company aims to educate dealers in the principles of retail merchandising and to give them broad information that they can adapt to special occasions. General Electric dealer-publicity, whether window trim, store display, folders, or other physical material, is an immense help to commodity and lamp sales, but equally important is an intelligent use of it by the contractor, dealer, and agent. Such use requires more than specific instruction; in common with every other aspect of modern merchandising, its permanent efficacy is based on a fundamental understanding of the trade field, store technique, constructive salesmanship, and customer service. It is an essential part of G-E Sales Service to promote such understanding wherever G-E products are sold. Service is not limited to written advice and information. Through the personal contact of District and Local Offices and of Distributing Jobbers' salesmen, a missionary work is performed that is largely based on the efforts of our Sales Ser-

vice to build retail business on a stable foundation. G-E Sales Service finds unusual opportunity to unite its creative counsel with specific examples of practice. For example, the distribution of publicity material covering the national sales promotion of electric fans, or lamps, or battery chargers, is made the occasion for fundamental advice which the dealer can apply both to intensive campaigns and everyday merchandising. On the pages of *The Edison Sales Builder*, *The General Electric Merchandiser*, and *Light*, illustrated exposition is made of G-E sales helps in support, respectively, of lamps, complete housewiring and materials, and of the products that give effect to this complete wiring: but with all this information there runs, explicitly or between the lines, a continual reference to basic principles.

Suggestions as to the use of window trims prepared for lamp dealers, electrical contractors, and the trade in general, are combined with advice applicable to all window displays and window construction. Store exhibits are treated not alone as complete units but as illustrations of a general rule regarding store arrangement.

In its furtherance of co-operative sales effort, G-E Sales Service not only issues and distributes dealer helps, it emphatically urges the trade to use this material at the same time that the corresponding national publicity is being featured in magazines or newspapers.

It is the aim of our Sales Service to combine in this material the work of experienced commercial artists and writers with the best typographical and engraving practice—to make every assertion faithfully informative while presenting the product in its most attractive aspect—to endow each piece with an individuality that will make the merchant use it and the recipient read it.





Example of G-E Complete Wiring Display



Example of Edison MAZDA Lamp Lighting Dozen





Three Examples of National MAZDA Lamp Twelve-Time Trim Service

In a word, Sales Service provides the dealer, the agent, and the contractor with such merchandising helps as they could not prepare for themselves, furnishes it in many cases without cost, and teaches them how to use it with profit to themselves and to the advantage of the Company whose products they carry.

#### Window Display

The sales value of window display is proved by the fact that no merchant would attempt to carry on a retail business without a display window. Even if the floor area of his store is comparatively small, he knows that the attraction of a striking trim will draw purchasers irrespective of interior limitations.

The sales function of window display is (1) to make a strong visual appeal to passersby at the moment when they can most easily gratify any latent or newly aroused desire for the product exhibited. *Window advertising is closest to the store door.* (2) To focus the power of newspaper and

magazine advertising by showing the advertised commodities in the most attractive setting. (3) To indicate, by its character, the merchant's self-respect and so to suggest the high class of his goods and his service.

There are several recognized rules which should be observed if window display is to exert its full merchandising power.

(1) The trim should be essentially a unit. An assembly of diversified products with radically different functions confuses the observer at the very time when his attention should be compelled toward a single idea. This does not necessarily mean that only one kind of article should be shown at a time, but it does call for a central thought to which every item in the window must contribute.

(2) The display must be so lighted as to bring out every detail with the finest effect—but *with the source of illumination concealed.* Artificial light is a means to an end, and it defeats its own purpose if it



dazzles the eye instead of helping it. Correct lighting is of special importance to the electrical dealer, a profitable part of whose business is to sell lamps and the service of modern illumination.

(3) Window display should be regularly changed and a considerable degree of variety should be introduced. This rotation of effect is made easy by a suitable equipment of pedestals and drapery which allow changes in perspective and color scheme. An opaque background is especially desirable not only for the decorative effects that it allows but as a screen to shut off all view of the store interior, thus concentrating attention on the actual trim.

Through its various contacts with the retail trade, G-E Sales Service not only teaches and elaborates these principles of display, it also provides specific examples for the use of dealers and contractors.

On behalf of the Merchandise Department, which is focusing much effort on a national promotion of complete housewiring, electrical contractors are being supplied at the nominal charge of six dollars per year with the "G-E Complete Wiring Displays" as a keynote for window trims and a background for displays.

The mechanical feature is a three-fold hinged frame for the exhibition of posters, each 22 by 28 inches, which may be changed once a month or at other intervals convenient to the subscribers. The entire series (36 posters) for the current year is delivered at one time to the contractor, who pays for the year's supply the sum of six dollars—less than half the cost. The frames are loaned without charge.

These displays are tied in with "The Home of a Hundred Comforts," a publication shown on page 64, and prepared with the special intent of extending the electrical contractor's business. With "catchy" brevity of text and poster style of presentation, the G-E Complete Wiring Displays illustrate the practical use of wiring devices, complete wiring, and the comfort that can be enjoyed through the use of appliances which these products make available in the home. The pictures have been painted by artists of wide experience in commercial display, who have successfully combined striking color schemes with a refinement of taste and execution that gives extraordinary value to these examples of publicity.

To assist subscribers to utilize the full sales power of this service, a printed circular is mailed to them monthly carrying full instructions for dressing the window with the succeeding month's display, and

also showing a halftone illustration of a window thus trimmed. These messages give opportunity for many general suggestions on the management of windows and serve to emphasize the importance of this department of merchandising.

In promotion of Edison MAZDA lamp sales, a rich and varied assortment of window display material is furnished to agents and dealers. The "MAZDA girl" life-size cutout, shown on page 57, not only retains its popularity in the trade—the demand for it is actually increasing as its sales-making force takes on cumulative value. Furnished, without charge, in different sizes, it dominates window or store display with its graceful but emphatic reminder.

Together with the large figure, two miniature duplicates are provided and also two window cards showing reproductions of paintings that are becoming nationally known through Edison MAZDA lamp publicity. This combination of five pieces is sent to the trade twice a year—one set for spring and summer, the other for fall and winter. When shown with an accompanying display of lamps, they are a complete trim and are subject to a wide variety of arrangement. Specific suggestions for treatment are given and illustrated in the *Edison Blue Book* for 1924, and—monthly—in the pages of the *Edison Sales Builder*.

A progressive series of posters, displayed at periodic intervals, serves to keep the advertised product in the public eye and to add the attraction of frequent change. It unites the force of repetition with that of novelty. This principle of publicity is the basis of the "Lighting Dozen"—thirty-six beautiful lamp posters in twelve groups of three—representing in unusual degree the application of sincere art to serious advertising—the painting, so to speak, of a serial story—each chapter complete in itself, but each an essential part of a greater whole.

This triple display, shown on page 54, is furnished, together with hinged metal frames, for \$5.75, and includes a separate group of posters for each month of the year. The pictures are lithographed on both sides of heavy card; those not in use can be stored in the frame—a saving of space and a protection against dirt and damage. While primarily designed to sell lamps, the posters also promote the sale of housewiring, fixtures, and appliances. The frames can be placed in any part of the window and can easily and effectively be adapted to a wide variety of trims and to displays of miscellaneous electrical products.





*Maxfield Parrish Emblem Design for Window Display (for fall distribution)*

The crowning jewel of Edison MAZDA lamp display will be ready for exhibit in the fall of 1924. Maxfield Parrish, whose name has for years been associated with Edison lamp calendars, has painted a display piece (shown on this page) with all the quaint charm which only his brush commands.

While this picture will be reproduced in a variety of forms to add to the volume of lamp sales, a principal use will be as a central unit in window display. For this purpose a lithograph is being

prepared on heavy board, 47 inches high, executed with fidelity to the original glowing colors and embodying a distinction representative alike of the artist and the product.

In addition to the central display, two smaller reproductions, 20 inches high, and a lettered show card will be provided, the whole forming a trim which harmonizes perfectly with the merchandise displayed and identifies the dealer as a discriminating leader in electrical lines.



*Window Display in support of Edison MAZDA Lamp sales (for spring distribution). The centerpiece is life size*





Direct Mail Publications—A co-ordinated part of 1924 G-E Fan Sales Promotion



Dealers' Catalogue—A co-ordinated part of 1924 G-E Fan Sales Promotion



Window Display—Prepared in support of 1924 G-E Fan Sales Promotion

For National MAZDA lamp dealers another series of twelve three-wing window posters will prove their magnetic qualities by drawing attention—and sales—in the measure that they are featured through the year. There is a human touch in their art that is irresistible—an appeal that comes not alone from the lure of light but from the lure of a lighted home. This series of poster displays, including frames, as shown on page 55, is sold to the agent for \$5.00—a small part of the actual cost.

Each subscriber to this “twelve-time trim” service will also receive the display piece illustrated on page 23 of the “Pie Book” published by the National Lamp Works. The figure, with its easel support, may be mounted on the back of the triple frame or used independently with a single lamp to give an especially striking effect. Two other cutouts drawn in a facetious vein, have been added to the battery of National MAZDA display and may be used with equal effect on counter or show case.

Electric fan display is an excellent example of window trim intended to promote sales of a specific

product during a naturally short season. For the summer of 1924, every dealer in G-E fans will be provided, free of charge, with the cutout and cards shown on this page. This display, fifty-two inches high and lithographed in ten colors, has specific qualities that are not often found combined in a single window display unit.

(1) *Distinction.* The quality of design lifts the trim above the usual store window level and gives it the attractive charm of art that is admired for its own sake. (2) *Sales power.* The whole atmosphere of the painting, with its suggestion of “fresh live air,” puts strong and timely emphasis on the service of G-E fans and is a direct inducement to buy. (3) *Simplicity.* The trim, with its accompanying display of products, drapery, and pedestals, can be installed in a few minutes. (4) *Adaptability.* The cutout can be used with equally good effect in a window of any shape or size. Detailed instructions for its installation were given in the January, 1924, issue of *The General Electric Merchandiser*, and through this medium have reached all G-E fan dealers.





Window and Counter Christmas Display for Tungar Battery Charger

Apart from the preparation and distribution of specific displays, G-E Sales Service maintains a window trimming department in *The Edison Sales Builder* and *The General Electric Merchandiser*. In addition, it is always ready to supply expert advice and information to contractors, dealers and agents who present their individual problems.

#### Interior Display

During busy seasons and "rush" hours, it is inevitable that customers must await their turn for attention. It is a golden opportunity to attract their notice to individual products in which they might not be interested—or about which they might not know—except through a special display on the counter or in the glass case.

These displays place the product under the customer's fingers and allow him to handle it while he is taking in the pungent little message that is printed on the card or other device that is used. If they do not at once lead to questions on the prospect's part, they offer the salesman an opportunity to enlarge on the functions of the product and very often to effect a sale.

Counter and show case display, if designed according to G-E standards, adds to the appearance of the store, and utilizes for sales purposes space that might otherwise be wasted.

As an example of this publicity may be mentioned two display cards, in the Company's merchandising colors, to which are attached respectively "Radi-eye Pendants" and



Counter Display Advertising Radi-eye Screws

"Radi-eye Screws"—two G-E devices which glow in the dark and are designed for use on pull chains and switch flush plates. These cards stand on the counter and make prominent a product which could not be so well displayed in any other manner.

Displays of other devices, such as the Thru-cord Switch, Twin Socket Plug, Triple Tap, and Tungar Battery Charger, are also available to the retail trade. These displays mean sales. They are a form of advertising that is growing in demand both for its merchandising power and its decorative value.

Contractors and dealers are also supplied with price tags and repair tags that have a cumulative advertising value in proportion to the extent of their use.

For G-E motor dealers, a store sign (shown on page 61), has been prepared and may be obtained on application to the nearest distributing jobber.

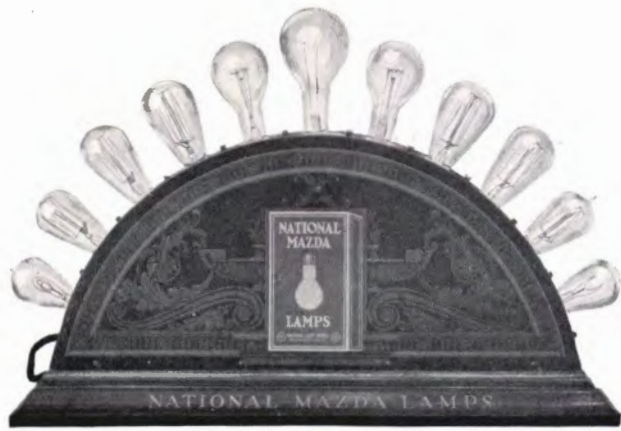
Modern theory as to illuminating values is exemplified in the Edison MAZDA lamp counter display which also appeals to every customer's interest in manipulating a switch and watching the result. He is amused—but he is also instructed and in many cases becomes a purchaser.

This novelty supports twelve lamps of as many different types. Each lamp is controlled by a miniature tumbler switch placed directly in front of it. The customer who once stops before the display inevitably begins to tip the switches and study the lighting effects which he thus obtains. The experienced salesman will of course seize this opportunity to develop the object lesson



Edison MAZDA Lamp Display (Shown in colors on page 86, Blue Book)





*National MAZDA Lamp Counter Display*

with specific explanations of the correct use of each lamp. This is the kind of salesmanship that *sells*—but the display device opens the way and is to be credited with securing the prospect. It is sold at part cost—\$13.50, and is ready for immediate delivery.

A similar device, finely colored, is offered to National MAZDA lamp agents. Placed conspicuously, it is bound to catch attention and will entertain customers who may be waiting their turn, thus often adding a lamp sale to that of the article which they originally intended to buy. This National MAZDA lamp demonstrator is supplied at \$10.00.

#### *Outside Display*

Window display reserves its power for the moment when the pedestrian has reached the store. Commercial competition demands that the store announce its business at a distance—that it catch the eye before its window is in sight. The obvious method is a conspicuous outdoor sign—a sign sufficiently characteristic and so well made that it will not be affected by weather.

Mention has already been made of the new design by Maxfield Parrish, which is to be featured in window display of Edison MAZDA lamps. The



*Illuminated Outdoor Lantern Sign Advertising National MAZDA Lamps. Finished in green and blue*



*Store Sign for G-E Motor Dealers. Finished in three colors*

same picture has been transferred to metal in ten colors and made into an outdoor sign surpassing in beauty and distinction any similar form of publicity ever offered to Edison MAZDA lamp agents.

This sign, with ornamental iron bracket, will be offered in two styles. The first is equipped with roof for concealed lighting and is mounted on a steel-strapped wooden frame 30 by 40 inches. From far away it will be recognized as a Parrish production and will reflect credit on the merchant who displays it. Prestige of this kind means increased sales.

For locations where few pedestrians are found in the evening, the same sign may be procured but without roof or provision for illumination. The roofed sign is sold at \$10.00, the unroofed at \$6.00. These prices are far below the cost of production. The material is weatherproof and will preserve its original freshness of appearance indefinitely. Announcement will be made in *The Edison Sales Builder* when these signs are ready for distribution.



*Illuminated Outdoor Sign Featuring Maxfield Parrish Emblem Design in Full Colors*





Transparent Window Sign Featuring Maxfield Parrish Emblem. Finished in Three Colors

The National MAZDA lamp dealer who hangs a Blue Carton lantern over his door is identified as far as it can be seen—and it can be seen for a long distance. This outdoor sign is of colonial design, made in green weatherproof bronze finish, and with blue light panels. Its height is 14 inches and it extends 18 inches from the building. It is sold only to National MAZDA lamp dealers.

Electrical contractors will gain much in the way of publicity by consistent use of the G-E Contractor's Sign on every building in which they install the wiring. This practice, generally followed by building trades, should be adopted by the electrical industry—and no better method can be devised than the erection of this sign on a conspicuous part of the structure.

As a permanent supplement to electrical window display, decalcomania signs, respectively for G-E distributors and G-E dealers, are available. These signs, attached to the glass, add a brilliant touch to the window and trim, and at the same time serve to identify the merchant with the G-E monogram and the name General Electric. Similar signs made of celluloid are furnished for use on counters and walls of dealers' stores.

Transparent window signs carrying the Maxfield Parrish Emblem, and measuring nine inches in diameter, have been made as an added display attraction for the windows



G-E Dealer's Sign

of Edison MAZDA lamp agents. They can be applied easily to the glass and will not wrinkle nor crack.

#### Direct Mail Advertising

Reference has already been made to the high level of creation and production necessary to the sales effectiveness of direct mail advertising, and also to the fact that the average dealer has neither facilities nor capital wherewith to publish satisfactory material of this kind.

Two classes of folders and booklets are produced on behalf of the Company's commercial departments. The first of these is addressed directly to the dealer or contractor and explains to him the features and salability of the product in question. This service supplements the efforts of G-E salesmen and distributors in bringing new products to the attention of the trade and in making timely suggestions as to those already on the market.

The second and larger class of these publications is in the sales service of the dealer himself, who is urged to use them according to the best merchandising practice. Primarily they are intended for inclosure with correspondence, monthly statements, and sales letters. Here a wise discrimination can be exercised, to insure a distribution of each item only to recipients who may have occasion to purchase the advertised product. This effects a worthwhile economy of material and time.

Another and important use of small publications is in the store. They may be placed on the counter or in a G-E Publication Rack. In any case they should occupy a conspicuous position so that no purchaser can enter or leave the store without seeing the printed invitation to "take the publication which interests you." The G-E





Publication Rack is divided into twenty-four compartments, each of which will hold two hundred ordinary folders. The top of the rack is slotted so that a sign may be inserted calling attention to a special line. These racks are offered to dealers for \$5.00—about fifty per cent of cost. Orders should be placed through the nearest G-E distributor.

#### Blotters

Decorative blotters are an important part of the program for advertising Edison MAZDA lamps. These are furnished, with imprint, to agents at 30 cents and 40 cents per hundred according to size and in minimum lots of 300. See page 118 of the Edison Blue Book for color reproductions of these blotters.

Blotters advertising National MAZDA lamps are shown on page 40 of the "Pie Book" and are provided, with imprint, at 30 cents per hundred.

The Publicity Department, at Schenectady, designs and publishes blotters for commercial departments that desire to utilize this form of publicity.



Examples of Folders for Direct Mail Advertising of G-E Products. Cover Designs are in two and three colors

A third form of direct mail advertising—the sales letter—is of growing importance. The writing of a sales-making letter demands familiarity with its peculiar technique, a knowledge of the product, and a well-defined sense of the psychological elements that must enter into this highly specialized branch of publicity.

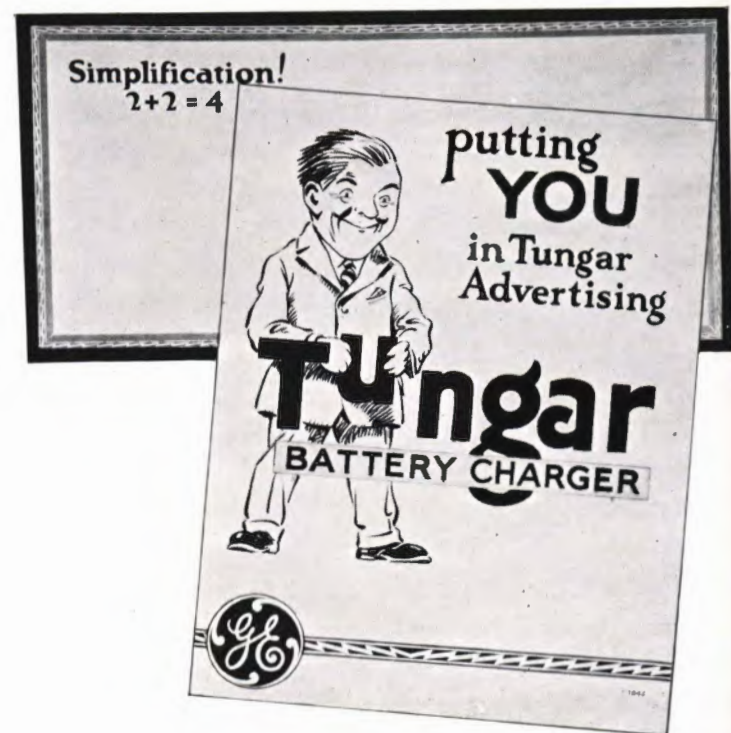
These letters may be classified not only by products but by intended recipients—engineers, purchasing agents, executives, merchants, builders, contractors, and many other classes of professional and business men. In each case

the appeal varies and the style must be adapted to the nature of the appeal.

Correctly composed, a sales letter is a direct, first-hand business maker. To its production G-E Sales Service brings all the qualifications necessary to the right commercial approach, supported by engineering advice and merchandising experience.



Designs, in Color, for Blotters Advertising G-E Motors



Designs, in Color, for Dealer Broadside in Promotion of Elexit and Tungar Battery Charger Sales



**GENERAL ELECTRIC COMPANY**  
 GENERAL OFFICE - SCHENECTADY, N. Y.  
 1 River Road, SCHENECTADY, N. Y.  
 October 1st, 1922.

Dear Sir:

If your road deserved a volume of traffic which it was not getting, you undoubtedly would take steps to bring these advantages to the attention of all drivers.

We are in a somewhat similar position with respect to one of our equipment items which may not be used upon your road - but which, in our opinion, should be.

We bring the matter, therefore, to your attention personally in the hope that you may soon have occasion to discuss it with your various Departments in whom we are sending similar information.

Many roads have standardized on other types of turbines which have inherently high maintenance cost.

This very standardization is due to a peculiar state of circumstances. It started with the adoption of incandescent headlights, following the Brotherhood's movement for headlight legislation and culminated in the Railroad Administration's recommendations.

You, no doubt would find it interesting to investigate the number of men who are constantly employed by your road in the care of headlight turbines. It would also be interesting to note the number of turbine armatures and bearing failures reported monthly and the cost of repairing same.

We are taking the liberty of sending you data on the subject which we feel sure you will find of interest.

Yours very truly,  
 C. B. Walker  
 MANAGER, RAILROAD DEPARTMENT

277/0.

**AN ANALYSIS OF HEADLIGHT TURBINES**

Important Question with Respect to HEADLIGHT TURBINES and their Cost of Maintenance

TEST  
 All a Road Operator for the Study of  
 THE PRESIDENT  
 SUPERVISOR IN CHARGE OF OPERATION  
 GENERAL MANAGER  
 SUPERVISOR OF MOTIVE POWER  
 MECHANICAL ENGINEER  
 ELECTRICAL ENGINEER  
 PURCHASING AGENT

Number number number number number number number  
 1 2 3 4 5 6 7

As an example of a purely direct mail campaign, mention may be made of the national sales promotion of G-E Locomotive Headlight Turbines. This campaign was carried directly to prospective purchasers through a series of printed messages, and has proved to be a sales stimulator of marked value

### SPECIAL SALES PROMOTION

G-E Sales Service draws on all the Company's resources—artistic, literary, and advertising—for the production of dealer helps of a quality that shall reflect the excellence of the Company's products. Perhaps the most conspicuous of these helps is the material that is prepared on behalf of commercial departments for the special sales promotion of a single device or commodity.

Typical of this co-ordinated publicity is the annual fan sales "campaign", which combines every usual form of advertising except billboard display. A single, striking design and an accompanying slogan are selected as the central idea of all the items. These include window trim, small folders for public distribution, and lantern slides, all co-ordinated with the national newspaper and magazine advertising specially prepared for use in the campaign. For the information of the trade, the January issue of *The General Electric Merchandiser* is entirely devoted to an exposition of material and methods.

Unified campaign material of this kind performs two distinct sales functions. Its first use is to "sell" retail dealers, many of whom stock certain products in the measure that they are supported by efficient advertising assistance. The salesman who can set before the retailer a glowing window trim, an assortment of direct-mail publicity, examples of national advertising, and comprehensive merchandising suggestions, has a marked advantage over competitors whose sales helps are few or of inferior quality.

Once the dealer has placed his order he is interested in making the most profitable use of his new material. Thus, for the second time it is employed as a selling agent—to the public. Following the detailed instructions furnished him, the merchandiser will utilize every campaign item to call attention to the product and its use, and in so doing he will multiply his sales and attract new custom that will increase his future business.

### Special Publications

There is frequent occasion for the preparation of publicity material that does not fall under any of the classifications already made. The purposes of a prolonged or educational sales promotion may require printed matter of a specialized nature. Under this heading, three books of more than ordinary importance claim attention because of the long-continued use to which they will be put and of the

**GENERAL ELECTRIC COMPANY**  
 SCHENECTADY, N. Y.  
 Red Rock Bldg.,  
 Spring & Cain Sts.,  
 Atlanta, Ga.  
 September 29, 1925

To the man who is interested in low repair costs:

Dear Sir:

In our work here in the General Electric Company, covering welding operations, we use the W D Arc Welding set, of course. It's a constant-energy, single operator 200 ampere welding set that is a delight to the workman.

For one thing, it's quiet.

For another, it's more comfortable to operate. It is this because the heat is localized to a very small area, and thus the radiating surface is negligible.

For a third, it's easy to operate -- the machine gives you a uniform heat and a steady arc.

Manufacturers everywhere are looking to their equipment these days. That is understood. In the business instability just past shop equipment in many instances was permitted to run down. It always is during such periods. The time to overhaul equipment to meet with the present high production demands is NOW.

Welding occupies a large place in the work of repairs. The reliability of G-E Arc Welding sets has been demonstrated. The economy of these sets in operation is recognized.

I could list here seventy-five distinct places in the average manufacturing plant where a G-E Arc Welding set -- W D type -- would save the management money. I haven't the space to do it -- more's the pity.

But suppose you write us? Tell us to send you booklet B-3642-2.

It contains the list.

Yours for cheaper repairs,  
 "ArcWelder"

MA-401  
 enc. 401-postcard.

Sales Letters for Direct Mail Advertising of G-E Products

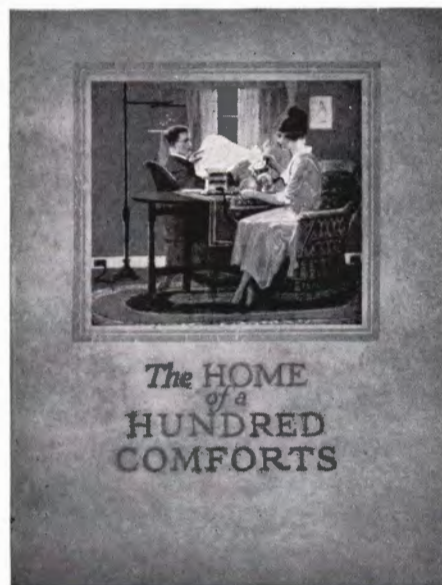


profound influence which they are likely to exert on the extension of electrical service in every part of the country.

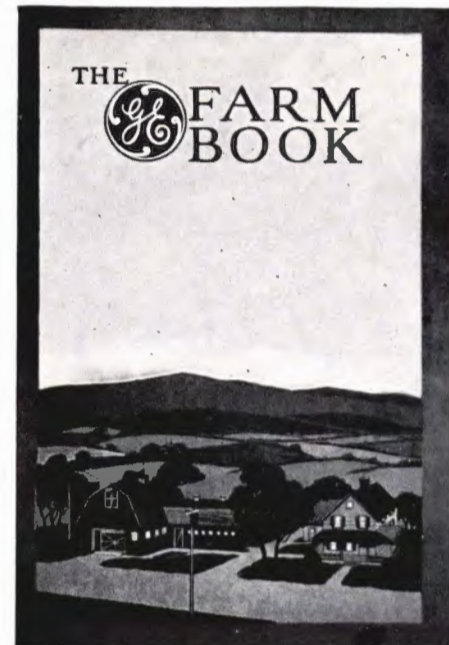
The year 1924 sees a rapidly increasing distribution of "The Home of a Hundred Comforts," a 38-page publication which is the backbone of the Merchandise Department's campaign for complete housewiring. It is a book designed to increase the electrical contractor's business by bringing to him prospective purchasers whom it has interested in his product—to bring them to him with an intelligent appreciation of housewiring service and with a conception of what complete installation will mean in their daily lives. Another, and by no means the least, of its objects is to increase the load of central stations through the multiplied use of light and electrical appliances. This book, which is being widely distributed by electrical contractors and is also advertised in the national magazines, has met a long-existing need and there is every indication that its field of usefulness will cover the entire area of the United States.

"The G-E Farm Book" is a publication designed to appeal to the rural dweller in much the same way that "The Home of a Hundred Comforts" tells its story with more specific reference to those who live in cities or suburban territory.

It is a plain exposition of the benefits that electric light, heat, and power can confer on the farmer—of the financial advantage and greater comfort, the saving in time and labor—of the heightened produc-



"The Home of a Hundred Comforts." Cover design in full colors. This publication is furnished to electrical contractors at \$10 per hundred with imprint. Address Merchandise Department, General Electric Company, Bridgeport, Conn.



Cover design of "The G-E Farm Book"

tion and the finer standard of living that are all united in electric service. In the spirit of this approach, the subject is elaborated and treated in its relations to the various forms of work on the farm, at the dairy, and in the homestead. Special emphasis is laid on the economy as well as the convenience of electrical service, which is presented not as an extraordinary innovation but as the simple and obvious way to happier and more prosperous living.

"A Primer of Home Lighting," prepared for distribution by Edison MAZDA lamp agents, is an educational handbook, written simply and convincingly, and explains in every detail just how each room and nook of the house should be illuminated.

Its illustrations are eloquent in their examples of glare, shadow, and bad distribution of light; they are equally clear in the remedies that they suggest for each of these conditions. Every usual type of fixture is shown accompanied by a large illustration of the correct lamp for use in it.

The object of this booklet is to enable the home keeper to buy lamps intelligently and with respect to their special function and placement, to order with accuracy, and to obtain the best results from the current that is consumed. There is also much plain advice as to fuse blow-out and the management of flatirons, vacuum cleaners and other appliances. "A Primer of Home Lighting" promotes the sale of these appliances and of wiring material, fixtures, and lamps. The price to the dealer is \$3.00 per hundred, with imprint.



The various conventions held under the auspices of the General Electric Company at Association Island and elsewhere are direct sales stimulants. For use at these meetings, there are prepared lecture charts, invitation cards, souvenirs, and a quantity of other printed material.

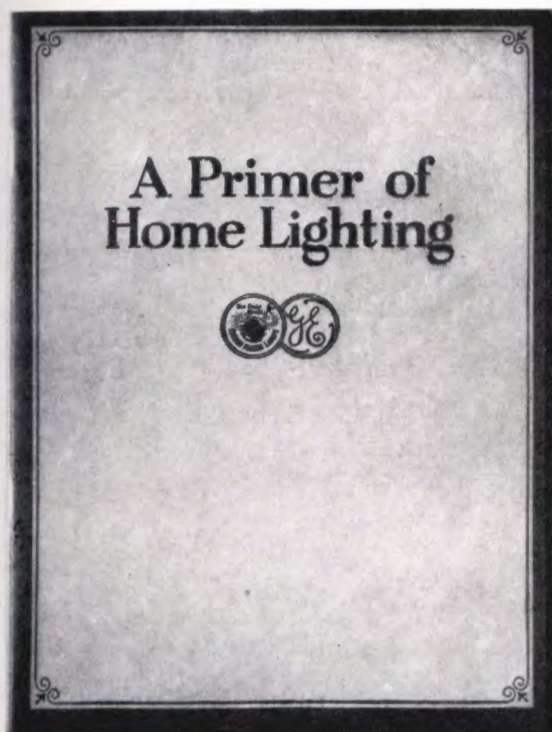
Sales promotional literature is provided, as occasion arises, for distribution at trade and industrial conventions and exhibits.

In support of sales activities, commercial departments are supplied with instructional literature for the information and inspiration of the retail trade. This takes the form of broadsides, sales letters, salesman's cards, and other types of merchandising promotion.

### SPECIAL SERVICE TO CUSTOMERS

G-E Sales Service is in a position to act in an advisory capacity to manufacturers who purchase G-E motors and other apparatus for incorporation in their own products.

This commercial advice may take any or all of the following forms: (1) Preliminary surveys of probable and profitable markets, including close analyses of purchasing power and habits of communities, facilities for transportation, competitors' activities, points of distribution, and saturation of local markets. (2) Advice as to methods of distribution—whether through jobbing houses, selling agents, retail stores, or other channels. (3) Practi-



Cover design of "A Primer of Home Lighting"



Examples of Advertising at Conventions

cal suggestions as to publicity. These include comparison of newspaper, direct mail, magazine, and other forms of advertising and suggestions as to which will best accomplish the customer's purpose.

(4) Concrete examples of advertising, including layouts, copy, art work, and other details.

This service is confidential but is proving of very direct help in extending the sale of certain classes of General Electric products.

### COMMERCIAL RESEARCH

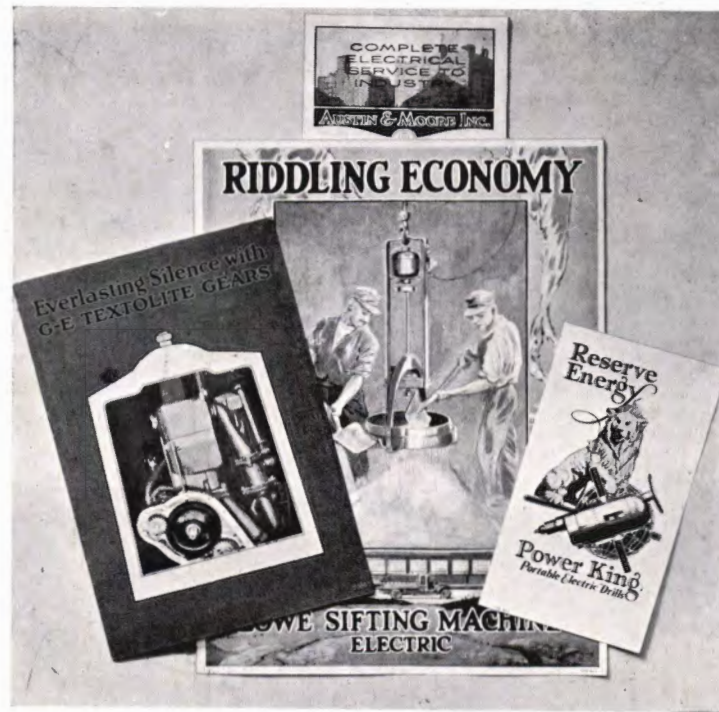
Valuable files of statistical information are maintained for the benefit of the Company's various departments. Carefully indexed data are available covering the progress and extent of housewiring in the United States and of the use of appliances. The whole field of the electrical and allied industries has been analyzed and the results tabulated with a view to quick reference and complete reports. This service includes, on request, reviews of current business conditions, markets, distribution, and further statistical information of sales value, and is supplemented by maps, charts, and other methods of visualization.

#### Calendars

The general use of decorative advertising calendars, many of which are highly artistic in design, has but served to emphasize the rare distinction of the Maxfield Parrish calendars, the seventh of which (1924) is now promoting sales of Edison MAZDA lamps.

These calendars raise publicity to an exalted expression. They are more than advertising—they are the tribute of fine graphic art to fine human service, and as such they are appreciated alike in the commercial field and in the home circle. This





Examples of publications prepared in support of  
Manufacturer-Customers' Sales

appreciation is attested by the demand which quickly exhausted the large edition of the 1924 calendar and which is already anticipating the Parrish calendar for 1925.

Edison MAZDA lamp agents are thoroughly alive to the fact that they are the sole merchants who are associated with these coveted works of art—the sole means through which a Maxfield Parrish calendar can be obtained—and that they are the principal beneficiaries of its commercial value. The *Edison Blue Book* (1924) estimates that there are a million and a quarter of this year's calendars, and probably as

many more of previous issues, on the walls of homes and offices throughout the country—conclusive evidence of the permanence as well as the power of this publicity.

The design of the 1924 calendar has been transferred to celluloid and is issued in pocket size for distribution by Edison MAZDA lamp agents. It is an excellent mailing piece for enclosure with letters and statements; it takes care, in some measure, of surplus requests for the larger calendars; it is revised monthly to show a complete year following the month of order; and it is offered to agents at \$3.00 per hundred, with imprint.

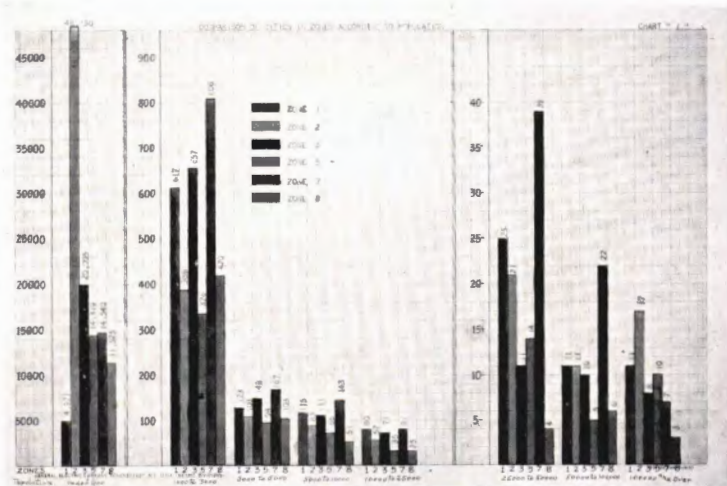


Chart prepared for Commercial Departments showing comparison of  
cities in zones according to population



Map of G-E Sales Territories prepared for Commercial  
Departments of the Company





Design of Edison MAZDA Lamp Calendar for 1925, painted by Maxfield Parrish and reproduced in colors



General Electric Calendar, 1925

National MAZDA lamp dealers will add a decorative and sales-promoting touch to store or office through the new Philip Lyford calendar. They will also find, back of the date pad, a fund of information as to lamp merchandising, lighting recipes, lamp lists, and suggestions for factory and store installations. The calendar is 25 by 38 inches, and is printed in four colors.

Utility and publicity are admirably united in a 13-page calendar issued for the use of all General Electric offices and for the Company's principal customers. Month by month, large pictures of G-E apparatus, or merchandise are shown with brief descriptive text—a matter of interest to office callers and a constant reminder to the organization, of the Company's accomplishments. Additional value is given to this

calendar by the printing, on each page, of the preceding and following months—thus showing a quarter of the year at a single glance.



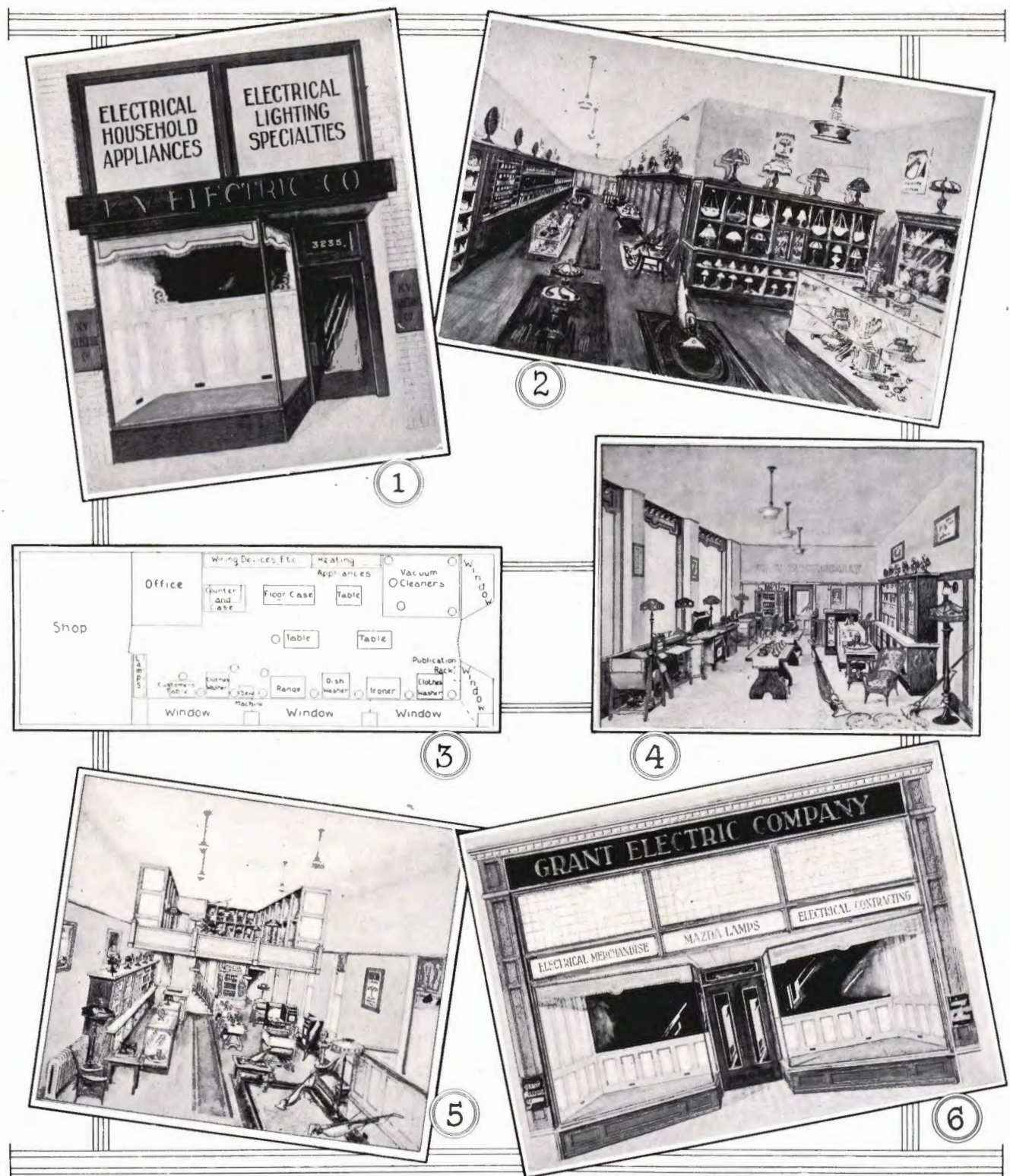
Design of National MAZDA Lamp Calendar for 1924, painted by Philip Lyford and reproduced in four colors

#### Store Arrangement

Only of late years has the retail electrical trade awakened to the large financial value of correct store arrangement. A general movement in this direction is gaining much of its impetus through the earnest and expert efforts of G-E Sales Service.

The electrical dealer who contemplates remodeling his store, or moving to a new location, is often confronted with the very serious problem of how best to put every inch of space to the most profitable use. His salesmanship needs to be supplemented by modern setting. This setting, with its possibilities of larger business, he can obtain—through the nearest District Office—from G-E Sales Service.





Example of drawings accompanying store arrangement service. These include (1) Design for single window; (2) Interior arrangement for store with alcove; (3) Floor plan of typical store; (4) Interior arrangement of corner store; (5) Interior arrangement for store with gallery; (6) Design for double window

There are certain basic principles which are applicable to every store; these are made the foundation of more specific suggestions for each separate problem. In every case the right planning of the store begins at the sidewalk. The dealer is shown, by word and picture, how his windows should be built or remodeled, how the whole front should be decorated, where his electric sign should be hung, and how to obtain the greatest advantage from his location.

On a floor plan, carefully made to scale, the location of each show case, counter, section of shelving, and product is exactly indicated. The layout depends entirely on the shape and size of the store and is the most important part of the service. Consideration is also given to the nature of the business—whether large appliances are especially featured or the bulk of trade is in lamps, commodities, table ware, and other items of comparatively small





Publication Rack for Dealers' Use

size. In each case, there is a style of furnishing best adapted to that particular store and an exact location where each case, counter, and display will effect the largest sales. All these matters are clearly indicated to the client.

A specific example will be in point: A contractor-dealer is moving to a better business section of his town. The new location, formerly a clothing store, has an irregular shape with two prominent posts that are part of the structure of the building. The windows are of a bold-fashioned flat type. The dealer, anxious to capitalize his position on a busy business block, applies to his G-E Distributor for store arrangement suggestions. If his application is approved, it is sent, with full information, floor plan, dimensions, etc., to the Sales Service experts, who analyze the whole situation before making their recommendations.

These recommendations take the form of detailed advice covering every aspect of store arrangement with particular application to the conditions which the client must meet. In addition, a set of water color drawings is furnished covering respectively the



Repair Tickets and Price Card

front elevation, details of exterior and window construction, treatment of interior posts, floor plan of display, side wall arrangement, and any other information that will help to create a modern, attractive store.

It has been demonstrated again and again that the public will pass by the store that is obsolete in its arrangement and will make its purchases where goods are displayed to the best advantage. Such display, therefore, directly promotes the business of merchants who handle G-E products.

### Specialty Display Advertising

Important group conventions within the General Electric organization and electrical shows, which



Miniature model of the Home of a Hundred Comforts. This model shows the completed exterior only and is a preliminary study to the sectional views shown on page 70

are held with increasing frequency in various parts of the country, furnish unusual opportunities for the exhibition of special displays of an educational or advertising nature—all directly stimulative of sales.

Of greatest importance in the 1924 program and supplementing the printed "Home of a Hundred Comforts," is its visualization in three dimensions—a model house two feet high and duplicating in the finest detail its every feature of structure, lighting, and wiring. In addition to a model exterior, each of the three floors has been separately constructed in order to permit a minute examination of every room. In each of these sections the lights are controlled by gangs of switches located in the base of the model and corresponding in function to the switches which are shown installed throughout the house.

The effect of the display, which represents the work of a skilled craftsman for nearly a year, is made more realistic by the miniature furniture, pictures, and appliances that are built to exact scale. As a center of attention and source of information on house-



wiring, this model Home of a Hundred Comforts will perform a vigorous and effective missionary function and will enlighten its thousands as to the desirability and even necessity of complete house-wiring.

As a further contribution to good-lighting promotion, with specific reference to Edison MAZDA lamps, house miniatures have been built consisting of five rooms imperfectly lighted and of the same rooms with correct modern illumination. The contrast in effects is startling to audiences that are not acquainted with the power of light to alter the appearance and the visual comfort of a home.

Another miniature exhibit shows a factory with old-style lights in contrast with the same floor and machinery under the glow of modern lighting



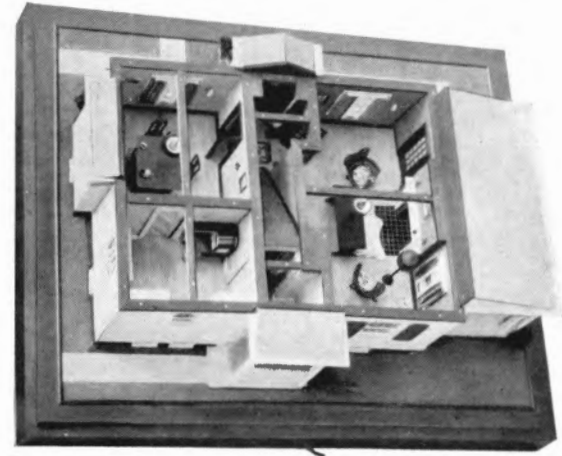
*Exterior of second story section of model Home of a Hundred Comforts*

practice. For the instruction of merchants, a model show window has been arranged that shows the distortion produced by badly arranged lights and the striking effects that result from correct installation. This display is contained in a case that is easily portable by hand. The larger exhibits, which cover a very wide lamp field, will be sent to important electrical shows and commercial conventions, where, as experience has proved, they obtain their most far-reaching results in the cause of electrical development.

For Edison MAZDA lamp agents who desire an especially striking display, a brilliantly colored weatherproof muslin poster, 40 by 30 inches, has been designed. This can be used as a window background or store decoration and also for outside display on buildings and delivery trucks. Two car cards are also available.

#### *Advertising Specialties*

The following advertising specialties are furnished to National MAZDA lamp dealers at the actual low cost made possible by quantity buying. A discriminating use of these souvenirs will hold and



*Interior of first floor section of model Home of a Hundred Comforts*

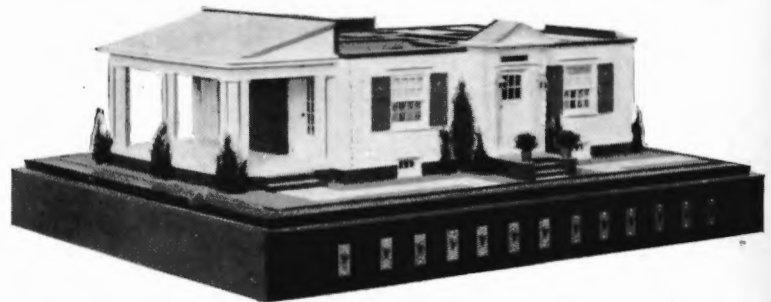
increase the good will of regular customers and will go far toward procuring new business. They are a constant reminder of National MAZDA lamps and of the dealer from whom the lamps can be procured. They are fully described and illustrated on pages 40 to 42 of the "Pie Book" for 1924. Orders for these specialties should be addressed to National Lamp Works of General Electric Company, Nela Park, Cleveland, Ohio.

Key Chain (two styles).....	Price, 15 cents and 25 cents
"Keytainer" with imprint.....	Price, 25 cents (without imprint, 18 cents)
Paper Weight.....	Price, 30 cents
Paper Matches.....	Price, 20 cents for 50 packets
Golf Ball.....	Price, 46 cents
White Lamp Candy Jar.....	Price, 25 cents

The Edison Lamp Works of the General Electric Company, Harrison, N. J., supplies the following advertising specialties to its agents at the prices quoted, on a minimum basis of 100 imprints of agent's name. Illustrations of these are shown on page 126 of the Edison Blue Book, 1924.

Leather-Bound Note Book.....	Price, 12 cents each
Leather Key Case.....	Price, 10 cents each
Tape Measure.....	Price, 10 cents each
Ruler.....	Price, \$3 per hundred
"Mystic Oracle".....	Price, \$1.50 per hundred
Playing cards (in lots of 100 or more).....	Price, 40 cents per pack

For store and display use, the National Lamp Works offers its dealers a number of specialties, more particularly described in the "Pie Book" for 1924, pages 44 and 45.



*Exterior of first floor section of model Home of a Hundred Comforts*



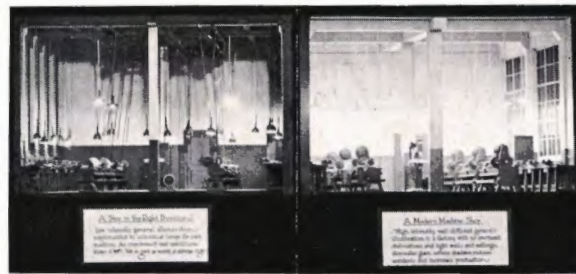


*Miniature home-lighting exhibit*

The Edison Lamp Works also supplies a tape machine for wrapping packages. For description see Edison Blue Book, page 127, price, \$4.00.

*Newspaper Advertising—Dealers' Service*

For the benefit of dealers in G-E commodities, motors, wiring material, and the like, a newspaper advertising service is maintained free of all charge. On request, electrotypes covering a large variety of products, mortised for the dealer's name and address, will be supplied at very short notice. These advertisements can be furnished in one-column, two-column, or three-column size. For list of available electrotypes, address Publicity Department, General Electric Company, Schenectady, N. Y.



*Miniature exhibit of incorrect and correct industrial illumination*

The value of these electrotypes should be made clear to contractors and dealers who handle General Electric material. Newspaper advertisements, carrying the G-E monogram, give prestige to the merchant whose name is associated with the Company's products, and tie in his publicity with the national publicity of General Electric.

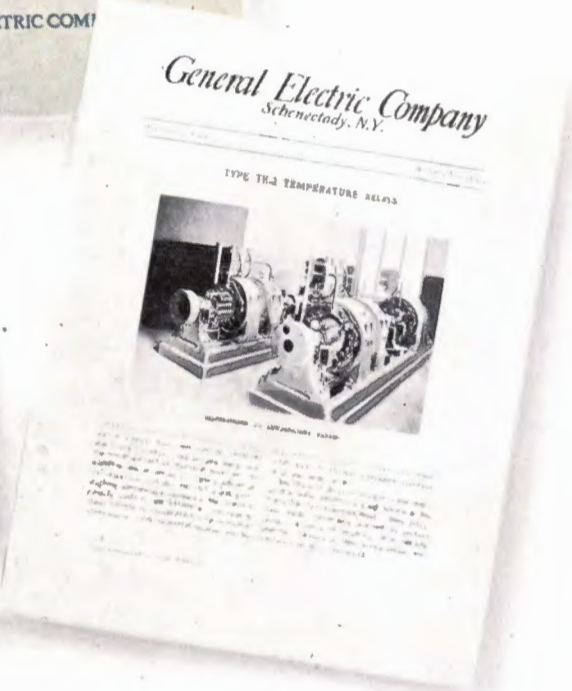
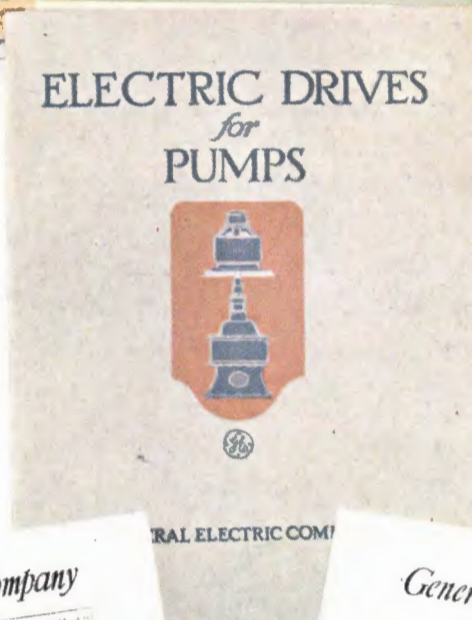
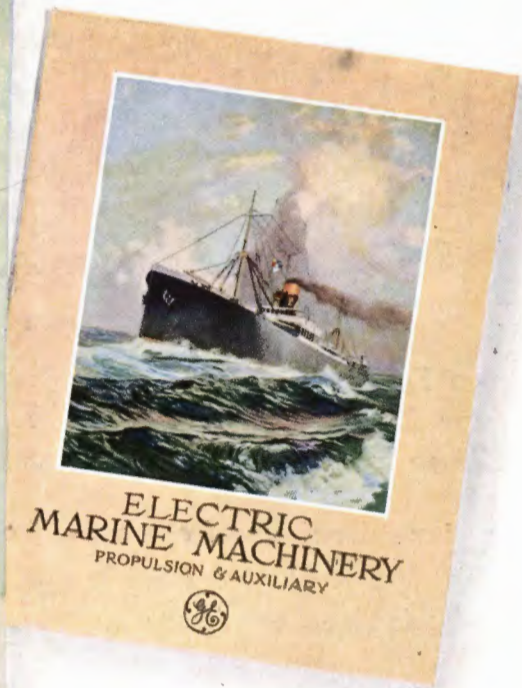
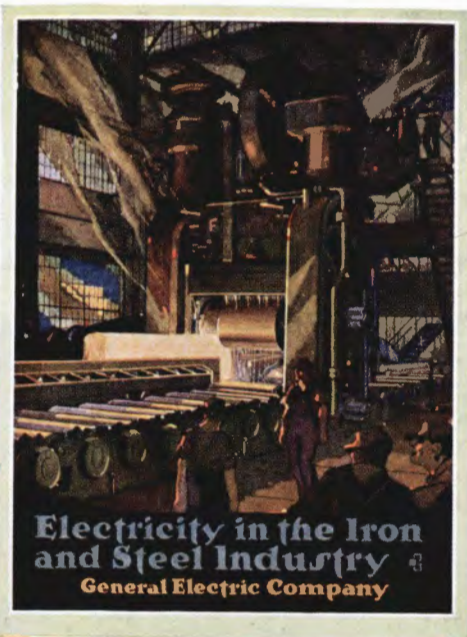
For newspaper electrotypes featuring Edison MAZDA lamps, consult the Edison Blue Book, 1924, pages 99 to 104, and address Publicity Department, Edison Lamp Works of General Electric Company, Harrison, N. J.

For newspaper electrotypes featuring National MAZDA lamps, consult the "Pie Book," pages 36 to 39, and address National Lamp Works of General Electric Company, Nela Park, Cleveland, Ohio.



*"Suit case exhibit." A portable but complete exposition of lighting principles*





Representative Examples of Descriptive Bulletins



## DESCRIPTIVE BULLETINS

**T**HE descriptive bulletin in its various forms is, in many cases, the first medium of contact with a prospective customer. It is the most widely used type of publication issued for the purpose of informing engineers, salesmen and customers as to changes in the design and construction of G-E apparatus and supplies and as to other new developments. It is made up in four different forms:

1. *Preliminary Bulletin*—This is issued before the development of the apparatus is complete. It is usually produced in multigraph form and is eventually reissued as a printed standard bulletin.

2. *Standard Bulletin*—This form is without decoration. It has a uniform arrangement of title page and list of District Offices, and is intended to give a concise, logical description and analysis of standard apparatus and supplies.

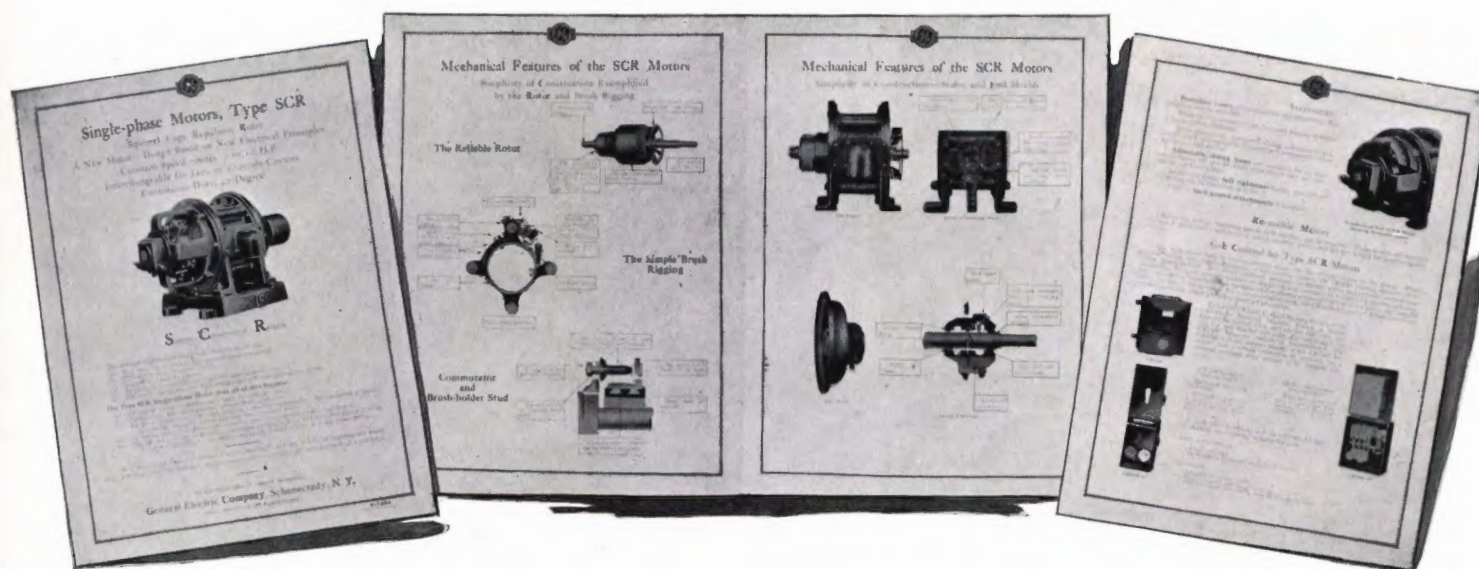
3. *Descriptive Sheet*—This is a condensed form of bulletin especially adapted to diagrammatic arrange-

ment of descriptive matter. It is of convenient form for enclosure in correspondence.

4. *Ornamental Bulletin*—Ornamental bulletins are issued when decorative effects are desirable for commercial reasons. Each publication of this class is individually designed both as to cover and interior arrangement, and is usually printed in two or more colors.

The production of bulletins is in charge of technical writers of the Publicity Department. The text may be prepared and the illustrations selected either by the Engineering or Commercial departments interested, or by both; by the collaboration of engineers, commercial men and technical writers; or by the technical writers alone.

The editing of text, selection of stock, and arrangements of illustrations are handled by technical writers who also secure the approval of the Engineering, Commercial, Patent, and Law departments before sending the bulletin to press.



*Descriptive Sheets*



## CATALOGUES

**B**ACK of every business with a national distribution is some one publication which is the backbone of that company's advertising. Such a publication should tell what the company has to sell, how it can be obtained, and its approximate cost.

General Electric Catalogue 6001A is published every two years. This catalogue furnishes a representative listing of the product of the General Electric Company, obtainable through its sales offices and distributors. The information on supplies and merchandise also includes identification for ordering and, in most cases, prices. The book is eight inches by ten and a half, and is approximately two inches thick. It contains 1160 pages, bound in full blue cloth printed in orange. The book is completely indexed, containing an Index to Subjects and an Index to Catalogue Numbers; it is also conveniently thumb-indexed by material listed. Instructions are given to facilitate the placing of orders, and where it is believed that they will be of value, diagrams of dimensions and connections are given for reference.

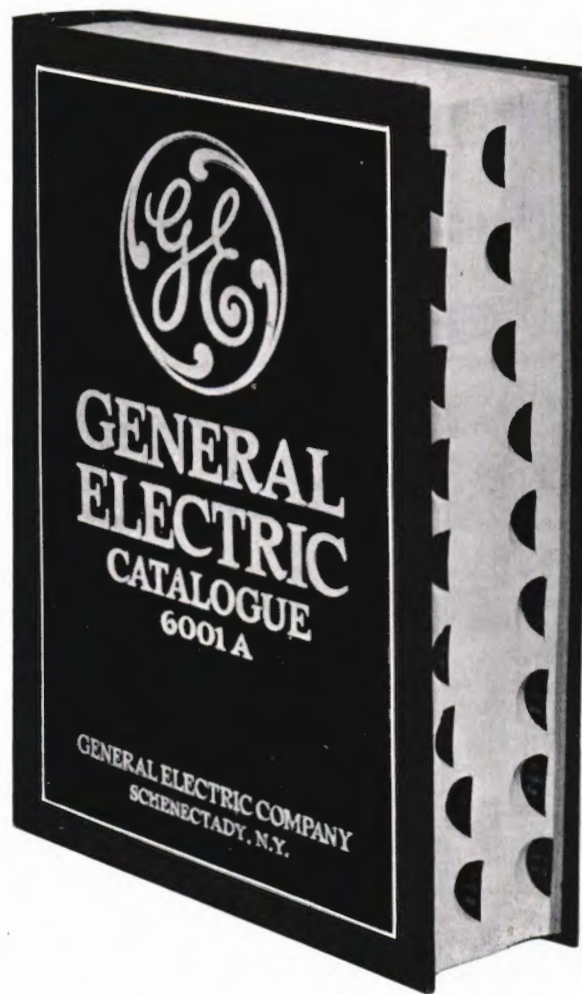
Railway Supplies Catalogue 6002 briefly describes standard rolling stock for surface and underground electric railways and lists the apparatus employed. It also lists devices for supporting, connecting, and protecting the distribution system, and appliances to facilitate repair and maintenance.

This catalogue does not contain prices, but price supplements—for estimating purposes only—are issued quarterly. This book is eight inches by ten and a half, and a little more than an inch thick. It contains 532 pages, and is attractively bound in full green cloth printed in yellow. This catalogue is completely indexed by subjects and catalogue numbers, as well as conveniently thumb-indexed by material listed, and has become the text book on equipment standards among operators of surface and mine electric railways.

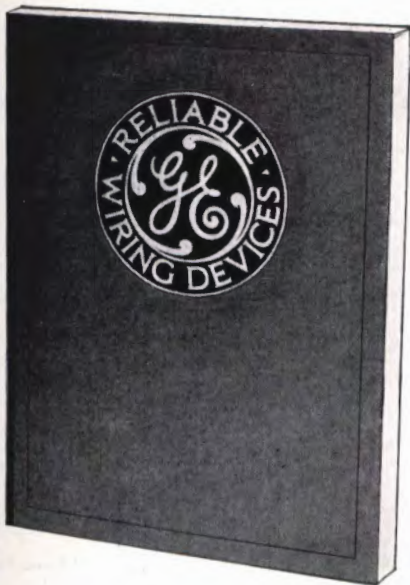
Electrical Contractors' Catalogue 6008 issued on behalf of the General Electric Company's Merchandise Department is planned to promote that department's purpose of providing the best service to electrical contractors. The book includes all staple materials required for an electrical installation, together with much reference data of use to the qualified practical contractor. This catalogue is submitted to the electrical contractors of the United States to help them in

their everyday work. It contains 384 pages and is approximately four inches by six, and an inch thick, side opening. It is bound in blue fabrokoid stamped in gold, is flexible and fits handily into the pocket.

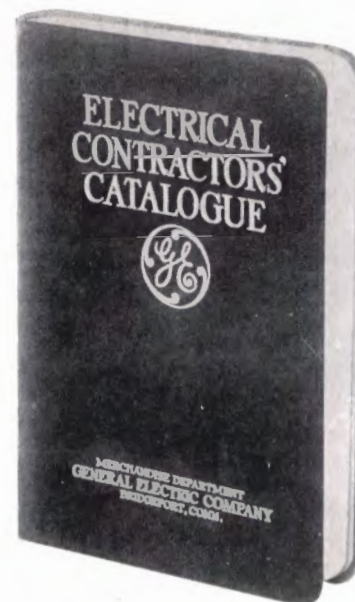
It is the consensus of opinion that these three catalogues are the best of their kind we have ever published. In them the General Electric Company



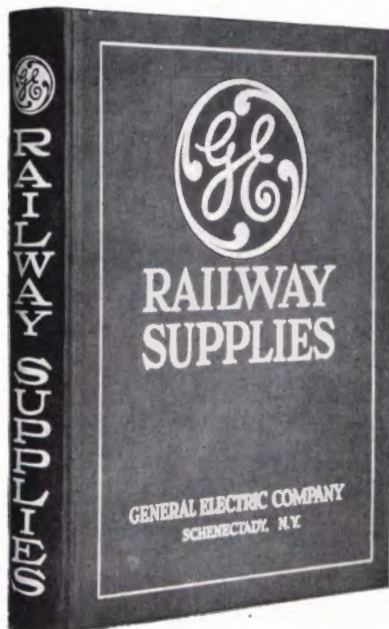




*G-E Wiring Device Catalogue.*



*Electrical Contractors' Catalogue*



*Catalogue of Railway Supplies*



*G-E Diary for 1924*



*Diary, 1924, prepared for International General Electric Company*

places before the trade at least a representation of the entire product of the Company; General Electric Catalogue 6001A taking care of the needs of general customers, while Railway Supplies Catalogue 6002 and Electrical Contractors' Catalogue 6008 take care in detail of the highly specialized requirements of railways and contractors respectively.

G-E Insulating Materials Catalogue 6009 describes and lists with complete information for ordering the Insulating Materials placed on the market by the General Electric Company. These insulating materials are identical with those made by the company for its own use.

While the General Electric Company is always prepared to furnish a variety of wiring devices for every electrical requirement, it joins the Division of Simplified Practice of the United States Department of Commerce in urging customers to adjust their requirements to the use of staple devices regularly

carried in stock. To assist in this direction, a revised Catalogue of Wiring Devices has been prepared for customer use.

In this book, the devices best serving their respective purposes have been retained and all others comparable in purpose have been eliminated. Devices for which the general need is questionable have been identified as special devices subject to the delays incident to the manufacture of non-stock items.

In this connection may be mentioned the preparation of diaries for distribution to customers and other friends of the General Electric Company and the International General Electric Company. These souvenirs, which create much good will contain a considerable amount of miscellaneous information and also data as to the electrical industry. They are issued annually and are highly appreciated by the recipients.



# HANDBOOK SERVICE

**T**HE term "Handbooks" is commonly used by General Electric men as meaning salesmen's looseleaf selling data. Such information includes prices, ratings, weights and other technical data, special sales features, descriptions and illustrations.

Although primarily intended for the General Electric sales organization, some of the books are quite widely distributed to our customers. For example, approximately 10,000 Motor Pricebooks are sent to customers, principally machinery manufacturers and motor agents. The Industrial Control Handbook has a similar external distribution of approximately 5600 names. Our G-E distributors are provided with "GED" sheets covering those products marketed, in whole or in part, by their organization. These sheets are used by the Distributor's salesmen and are a direct reprint of the General Electric Agents' Handbook sheets but duplicated on an 8½ by 10 in. size which is the Distributors' standard.

Some of the handbooks are of little interest to the sales organization. For example, the Tele-

graphic Code Books are useful only to individuals in the factories and offices, who are responsible for the transmission of telegraphic messages. The Western Electric Handbooks which consist of selected sheets from General Electric Handbooks are prepared for Western Electric Salesmen and their Agents through whom our products are sold.

The Handbook Section of the Publicity Department is responsible for the compilation, editing and supervision of printing of the data for all the looseleaf handbooks. Other publications such as price lists, switchboard bulletins, booklets, folders, etc., substantially duplicating handbook sheets, are also prepared by the Handbook Section.

Superseded files of handbook sheets are maintained for reference and prove of considerable value for appraising old apparatus, following the course of prices in past years, or occasionally checking the published electrical characteristics of old apparatus as compared with the newer designs.

The aim of the Handbook system primarily is to place in the Salesmen's hands all the information required to make sales. If at any time the salesman



*Handbooks Covering Specific Apparatus*



is hampered in his work by a lack of certain data, a service would be rendered to the organization as a whole if the circumstance were called to the attention of the Handbook Section of the Publicity Department.

The following is a list of handbooks which have a limited distribution to individuals outside the organization, as well as to General Electric men:

HANDBOOK	CONTENTS
SWITCHBOARD HANDBOOK	General sales information on switchboards and switchboard devices.
MOTOR PRICEBOOK	Sales information on stationary motors.
MACHINE TOOL DATA BOOK	Data on machine tool motors and control.
CRANE AND HOIST DATA BOOK	Data on crane and hoist motors and control.
MOTOR AGENCY POWER MANUAL	Primarily for use by motor agents to acquaint them with the application of motors to the various industries.
INDUSTRIAL CONTROL HANDBOOK	Sales information on Industrial Control devices.
AGENTS' HANDBOOKS COVERING—	
Transformers	Sales data on transformers.
Regulators	Sales data on regulators.
Lightning Arresters	Sales data on lightning arresters.
Static Condensers	Sales data on static condensers.

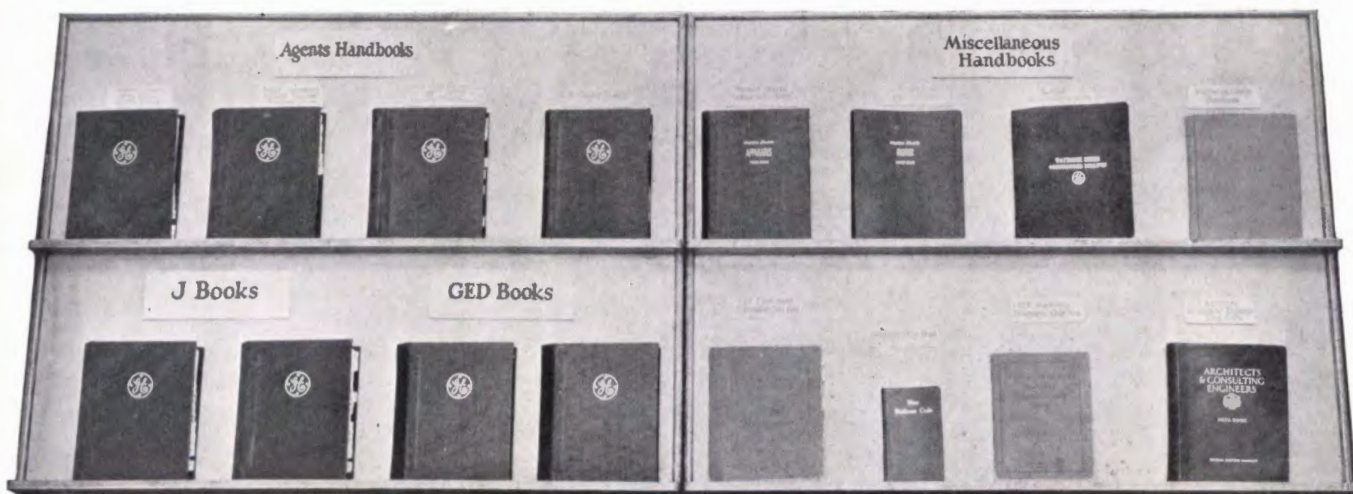
AGENTS' HANDBOOKS COVERING— (Continued)

Meters, Instruments and Instrument Transformers	Sales data on meters, instruments and instrument transformers.
Switchboard Devices	Sales data on switches, relays, etc.
Street Lighting Equipment	Sales data on street lighting equipment.
Battery Charging Equipment	Sales data on battery charging equipment.
Rectifiers	Sales data on rectifiers.
Industrial Heating	Sales data on industrial heating.
Wire and Cable	Sales data on wire and cable.
Parts for Motors and Generators	Sales data on parts for motors and generators.
Line Material	Selling data on line material.
Rail Bonds	Selling data on rail bonds.
Railway Supplies	Selling data on equipment for railway service and railway motor parts.
Mine Locomotive Parts	Selling data on mine locomotive parts.

MERCHANDISE PRODUCTS—

Electric Fans	Sales data on electric fans.
Tungar Rectifiers	Sales data on Tungar rectifiers.
Transformer Specialties	Sales data on transformer specialties.
Code Wire	Sales data on code wires.
Wiring Devices	Sales data on wiring devices.
Conduit Products	Sales data on conduit products.
Insulating Material	Sales data on insulating material.

Handbooks on other products and subjects not listed above are available to the General Electric organization and can be obtained by following the established routine in the District Office for ordering handbooks.



Miscellaneous Handbooks



CATALOGUE NUMBERS, SUPPLY  
PART BULLETINS, CUSTOMERS'  
RENEWAL PARTS CATALOGUES,  
APPARATUS INSTRUCTIONS

**C**ATALOGUE numbers for assembled devices and standard units are assigned and issued in order to expedite the handling of products through the use of an ordering number which can be listed in handbooks and general catalogues and carried on price cards distributed to approximately sixty offices. They also serve Commercial, Engineering and Factory departments by identifying material in the routine of their work and in the stock room. The numbers of the factory designations are used as far as possible as catalogue numbers. When assemblies or combinations of material to be catalogued are not covered by a drawing list, drawing and group, or specification, it is necessary to assign an arbitrary catalogue number. These numbers are issued on a notice sheet which for more than twenty-six years has been known as "Engineering Advice on Catalogue Numbers." Engineering Advices are properly titled according to the material covered, and a complete description is given of the device to which the number is assigned together with its proper factory designation. In each case this must constitute complete identifying and manufacturing information. Requests for catalogue numbers in this class come from the Commercial or Engineering departments and a complete file is maintained.

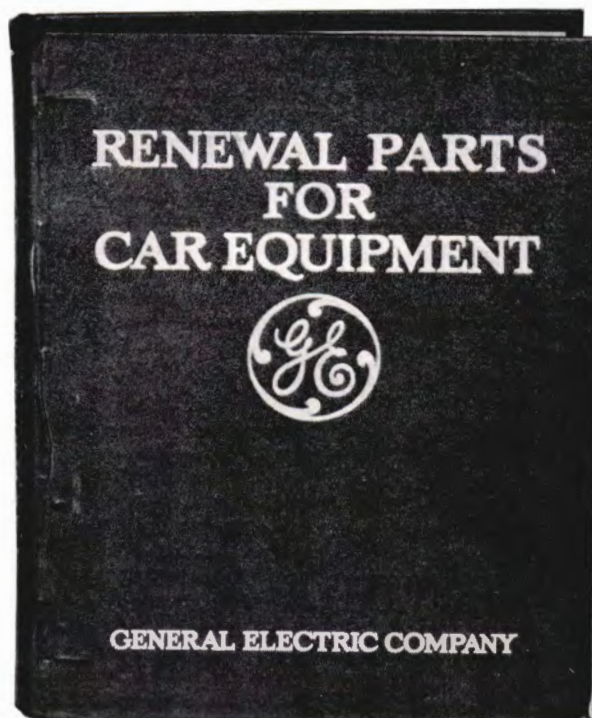
Supply Part Catalogues facilitate and increase business by assisting customers to identify and to order required parts. This information, with the

exception of that covering motors identified by Model Numbers, is issued in Supply Part Bulletins, which are either printed, multigraphed, mimeographed, or in photographic form, according to the number required and any special conditions that may prevail. This form of information is issued for motors identified by model numbers when three or more motors of a model number have been shipped. These catalogues are also identified by the model numbers.

A Supply Part Catalogue is a compilation, in logical order, of the individual parts or unit assemblies of a piece of apparatus, with complete factory designations for each item, assignment of numbers, and photographic illustrations.

It is authorized by the appropriate Commercial Department, often on recommendation of the Publicity Department, by which it is then prepared in consultation with the interested Commercial, Engineering, and Factory departments.

Customers' Renewal Parts Catalogues are a special service to individual customers and cover their individual equipment. They are issued for all domestic car equipments, locomotives and automatic switching equipments, and, on request, for large industrial equipments. They include supply part information, index sheets, catalogue numbers, and also car wiring, motor connection, and resistor diagrams. The facility with which these catalogues can be duplicated has been of the highest service to customers whose original catalogues have been lost



*Customers' Renewal Part Catalogue*





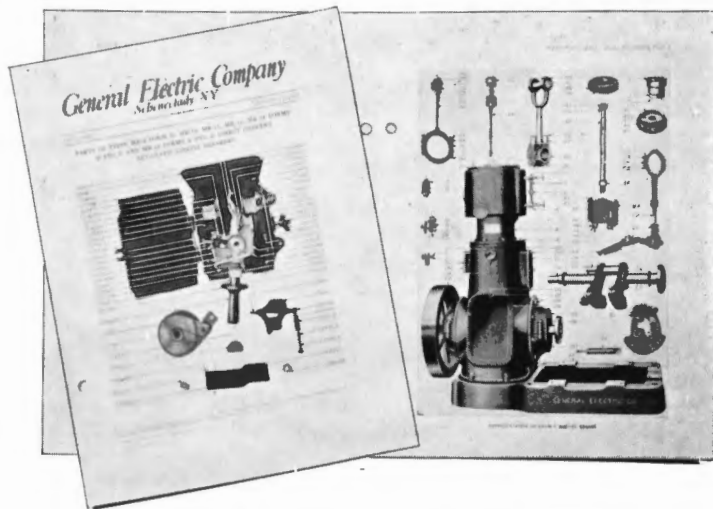
*Examples of Instruction Books*

or destroyed by fire. The Renewal Parts Catalogue service for locomotives was inaugurated about the year 1907. There are now on file complete sets of index sheets of active outstanding catalogues. The Renewal Parts Catalogue for Car Equipment is supplemented by the Engineering Data Book for Car Equipment Maintenance.

The purpose of the Model Number System is to simplify the preparation of quotations and execution of orders by grouping together all motors or generators identically alike both mechanically and electrically under one model number. The model number catalogues, in connection with the motor serial number cross references to model numbers, facilitate the

handling of orders and the reduction of expense by eliminating delays in the identification of orders, and also by enabling parts to be carried in warehouses by catalogue numbers and included in the price card system.

Instruction Books or Cards are attached to each piece of apparatus that leaves the factory. These cover installation, operation, care, and maintenance. While the original purpose of these publications was solely for the benefit of the customer, there has grown up a large demand for Instruction Books on the part of the Company's Sales Offices for use in promoting sales. In fact, more copies are used for this purpose than are needed for customer service.



*Specimen sheets from Supply Part Catalogue*



## RADIO BROADCASTING

**T**HE radio broadcasting stations of the General Electric Company express its spirit of service in a form that has won warm appreciation throughout the United States and in foreign lands.

Station WGY at Schenectady and the more recently erected station KGO at Oakland, established and operated as a specialized function of the Publicity Department, have become familiar and welcome names in hundreds of thousands of homes. To these stations will soon be added a third, at Denver, completing a transcontinental chain of public and personal contact commensurate with the resources and accomplishments of our Company.

At first regarded merely as a new means of domestic entertainment, popular radio broadcasting has enlarged its purpose and expanded its scope until it is now a recognized power in the educational and cultural fields. In support of this higher service, WGY and KGO have drawn on sources distant from their physical locations. It was not enough to bring musicians, scientists, educators, and publicists to the studio; it was also part of the plan to receive and broadcast church services, public meetings, concerts, and field reports of important athletic events and sports.

To arouse and satisfy a wide, intelligent interest in electrical methods and applications, WGY has enlisted the co-operation of the Company's engineers and technical specialists, who on frequent occasions present simply phrased, popular expositions of the

structure and purpose of electrical apparatus with special reference to its influence on the daily life of communities and individuals.

For the benefit of business men, farmers, and other producers who—temporarily or permanently—have not ready access to such information, stock and

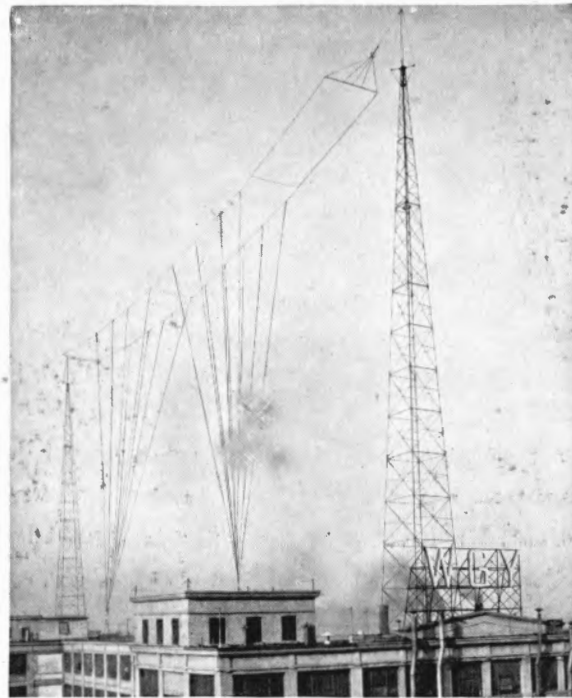
produce market reports are broadcast daily, together with the latest details as to general market trends, weather forecasts, and important items selected from the day's news.

It was in the studio of WGY that the "Radio Drama" was originated and first staged. This adaptation of standard plays is a contribution to popular appreciation of the fine arts, and is already developing a new dramatic literature and forging a new link with a vast audience.

As evidence that the General Electric Company is thus performing a real and recognized service, over one hundred and

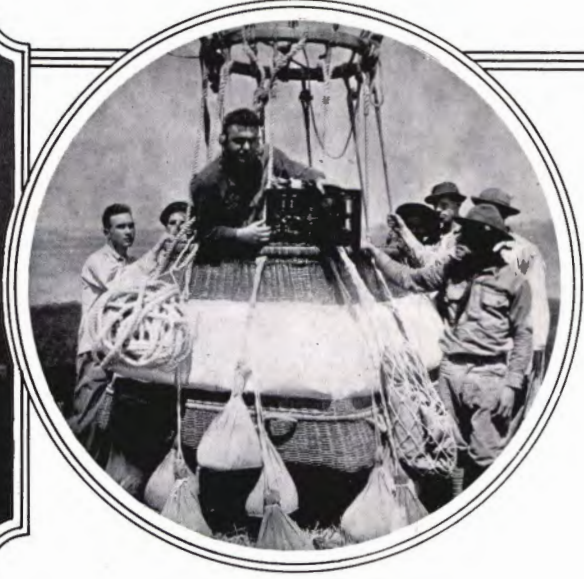
thirty-six thousand letters have thus far been received by WGY, expressing deep interest in its programs, gratitude for its help and inspiration, and often requesting further information as to technical and other subjects that have been discussed by radio.

These letters come from old people and invalids, from outwellers and the isolated who have received courage and inspiration through broadcast religious services. They come from children and elders who have found a rare pleasure in the music which otherwise they might never hear—from students, professional men and merchants—from people of every walk and every degree of culture. Many



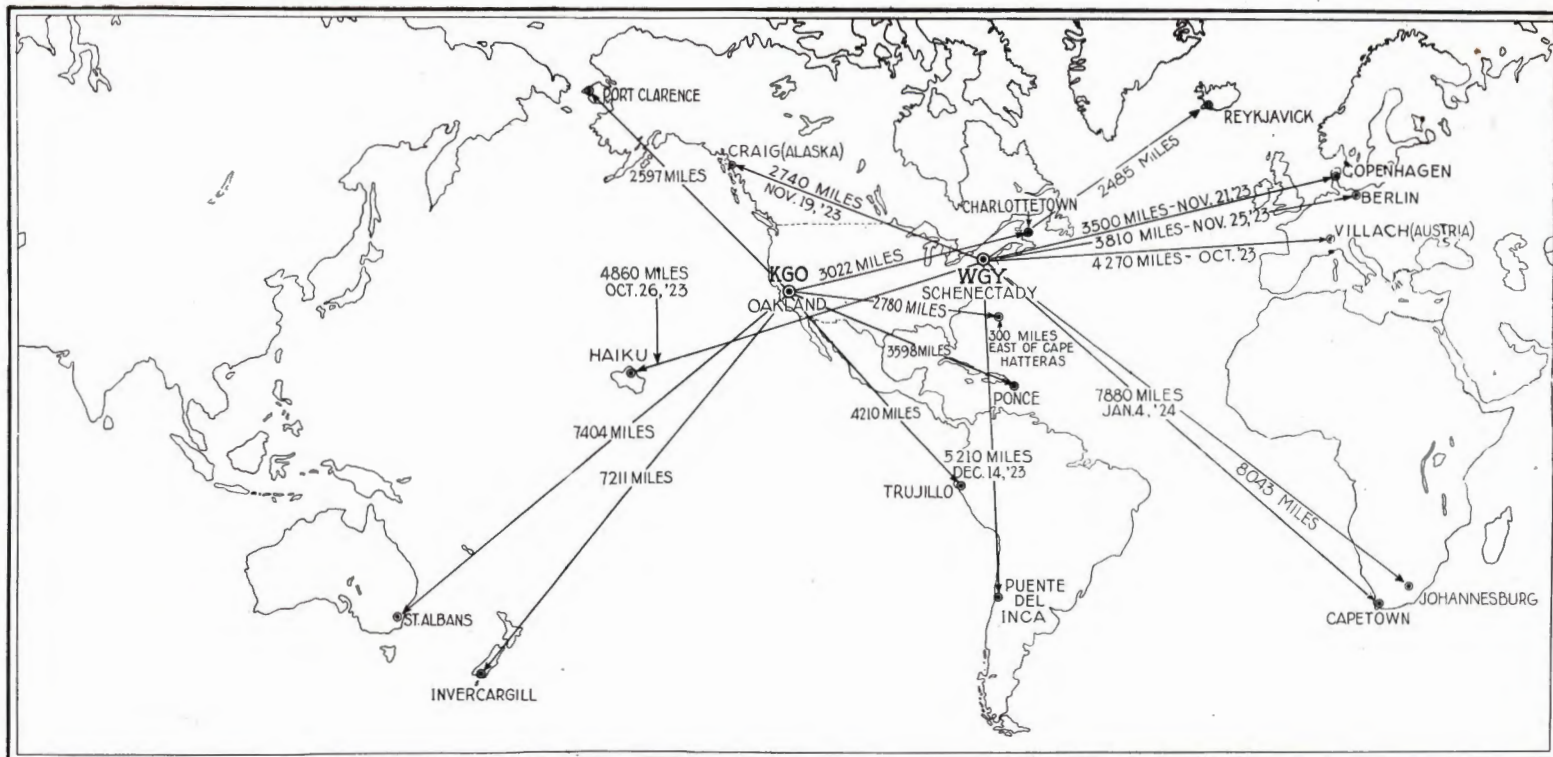
*Broadcasting Antenna—Station WGY*





*Broadcasting at General Electric Company's Stations—and Some of the Listeners*





Map showing distance receptions of WGY and KGO

letters are of so confidential a character—so intimate revelations of personal trials and aspirations—as to testify to the widening acceptance of “G-E” as in truth “The Initials of a Friend.”

The following excerpt from a letter written after the reception of a Church service is typical of thousands received:

*East Orleans, Mass. (Near Cape Cod)*

*Dear Sir—I am writing you a few lines this beautiful morning to tell you how much I enjoyed your good sermon Sunday afternoon, also the singing of “Just as I am” and others. The prayer went to my heart. I heard every word of the sermon and singing, which was fine. I could hear just as plain as though you were in the room. What a wonderful invention! A friend and kind neighbor took me to his house to hear on Radio. I am an old woman most 75 years old. Have been stone blind over 12 years, have not seen one ray of light. I take care of a cripple husband who is over 80. Pardon me for writing but I did want to thank you for that service. May God bless you is the prayer of your friend.*

*D. C. H..*

*P.S. It is one of the most wonderful of all inventions to know that I can sit here in an easy chair on old Cape Cod and hear such lovely sermons and singing. God bless the man that invented it.*

As a further service to a radio-hungry public and in response to numerous requests from magazines and newspapers, the News Bureau regularly prepares and distributes articles and news items of special interest to radio listeners. While much of this material, both textual and photographic, is broadly educational and informative, special attention is also given to the popular interest in the personnel, studios, methods, and apparatus of the Company's broadcasting stations. Publishers' and editors' appre-

ciation of this service is attested by the fact that it is being used by 43 magazines and 485 newspapers.

Expectant interest in the offerings of WGY is fostered by the weekly distribution of advance programs to 921 newspapers and several syndicates which have asked to receive them. Of these papers, 56 are published in Canada, and the list includes others, printed in French, Polish, and German. A similar service is being built up by KGO, the Pacific Coast station.

The newspapers to which this material is furnished include every type of publication from the great metropolitan daily with its weekly radio supplement, to the newspaper of a thousand or less circulation. The combined distribution covers practically every community in the United States and a large part of Canada.

The magazine recipients of articles on broadcasting are as diversified in nature as are the enthusiasts who read them. They embrace publications devoted respectively to radio, music, farming, popular science, electrical merchandising, the theater, and other specific interests. A further distribution of illustrative material pertaining to radio is made through large photographic syndicates.

It is expected that the wide range of material available for popular broadcasting and the resources of the Company's stations will effect a continual extension in their service of education, culture, and rational enjoyment.



## MOTION PICTURE AND LECTURE SERVICE

**T**HE facilities of the Publicity Department for producing motion pictures are utilized both as an avowed sales agency and for educational work in spreading popular appreciation of electrical developments. While the latter function undoubtedly results in the extension of sales, it is, nevertheless, different in character and distribution from direct promotion of G-E products.

In the former class we may group films showing the building of a 50,000-horse power steam turbine generator, the making of electrical porcelain, lamp cord processes, the manufacture of fractional horse power motors, the electrification of railways, the use of automatic substation equipment, and the like. These films can be carried from place to place by salesmen; they are usually exhibited to a few directly interested persons at a time, and are especially useful in helping to sell heavy apparatus, large installations, and equipment representing considerable sums.

As an example of a picture made for a very specific purpose may be mentioned "The Test," an informative film recording the provision and opportunities for student engineers at several of our factories. This is especially intended for exhibition at schools and colleges, and was made on behalf of the Industrial Service Department.

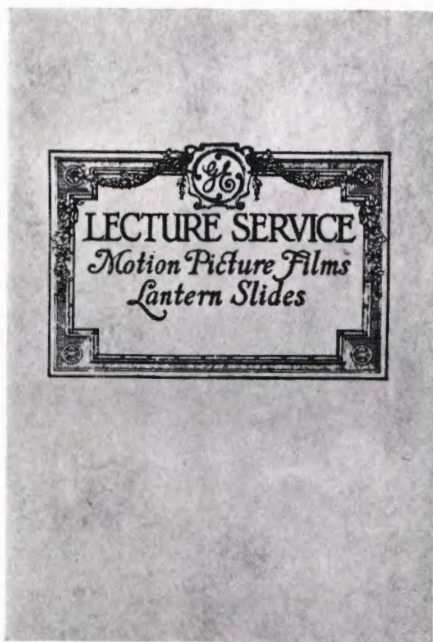
It is not to be questioned that electrical service will be desired and electrical products purchased in the measure that a meagerly informed public is instructed in the scope of this service and its methods of application. To this end, a number of educational

pictures has been prepared dealing both with outstanding electrical developments and with the history of important industries that now depend in large part on electrical energy and machinery. Among these are pictorial—and often dramatic—stories of the Panama Canal, farm electrification, the manufacture of sugar, the evolution of marine propulsion, the cotton and the woolen industries, lumbering, and the growing and preparation of wheat.

Of more purely scientific character are popular expositions of radio broadcasting, the chemistry of water, the development of artificial light, and the X-ray.

The technique of the Company's motion picture production is on the highest professional plane in every detail of lighting, dramatization, location, photography, and titling. Its own studio furnishes many of the settings, and the whole routine of camera work, developing, and printing is in the hands of an expert staff of employees. Inasmuch as theaters and institutions of learning "draw

the line" at so-called advertising films, it is significant that in 1923 *thirty-six and one-half million people viewed General Electric motion pictures. Two million saw them under the auspices of educational bodies; another two million watched the "feature" films in theaters; over thirty-two million saw special G-E subjects in the news weeklies—such as the million-volt test—all of which bore the name or monogram of the General Electric Company.* The absence of direct advertising has met with such great favor among managers that this has become the largest industrial film circulation in the world. The use of G-E films



Cover Design—Catalogue of Motion Picture  
and Lecture Service



has never been urged on managers or syndicates, but in every case has either been requested or accepted as a favor.

The following is a complete list of the motion pictures now available and which will be sent on request for exhibition before civic bodies, industrial and commercial organizations, educational institutions, and any other group which is likely to be interested and instructed by the subject matter thus presented. The only charge is for carriage.

- |        |  |               |
|--------|--|---------------|
| No. 9  | PANAMA CANAL   | (Two reels)   |
|        | A pictorial history of the making and electrical operation of the Panama Canal.                      |               |
| No. 13 | BACK TO THE FARM   | (Two reels)   |
|        | A vivid portrayal of the revolution brought about by the application of electricity to farm work.    |               |
| No. 17 | THE KING OF THE RAILS  | (Three reels) |
|        | An account of the evolution of land transportation from primitive methods to modern electrification. |               |
| No. 20 | THE BENEFACTOR   | (Three reels) |
|        | A pictured biography of Thomas A. Edison.  |               |
| No. 22 | FAIRY MAGIC  | (Two reels)   |
|        | A fanciful illustration of "safety first" methods in the manufacture of lamp sockets.                |               |
| No. 23 | THE ELECTRICAL GIANT   | (One reel)    |
|        | The manufacture of a 50,000-horse power steam turbine generator.                                     |               |
| No. 24 | THE POTTER'S WHEEL   | (One reel)    |
|        | The making of electrical porcelain.  |               |
| No. 25 | CUBA, THE ISLAND OF SUGAR  | (Two reels)   |
|        | The world's greatest achievement in the cane sugar industry.   |               |
| No. 27 | QUEEN OF THE WAVES   | (Two reels)   |
|        | The story of American navigation from the canoe to the electrified battleship.                       |               |
| No. 28 | THE LAND OF COTTON   | (Two reels)   |
|        | The history of the cotton industry.  |               |
| No. 29 | THE SUGAR TRAIL  | (One reel)    |
|        | The manufacture of beet sugar.   |               |
| No. 30 | "BIG DEEDS"  | (One reel)    |
|        | Five great achievements of the electrical industry.  |               |
| No. 31 | REVELATIONS  | (One reel)    |
|        | A pictorial explanation of the X-ray.  |               |
| No. 32 | A WOOLEN YARN  | (One reel)    |
|        | An exposition of the wool industry.  |               |
| No. 33 | CONQUEST OF THE FOREST   | (One reel)    |
|        | A description of the lumber industry in the great Northwest.   |               |
| No. 34 | THE CONDUCTOR  | (One reel)    |
|        | The making of lamp cord.   |               |
| No. 35 | OUR DAILY BREAD  | (One reel)    |
|        | The development of wheat growing.  |               |
| No. 36 | THE GLOW OF THE LAMP   | (One reel)    |
|        | The manufacture and use of the incandescent lamp.  |               |
| No. 37 | LIGHT OF A RACE  | (One reel)    |
|        | The development of artificial illumination from the earliest times to the present day.               |               |
| No. 38 | BEYOND THE MICROSCOPE  | (One reel)    |
|        | A visualization of the chemistry of water.   |               |

- |        |   |            |
|--------|---|------------|
| No. 39 | THE BUSY BODY   | (One reel) |
|        | A whimsical description of the assembling and use of fractional horse power motors.           |            |
| No. 40 | THE WIZARDRY OF WIRELESS  |            |
|        | The development of communication with special reference to radio.                             |            |
| No. 41 | THOMAS A. EDISON  |            |
|        | Recent visit of Thomas A. Edison to the Schenectady Laboratories of General Electric Company. |            |

These films can be obtained from the nearest of the following distribution points: Publicity Department, Schenectady; and offices of the General Electric Company at Philadelphia, Chicago, San Francisco, Dallas, Boston, Cleveland, Salt Lake City, Portland (Oregon), or Atlanta. An illustrated catalogue may be had on application to the Publicity Department at Schenectady.

#### Lecture Service

In close connection with motion picture service, there have been prepared forty different lectures on technical, semi-technical, and popular subjects relating to the electrical industry and more especially to the manufacture and use of electrical apparatus. These lectures are typewritten and are accompanied by a full complement of lantern slides. During 1924 it is planned to send a technical representative to deliver these addresses before engineering classes in our universities and to assist instructors who seek down-to-date information on the topics discussed. The lectures and slides may be obtained from the same offices as are the motion picture films. The following is a list of the lectures:

- 1 LIGHTNING ARRESTERS.  
Devices used in protecting power station apparatus against nature's destructive element, lightning. The various types, construction, when and why used. All should know more about lightning, and how its dangers to electrical apparatus can be minimized.
- 2§ "THE MESSAGE OF THE CURTIS STEAM TURBINE."  
A comprehensive review of turbine progress, construction and application. High, low and mixed pressure, condensing and non-condensing. When and why used. The economical advantages of the turbine.
- 3† A-C. GENERATORS AND SYNCHRONOUS MOTORS.  
This lecture is of value to students of technical schools. It shows different types of construction, designed to meet various operating conditions.
- 4‡ VOLTAGE TRANSFORMERS AND THEIR FUNCTION.  
Details of construction, their use, and why certain types perform certain duties. The advantages of certain types over others. Things the producer of power should know.
- 5‡ INDUSTRIAL CONTROL DEVICES.  
Important constituents of every power installation. The design and reasons for their use, functions, etc.
- 6§ ELECTRIFICATION OF RAILROADS (TRACTION).  
A review of the progress to date, why undertaken, the economical results, public advantages. Equipments used for various types of electrical railways from the subway to the 20th century. Describes the Chicago, Milwaukee and St. Paul Rocky Mountain Division.



- 8§ THE INVENTOR AND THE LAMP.  
Edison's work and problems, first incandescent lamp, dynamo and central station. The MAZDA lamp and generator of today.
- 9† HISTORY OF THE MANUFACTURE OF INCANDESCENT LAMPS.  
A brief description of the earlier types of lamps, investigators, etc. A thorough analysis of modern manufacturing methods and lamp characteristics.
- 10§ ELECTRICITY ON THE FARM.  
Application of electricity to the farm and how it has helped the farmer to solve many of his problems. Especially valuable for Grange meetings.
- 11§ THE LIGHTING OF OUR HOMES.  
From the campfire to our 20th century efficient system. How the old home may be wired inexpensively. Practical suggestions for proper illumination, appliances, etc.
- 13† THE MANUFACTURE OF FAN MOTORS.  
Various manufacturing operations. Types of fans and their uses. Of special interest to students and dealers.
- 14§ DEVELOPMENT OF THE ELECTRICAL INDUSTRY.  
From the pioneer days to those of the present gigantic organizations, showing the various inventions and types of apparatus developed during different periods.
- 15§ CIRCUIT BREAKERS AND THEIR USE.  
A review of the progress made in design and efficiency of this class of electrical apparatus. The electric "Safety Valve."
- 16§ THE OIL SWITCH AN IMPORTANT FACTOR IN THE USE OF HIGH POTENTIAL CURRENTS.  
How it is built and how it operates in service. Knowledge of value to engineering bodies and technical schools.
- 17§ GOOD LIGHTING AN IMPORTANT FACTOR IN "SAFETY FIRST."  
Proper lighting for different conditions, economical value of good illumination and its growing necessity.
- 18† THE TYPE C MAZDA LAMP.  
Its characteristics, efficiency and color value. Describes its various applications indoor and outdoor.
- 19§ STORE AND WINDOW LIGHTING.  
MAZDA lamps, the correct illuminant for store and window, producing the proper color value. An asset to the merchant and a satisfaction to the customer.
- 20§ THE ELECTRIC MOTOR AND ITS APPLICATION.  
The advantages of the electric motor as a labor saver. Of interest to central stations, dealers and Boards of Trade.
- 21§ SIGN LIGHTING.  
Systems employed, relative costs. How to accomplish best results, and what results really mean. Of value to central stations, Boards of Trade, etc.
- 22§ THE LIGHTING OF STREETS AND PARKS.  
A review of the past and present practices. What good illumination means to a city. A study of the subject by illuminating experts.
- 23§ MODERN LIGHTING OF MEETING PLACES.  
Modern lighting as applied to places of assembly. The importance of proper illumination and how it may be obtained. The effect on future generations.
- 24§ SEARCHLIGHTS AND THEIR USES.  
Searchlights from 2,500,000 to 300,000,000 candle-power. The principles involved. How by the use of the searchlight many operations can be carried on without cessation.
- 25† INDUSTRIAL ELECTRIC HEATING.  
A new field in which electricity is rapidly superseding the older forms of heating. The apparatus used, its advantages and economies.
- 27† SUBSTATIONS.  
As developed in the interest of economy. Kind employed, equipment, etc. Their function both indoor and outdoor, and what they mean to the consumer.
- 28† SYNCHRONOUS CONVERTERS, THEIR CHARACTERISTICS, ETC.  
How they are constructed, their function, and why necessary. Information of value to the student of electricity.
- 29§ ELECTRICAL EQUIPMENT OF PULP AND PAPER MILLS.  
How electricity has solved the many problems in the manufacture of paper.
- 31§ THE ELECTRIC MOTOR IN CEMENT MILLS.  
How cement is made. The power required to grind out 114,000,000 barrels yearly. Why rock and dust do not interfere with the operation of an electric motor.
- 34§ THE ELECTRIC MOTOR IN THE OIL FIELD.  
The use of electricity in drilling for and pumping oil.
- 38§ SHIP PROPULSION.  
From paddle propelled craft, through engine and geared turbine to the modern battleship, electrically propelled and using steam turbine generators.
- 39§ STREET LIGHTING (WHITE WAY).  
Modern methods of street lighting, kinds of lamps, poles, pole spacing, heights, cost of operation, etc. Why good street lighting is an asset to the city, town or village.
- 41§ FLOODLIGHTING.  
A twenty-minute talk on what can be accomplished by floodlighting in many lines, such as the illumination of yards, docks, building fronts, pageants, etc. A good lecture for Boards of Trade and central stations.
- 45† X-RAYS IN MANUFACTURING, COMMERCE AND SURGERY.  
An interesting lecture on the use of X-rays in surgical diagnosis and how used in the study of botany and metallurgy. What X-rays are, and how produced.
- 47§ ELECTRICITY THE WONDER WORKER.  
Things done better by electricity than by any other means. Things done on a larger scale now that electricity has been applied. Things that can be done only by electricity. New developments claiming the attention of engineers and scientists.
- 48† SWITCHBOARDS.  
What they are, and why used. The various kinds, characteristics, etc. An important part of the power station equipment.
- 49† ELEMENTARY PRINCIPLES OF LIGHT AND LIGHTING.  
The problems of applied light are really questions of vision. The answer is found in the psychology of vision, and is well covered in this lecture. Suitable for colleges and technical schools.
- 50† ELECTRICITY AND THE FARMER.  
Facts and figures on the distribution of electricity to farming communities. For use by central stations.
- 51† THE PANAMA CANAL AND ITS ELECTRIFICATION.  
How man conquered nature, removed mountains and made lakes. Electricity's part in the great achievement.
- 54§ RAILWAY MOTOR GEARS AND PINIONS.  
The mining of iron ore, the operations necessary to prepare it for use in gears and pinions, and the way they are made.
- 58§ MODIFIED LIGHT AND ITS USES.  
Modified light is now being successfully used for decorative lighting, residential lighting and the production of approximate daylight. This lecture tells how it is obtained, and illustrates its various uses.
- 60† AUTOMATIC VOLTAGE REGULATORS.  
What they are, the different types, their function, and why necessary. Of value to students and central station men.

† Technical. ‡ Semi-technical. § Popular.  
Order lectures by number.

The educational value of illustrated lectures has been utilized to spread accurate knowledge as to artificial illumination with special reference to MAZDA lamps and MAZDA service. These lectures, with ful



complement of colored slides, are always ready for shipment to interested institutions and individuals, for use at meetings of the electrical trade, and wherever this form of publicity will advance the cause of better lighting. Request should be sent to the Edison Lamp Works of the General Electric Company, Harrison, N. J. or the Visual Instruction Section, Schenectady, N. Y.

The lectures listed below are now available. They should be ordered by number.

- 8 HISTORY OF THE INCANDESCENT LAMP.  
Early experimental lamps. Edison's invention of a practical lamp, together with a complete electric light system. Development of the Gem, tantalum, and tungsten filament lamps.
- 9 MANUFACTURE OF THE INCANDESCENT LAMP.  
A description of the processes involved in the manufacture of the MAZDA lamp.
- 11 THE LIGHTING OF OUR HOMES.  
A review of the developments from the time of the camp fire to the present day. How homes may be wired conveniently and inexpensively. Proper types of illumination of various rooms. Suggestions for electrical conveniences.
- 17 LIGHTING AND ITS RELATION TO THE INDUSTRIES.  
The advantages of adequate illumination in industrial plants—safety and contentment of employees and increase in production. Correct types of lighting for various types of building and for various processes.
- 19 STORE AND SHOW WINDOW LIGHTING.  
The proper type of lighting for each class of store. How attraction is provided by correct window illumination. Choice of lighting equipment.

58 MODIFIED LIGHT AND ITS USES.

Several methods of obtaining modified light. Its use for decorative and display illumination—for outdoor pageants and for special stage effects.

63 THE AUTOMOBILE HEADLIGHT LAMP.

A description of the manufacture, testing, and proper use of the MAZDA Automobile Headlight Lamp.

*Lantern Slides*

Arrangements can generally be made with managers of motion picture houses, especially theaters of the "neighborhood" type, to display advertising slides between reels and during intermissions. In support of this very valuable publicity, slides will be prepared, at the request of commercial departments, featuring specific G-E products. This work is in charge of the Publicity Department, at Schenectady, to which application should be made.

Strikingly beautiful slides have been made featuring Edison MAZDA and National MAZDA lamps. Agents and dealers may obtain these with imprint, free of charge on application, respectively to the Publicity Department of Edison Lamp Works, Harrison, N. J. or to the National Lamp Works, Nela Park, Cleveland, Ohio. For further details, reference should be made to the Edison Blue Book, 1924, page 128.



1. The "Dewitt Clinton," from G-E film, "The King of the Rails."

2. Thomas A. Edison and Dr. C. P. Steinmetz, from G-E film, "Thomas A. Edison."

3. Electric Locomotive, from G-E film, "The King of the Rails."

4. Felling Timber, from G-E film, "Conquest of the Forest."

5. Consumption of Iron in Oxygen, from G-E film, "Beyond the Microscope."

6. Primitive Signals, from G-E film, "The Wizardry of Wireless."





## HOUSE ORGANS

### THE G-E MONOGRAM

*The G-E Monogram* is an internal publication devoted to the Company's sales organization, and as such maintains a peculiarly intimate contact with the commercial departments, which it represents.

It aims to present, in the way most interesting to the sales force, information as to the Company at large, the activities of salesmen, the work of District and Local Office staffs, new applications of apparatus, important orders, and other material that will be of value to its readers and will foster the consciousness of co-operation. In a sales organization that is scattered from coast to coast, *The G-E Monogram* furnishes a common meeting place for a monthly exchange of thought and experience.

The sales value of this magazine is enhanced by the distribution of information which it maintains among men far from the home office and in restricted zones. Each in his own sphere is in danger of forgetting—or of never knowing—matters of interest in distant areas. *The G-E Monogram* tells the salesman in a mining district about G-E activities in the northwest forests, and informs the marine specialist of great tunnels dug with G-E equipment.

While it is very difficult to trace specific sales to articles in *The G-E Monogram*, this has been done in several instances. In general, it may be said that by calling attention to new applications, new apparatus, and products of value to possible customers but which have in some localities been lost to view among the great mass of G-E material, a real aid is given to the Company's salesmen. This organ is the logical medium through which to promote any special line of apparatus, because the nature of its circulation is sure to command attention where the best sales results can be secured.

### THE GENERAL ELECTRIC MERCHANTISER

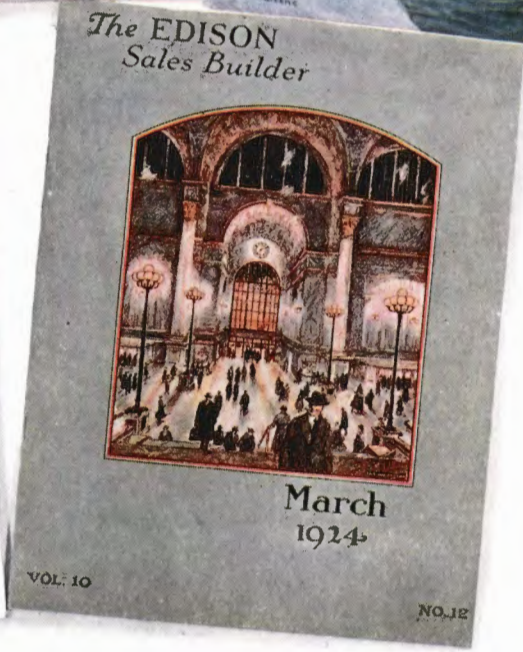
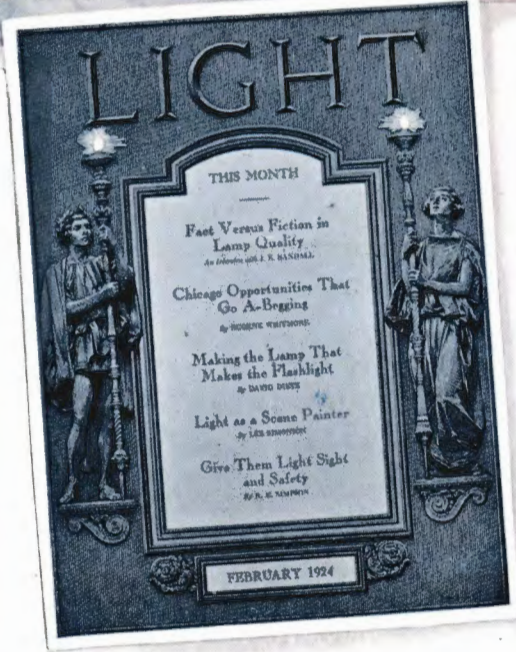
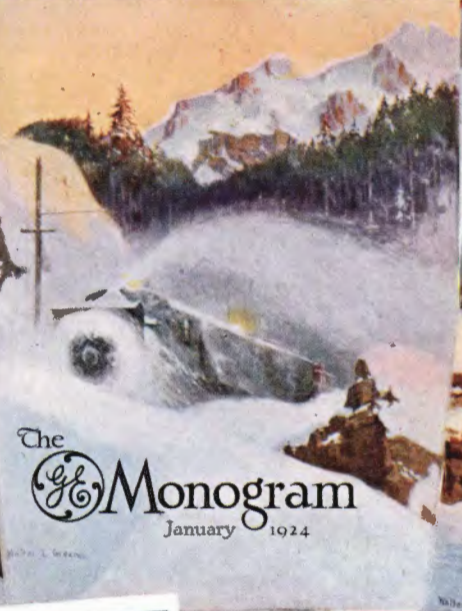
*The General Electric Merchandiser* is the monthly house organ of the Merchandise Department. Its mailing list of about 25,000 is made up of electrical contractors and dealers, merchandising central stations, manufacturers of lighting fixtures, architects, educational institutions and our own District Offices.

The purpose of this magazine is to teach and extend electrical service by means of every assistance that it can render to contractors and dealers; to support G-E distributing jobbers; to promote good will toward the Company in the whole retail field, and to increase the sale of G-E commodities and small motors. Its service to the trade takes the form of merchandising suggestions, information as to new G-E products, expert counsel in matters of general trade tendencies and business policies, news of interest to the electrical contractor and merchant, and exposition of dealer helps offered to the trade.

More particularly, *The General Electric Merchandiser* is committed to a continuous campaign looking toward the complete wiring of every home that is within reach of central station service. Every advance in this direction will be a benefit to the public, an advantage to the light and power company, and a direct sales promotion of General Electric wiring products and commodities.

This publication is a direct contact between the General Electric Company and the whole retail field, and as such it maintains a continual urge toward the consistent use of G-E publicity and the handling of G-E material except in the lamp field which is completely and exclusively covered by other publications and sales material issued by the Company.





Group of General Electric House Organs



Its pages are open to all who can contribute helpful thoughts on merchandising and contracting subjects. It is a magazine of co-operation and it seeks the best from all sources in order that it may offer of that best in the service of electrical development and sales stimulation.

As a matter of direct business promotion, G-E salesmen as well as District and Local Offices will find many opportunities of bringing *The General Electric Merchandiser* to the attention of the wholesale and retail trade and of emphasizing its value as a help to better and more profitable merchandising and as a magazine of business information.

### LIGHT

The National Lamp Works of the General Electric Company publishes a monthly magazine, *Light*, which is a scientific and sales periodical devoted to every aspect of illumination. Its aim is to portray current progress in the science, art, and business of lighting. This includes readable, helpful articles on the following items, most of which are covered in each issue:

1. The latest approved standards and specifications for lighting practice in specific fields.
2. The progress of automotive lighting and light-signalling.
3. Railway lighting in its various aspects.
4. Light in its relations to safety and to speed of vision.
5. Self-contained lighting devices, such as flashlights.
6. The display, advertising, and merchandising of incandescent lamps.
7. "Productive lighting" for factories and stores.
8. Light as a display and advertising medium.
9. The artistic and psychological effects of light, as in home lighting.
10. Lighting economy.
11. Reviews and notices of books on light.
12. Progress in lamp development.
13. Industrial and public relations throughout the lamp industry.

*Light* is distributed on a subscription basis, the bulk of each issue being absorbed by the sales divisions and departments of the National Lamp Works, on whose account they are distributed without charge to carefully selected lists of trade connections. The latter include various classes of jobbers, central stations, electrical dealers and contractors, and, in smaller degree, other interested trades and occupations.

### THE EDISON SALES BUILDER

*The Edison Sales Builder*, the monthly house organ of the Edison Lamp Works, is a journal of sales information, a compendium of lighting practice, a digest of electrical publications and lamp publicity,

a record of field activities, a medium for the exchange of ideas, and the cordial friend of every lamp agent.

True to its name, it devotes much of its space to exposition of material produced in support of Edison MAZDA lamp sales. Each issue contains pictures and descriptions of window displays and store arrangements that feature and sell lamps and help to educate the public in correct methods of illumination. Inspirational articles are interspersed with news items selected for their helpful ideas; novel and striking uses of dealer helps are suggested; in short, each issue is a condensed sales manual and literally a "sales builder."

However, the pages of this magazine are not limited to the promotion of lamp sales. It is not expected that agents will at all times give their windows over to lighting displays. Hence, much attention is bestowed on suggested trims featuring appliances and devices and using Edison MAZDA material only as a setting. In the same spirit, *The Edison Sales Builder* contributes to the promotion of better housewiring and the extended use of electrical products in general, besides offering information as to lighting practice, lamp manufacture, and other subjects of importance to the trade.

### WORKS PAPERS

In so far as sales of apparatus are supported by the excellence of production which attends a good esprit de corps in the shops, the *Schenectady Works News* co-operates actively with the commercial departments. Strictly an employees' magazine, it is able to foster a co-operative spirit and suggest a certain form of practical loyalty to better effect than any other class of publication.

This function is exercised in co-operation with the Works papers published at Pittsfield, Mass.; Lynn, Mass.; Erie, Pa.; Harrison, N. J.; Bloomfield, N. J.; Fort Wayne, Ind.; Baltimore, Md.; Philadelphia, Pa.; Everett, Mass.; and Bridgeport, Conn.

These papers are not intended to be mediums exclusively for the use of the managements; they are primarily for the employees and print articles of general interest as well as local information. They also form a permanent chronological record of the Company's activities which is frequently used by various departments for purpose of reference. Syndicated news matter is furnished to all the Works papers through the News Bureau at Schenectady, and educational advertising of the Company appears regularly in all of them.



## PHOTOGRAPHS AND DRAFTING

**T**HE variety of General Electric products and their vast number of parts require a comprehensive photographic service as an essential contribution to successful salesmanship. In every department, blue prints are constantly used for "proposition" work, engineering studies, and office records, while bromide and gelatine prints are also widely utilized for commercial purposes. The necessity of picturing the product to the customer is of prime importance, and to make these photographs according to the highest professional standards requires a studio and laboratory manned by an experienced staff.

To meet the requirements of the Company's many commercial and engineering departments, quantity production is almost as necessary as quality. The scale on which our photographic work is done can be gauged by the record of the year 1923 during which period 13,000 negatives were made and titled at Schenectady, and over 5000 from other factories and outside sources were titled and prepared for printing. From these and from negatives already in stock, there were made 1,357,314 reproductions including silver prints, blue prints, gelatine and bromide prints. *This is an average of about 4500 for every working day.*

Silver prints for half-tone reproduction are of special importance to the Company's publications. These include illustrative matter for every form of printed advertising, bulletins, engineering devices, catalogues, the technical and sales magazines published at Schenectady, and many photographs for the special use of the News Bureau. Where apparatus is too bulky to be brought to the studio, the exposures are made in the shops, special illumination often being provided.

Helpful service is also rendered in co-ordinating the photograph work of the studios and staffs located at many General Electric factories, especially

those engaged in making and forwarding to Schenectady negatives of the apparatus manufactured by their respective works.

A classified card index and a specimen file of all photographs are maintained not only as a matter of record but for the convenient reference of all departments that may be interested in obtaining information or securing prints.

Lantern slides can be prepared from any of the 200,000 negatives that are in file. A small stock of slides is available, and complete sets for lecture purposes can be made on short notice. For the advertising of merchandise products in motion picture houses, a special group of slides has been designed. These are finely colored and provide space for imprinting the dealer's name.

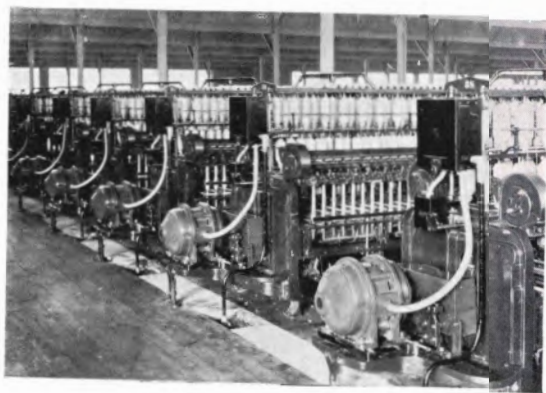
Framed pictures and enlargements can be supplied to customers and electrical societies for wall decoration.

The Publicity Department is prepared to secure photographs anywhere in the United States through a corps of competent commercial photographers who have been doing work for the Company regularly and understand its requirements.

To meet the demands of Engineering, Testing, and Research departments, it has been found necessary to build special photographic equipment. This is utilized in recording electrical phenomena for purposes of investigation and study. For example, a special successive-image camera has been designed and built that will make twenty-four successive photographs at the rate of five hundred per second. This equipment has been used frequently for recording electric arcs. In order to photograph new employees for record purposes, special cameras are employed which utilize motion picture film.

Four photostat machines have been installed which produce prints in standard sizes, 8 inches by 10 inches,





*Examples of photography produced through Publicity Department*



11 inches by 14 inches, and 18 inches by 22 inches. These machines reproduce directly on photo paper a facsimile of a letter, drawing, page of a book, etc., wherever a small number of exact reproductions is required.

A staff of twenty-six people is employed in making photographs and prints and in necessary clerical work.

### DRAFTING

In the service of the Commercial, Engineering, and Merchandising departments of the Company, a drafting force of twenty people is maintained.

When one considers the elaborate nature of many pieces, the precision with which all must be executed, and the entire reliance that is placed upon them, the fact that in 1923 there were completed 14,171 items is impressive both as to the productive capacity of the staff and the large field of usefulness which its product occupies among the various departments.

The subjects include new and revised nameplate designs, drawings for line cuts, lettering of photographs, lantern slide titles, motion picture titles, display cards, maps, store layouts, and all special lettering and drafting that does not come under the head of designing drafting in the factory departments.



1. Photo Operating Room
2. Blue Print Room
3. Motion Picture Inspection
4. Administrative Staff

5. Photostat Room
6. Drafting Room
7. Photograph House



## ART



*Reproduction of painting made in Art Section for Railway Department*

**T**HE publicity of a great manufacturing enterprise is limited in effectiveness by the quality of its illustrations and decorations. This quality, at its best, includes more than artistic skill and technical accuracy; it also embodies a keen advertising sense, a wise discrimination between the appropriate and the unfit, an intimacy with current styles and standards of publicity, a first-hand knowledge of the company's product, and daily personal contact with engineering

and commercial departments. In other words, the ideal commercial art department must, in its completeness, be an integral part of the company's organization.

The General Electric Company is notable among manufacturers for the maintenance of a department equipped, both in personnel and facilities, to carry out every artistic requirement from the first conception and rough design to the final product ready for the engraver. It is known as the Art Section of

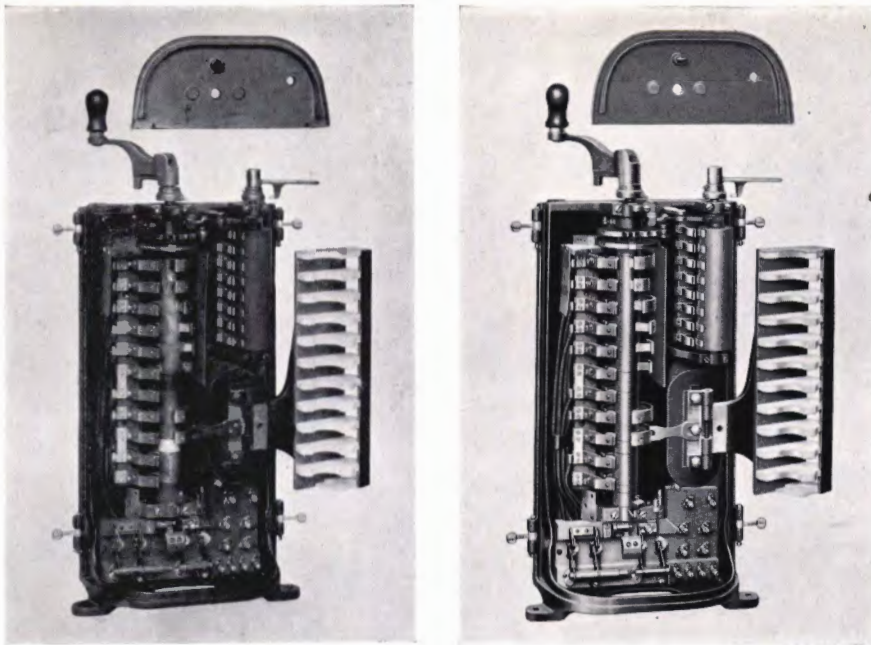


the Publicity Department, and its studios are conveniently accessible to the General Office and the Schenectady Works.

It is responsible for the illustrations, decorations, typography, and artistic appearance of all the publications issued by the Company. It also supervises all the work done by outside lithographers and engravers and is charged with the purchase of outside drawings and paintings that may be required in any emergency.

The following, in brief, is its mode of procedure: Whenever a new publication is required by a commercial or manufacturing department, a rough dummy is prepared, including layout, sketches, and typographical indications, as well as selection of stock and inks. On approval of the appropriation, the art work is completed, cover drawings are made, other illustrations prepared, and photographs retouched in preparation for the engraving process. After the latter work is performed, the press proof is examined and, if necessary, corrected. The following classes of work are regularly carried on:

1. Retouching of photographs. Phantom views of machinery. Mechanical wash drawings from blue prints.
2. Cover designing for bulletins, pamphlets, folders, etc., in oil, water color, and other mediums.
3. All manner of lettering, including show card and sign writing on wood, glass, and metal.



Photographs before and after retouching

4. Designing and building of miniature models for advertising and display purposes.

5. Designing of medals, plaques, etc.

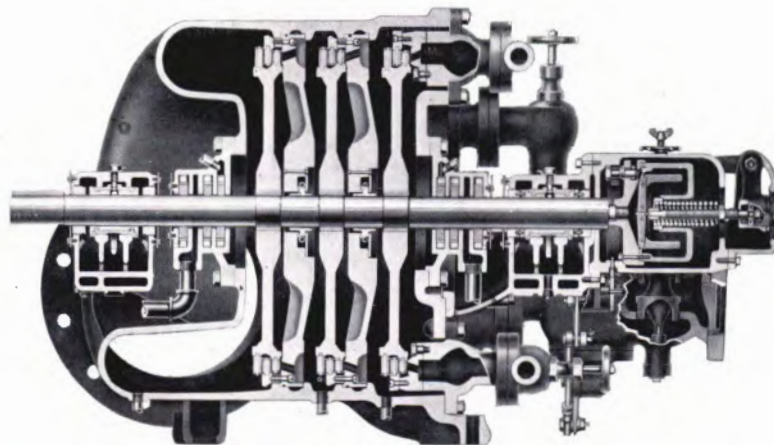
In brief, the studio is prepared to handle almost every class of work, whether it involves the graphic or plastic arts. It also advises in the preparation of trade paper advertisements and executes the art work.

This book contains a wealth of illustration

covering the work of the staff in response to Company requirements. Special attention is called to the frontispiece, "The Splendor of Well Lighted Streets;" to the cover designs prepared for *The General Electric Merchandiser* and *The G-E Monogram*; to the painting of the Chicago, Milwaukee and St. Paul locomotive, and the Battleship *New Mexico*, the original of which hangs in the office of the Secretary of the Navy.

The work of the retouching organization is of special importance to the engineering and commercial departments, who make constant use of photographs of apparatus. Both for advisory and sales purposes these pictures must show the subject to the best advantage, a result that can be obtained only by the expert retoucher.

The miniature house, "The Home of a Hundred Comforts," shown on page 70, is an example of model building as practiced in promotion of the Company's merchandising activities.



Wash drawing of Curtis Steam Turbine made from blue print



## GENERAL ELECTRIC REVIEW

**T**HE *General Electric Review*, a monthly magazine for engineers, has attained high rank as a technical journal despite the commercial partiality expected in a manufacturer's magazine. Its popularity is not confined to America; in other English speaking countries over one thousand copies are purchased monthly. Elsewhere, three thousand subscribers, of sixty different nationalities, pay \$3.50 annually for this magazine which to them is printed in a foreign language. These figures of the world-wide circulation of the *Review* are significant, as is also the fact that the bulk of the distribution is not absorbed within the General Electric Company. Only ten per cent of the subscribers are G-E employees.

The *Review* is credited with a circulation of 10,500 copies by the Audit Bureau of Circulations; and an analysis of the subscription list shows how well this technical magazine covers its wide field.

The purpose of the *Review* is three-fold. One function is to increase engineers' good will toward the General Electric Company by furnishing educational information which they would probably not obtain otherwise. Another aim is to raise the prestige of the Company by describing its research activities in the realm of pure science and its engineering developments in the field of actual practice. The third object is to spread the gospel of G-E products by describing the apparatus, its application in industry, and its performance in service. No appeal of an advertising nature is made and no sales arguments are advanced; the facts are presented purely as engineering information.

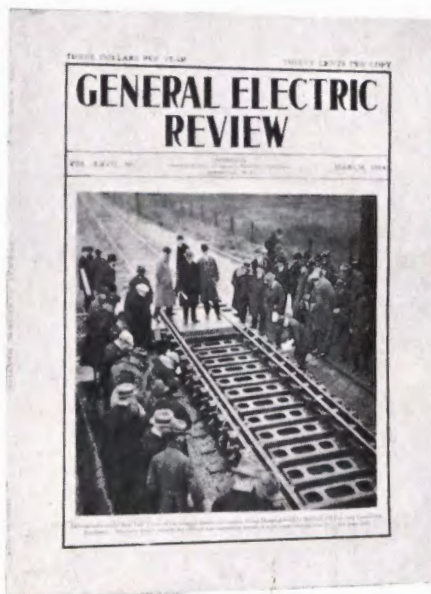
This practice creates an excellent reaction on the subscriber. In reading to acquire knowledge, he becomes subconsciously impressed with the merits of G-E apparatus. Impressions of this character are lasting and will make the potential customer receptive to the arguments of General Electric salesmen.

For about fifteen years the *Review* has been distributed on a paid subscription basis. This method has several distinct merits. It gives a real significance to the circulation figures; it brings in a revenue; and, most important of all, it furnishes greater assurance that our story will be read, as one seldom *purchases* that which he does not intend to use.

Among the contributors to the *Review* are many of the world's distinguished scientists and engineers both within and without the General Electric organization.

In thus establishing itself as a worthy outlet for publicity concerning the Company's engineering accomplishments, the *Review* is deserving of loyal support. In return, it offers

a low-priced publication service made possible by the revenue from subscriptions and advertisements. It also offers a valuable reprint service. This service, too, is available at an exceedingly low cost. Economy, however, is not the sole inducement for the use of this form of publicity where special distribution is desired. The very fact that a pamphlet is a reprint labels it as having been worthy of place in a magazine—a qualification not apparent on the face of the ordinary pamphlet. Various departments of the Company have taken advantage of this service until now the reprint orders cover forty per cent of all *Review* articles



Cover design of the *General Electric Review*  
March, 1924



## NEWSPAPER AND MAGAZINE PUBLICITY

### NEWSPAPER PUBLICITY

**M**OST newspapers of today, especially those published in metropolitan cities, recognize this as distinctively an electrical age and are eager to feature new inventions and developments in the electrical field. This material is most keenly appreciated when it has a special news value and carries an obvious element of popular interest. However, they object to publishing propaganda, commonly called "press agent material," which in the case of the larger papers is received at the rate of 300 to 400 letters a day.

The News Bureau, aiming to co-operate with the great purpose of the public press, has carefully refrained from distributing material which might be so classified. From the beginning it has kept strictly to the plan of supplying electrical news phrased in the same impersonal style as if prepared by a reporter of the paper. Our stories are not scattered indiscriminately to the 2600 dailies printed in the United States; they are sent only to newspapers that specifically request them, the function being similar to that of an outside newspaper syndicate except that no charge is made for the material.

Thus a real service is performed for the press—a service attested by the receipt of many letters stating that the writers look to the General Electric Company for the correct and latest news as to matters electrical. It is no unusual occurrence to receive letters to the following effect: "What do your engineers or scientists think of the new electrical invention announced in this morning's paper."

In no case is the material sent in answer to these and other requests propaganda or advertising. It is purely informative and pertains only to matters of legitimate news value.

In the event of a story of unusual importance, reporters are invited from the metropolitan press to come to our works and secure their information at first hand. This was done when Senator Marconi visited the Schenectady plant and on the occasion of Thomas A. Edison's visit; when an "artificial lightning" demonstration was staged at the Pittsfield Works; when the mercury boiler was placed in operation at Hartford, and when the tug-of-war took place at the Erie Works between an electric and a steam locomotive. Under the auspices of the News Bureau fifteen reporters from eastern cities attended the artificial lightning demonstration. They talked with the engineers in charge and with works executives, and they secured information which, with the material furnished by the News Bureau, resulted in the appearance of at least 1300 stories in 860 different newspapers.

A semi-monthly electrical news service is supplied to the press and is featured in 425 papers, all of which have sent written requests to receive it. At intervals of three or four weeks an illustrated feature story is offered to the Sunday papers, the requests for this averaging from 60 to 70.

For the benefit of country weeklies, a "plate" service has been inaugurated. Originally planned for about 100 western papers, this service has grown until now 410 newspapers have requested and received it. For the benefit of the farmer who is, as a rule, eager for information as to possible electrification, it is planned to make a considerable extension of this service in 1924.

Many newspapers print special picture sections for the busy man who prefers to obtain his news in this way, and to these papers the News Bureau makes regular contribution of interesting, unusual, and "newsy" photographs.



Requests are often received from the staffs of G-E District and Local Offices for news stories which have been specifically desired by papers in their respective territories. The supply of such material not only helps the industry but enables the offices to perform timely and appreciated service to the press. A free use of special material which can thus be furnished at short notice will be of advantage in the spread of electrical information and the performance of service—both important objects of the Company.

### TECHNICAL MAGAZINE SERVICE

Through its Publicity Department, the General Electric Company puts its technical knowledge at the service of scientific magazines and their readers. These periodicals must depend on engineering specialists for accurate information as to electrical theory, practice, and manufacture. The mere fact that an individual has been entrusted with important responsibilities in the development of General Electric apparatus gives him such standing with the editors of technical magazines as to insure a cordial reception for articles signed by him. This demand for contributions to the sum of electrical knowledge furnishes an opportunity of which our engineers are prepared to take full advantage. Their knowledge of new developments in electrical science adds a further and very special value to material of this nature, while the recognized authority of the Company is impressed on the news which it supplies in all matters pertaining to the industry.

With the increased facilities of the News Bureau for handling such articles, it is anticipated that those qualified to write on technical subjects will offer a wealth of material that will enable the Publicity Department to meet all demands made upon it by magazine editors.

### POPULAR MAGAZINE SERVICE

The established place of popular magazines in public esteem, not only as sources of entertainment but of special information as well, has led publishers to set a high value on the latter class of material and to seek it from authoritative sources.

An institution that can supply finished articles dealing with topics of general interest to readers or of personal concern to them, performs a double service; it enhances the value of the magazine and promotes

public intelligence. In the field of electricity, the Publicity Department renders this service comprehensively and with a first-hand knowledge of facts.

Outstanding developments in electrical engineering and manufacture have so immediate an effect on individual well being and enjoyment that these two aspects can logically be united in a singular popular presentation. The purely educational content of the article, its simple, interesting style, and the dispassionate tone free from any suggestion of special pleading, unite to make it acceptable to the magazine and of real value to readers. The fact that it emanates from a great electrical manufacturer is significant only in giving it the same technical authority that would support an article on astronomy prepared by the director of an observatory.

In much the same way, the biographical sketch of a leader in the electrical industry—quite apart from the interesting facts of his career—has an inspirational value as part of the magazine's general purpose and gives the public a clearer insight into the motives and vision of men who devote their lives to a great service.

Articles are regularly prepared for the periodicals which specialize in matters of interest to women. The educational value of these articles consists in familiarizing housekeepers with the intimate comfort and convenience which electricity brings to the home as well as with its more general aspects which they, as participants in public affairs, should recognize.

The future of the electrical industry, vastly important as a factor in national development, will always demand the best technical talent and engineering vision. We seek to attract promising young men into the electrical field through magazine articles written for college publications. This material is both informative and inspirational, and presents the possibilities of coming years as well as present achievements in such form as to appeal to the imagination of students in our universities and scientific schools.

The vast range of electrical products and applications that are of general rather than of specialized interest find opportunity for popular treatment in the national weeklies. These publications, with their impressive circulation, are a willing and valuable medium through which our magazine service helps contribute to the extension of public education in matters of electrical science.



## LIBRARY SERVICE

**T**O furnish information quickly to G-E employees everywhere is the cardinal object of the Company's Main Library. Like other libraries, it contains commercial and technical books and periodicals and a reading room where they may be consulted, but it also renders special services that are peculiar to itself.

### "Library Service"

G-E engineers, whether commercial, designing, or manufacturing, must follow current developments as reported in the technical and allied press. It is, however, almost impossible to read all these publications and also have time to design, manufacture, or sell electrical machinery. The G-E Main Library

makes it easy for the organization to keep posted in these matters through its internal publication, *Library Service*.

The library receives regularly more than 250 magazines from all over the world and printed in nine languages. These cover all branches of engineering, merchandising, business, and finance. Each issue is carefully read and the important articles are noted and indexed for further reference. *Library Service*, issued semi-monthly, is essentially a list of these articles so arranged that the reader can scan the list quickly and note such articles as are of interest to him. He can clip these entries, paste them on index cards, and thus maintain a



1. Periodical division.      2. Circulation room—part of stack in background.      3. Cataloguing and indexing division.  
4. Translation division.      5. Reading room.



desk file of references to his own field of activity. *Library Service* lists new books and pamphlets, and also translations that have been made of foreign-language material.

The object of *Library Service* is to inform readers where interesting articles are published; the library's service is to furnish the actual articles when needed. To facilitate these functions, a "request" form is printed on each copy of *Library Service*. If the article asked for is already in circulation, the applicant is notified as soon as it becomes available for him.

When a copy of an article is desired for permanent file or continuous reference, a photostat of the pages is made. As a result, the volume remains on the shelf for other readers and the applicant is given the copy—more accurate often than typewriting and including diagrams, tables, and illustrative material. This service is rendered at a nominal charge for "negatives" (white on black) and a slightly greater cost for "positives" (black on white).

#### *Bibliographies and Reference Work*

In assembling specially requested information for the various departments, the library performs a literary function analagous to that of a research laboratory. As an example, the question is asked, "What has been done during the last ten years in electrical refrigeration?" A search of technical literature is made and a list of references (bibliography) furnished giving the location of articles and books relating to this subject. If desired, the library can supply photostat copies of the articles and can even provide translations of papers published in foreign languages.

#### *In Service of Sales*

A consistent perusal of *Library Service* will bring to the attention of sales engineers many an article bearing on their customers' problems and will thus enable them to render an added service to those customers. For example, if the G-E commercial man knows that an electric railway is planning a repair shop, he may see in *Library Service* a reference to a magazine article describing the repair department of another railway—information that his customer will value.

In further extension of this service, the salesman can obtain from the library a list of references on the design of railway repair shops. This he can submit to the railway company's engineers with an

offer of additional assistance through the library's resources. This practice may be followed as to any technical or commercial subject. If the salesman desires to widen his own knowledge in any technical field, a list of references will be prepared for his use, and, if necessary, photostats will be supplied.

#### *Translations*

To make the large and valuable body of foreign literature most readily available to engineering and other departments, the library maintains a staff of engineers experienced in translation work, and who also handle a considerable amount of foreign correspondence. As technical translations consume much time, it is suggested that requests for this service be confined to matters of special importance. An oral interpretation by the translator will often render long transcriptions unnecessary.

#### *Organization Work*

The trained staff of the library offers its services in organizing libraries for other G-E works and departments and in systematizing collections of books already made. This work has already been utilized by local offices and is susceptible of extension wherever in the Company there is need of standard cataloguing and purchasing methods. A "master" catalogue of books in other departments and works is available at Schenectady.

#### *Purchases*

The library purchases all books for the Company's use and has special facilities for handling these orders without delay. Because of its experience in the magazine field, requests for subscriptions for Company use should clear through the library, which will make arrangements with the Purchasing Department.

Cordial relations are maintained with libraries in other cities, including state and federal collections, and material from these sources may often be consulted through our agency. While the library's service is limited to "published information," it co-operates with the Publicity Department's Data service for the benefit of the whole G-E organization.

Since the establishment of WGY, weekly book talks have been broadcast by members of the library staff—a service that has met with wide appreciation.

The library is at the service of the whole Company in all matters pertaining to the functions that have been described. When in search of information, all departments are urged to *Ask the Library first*.



## TECHNICAL DATA SERVICE

**T**HE Publicity Department is the repository of technical data as to all General Electric products. Its files contain a large quantity of engineering and manufacturing data covering the apparatus and experience of the Company, of its divisions, and of associated domestic and foreign companies. These include materials, designs, processes and performance, as well as general data relating to various branches of the electrical industry. Reference files are also maintained of material, winding and insulation specifications, test records, curves and sketches of engineering nature, technical reports, and data folders, together with other manufacturers' catalogues and miscellaneous information of a general nature.

This information is at the service of any department as occasion arises for its use.

Test records cover the actual shop tests made on specific pieces of apparatus before they are shipped. A special record series is maintained to cover miscellaneous tests made by engineering departments in connection with various investigations.

Technical reports are of varied character. Reports on specified machines give complete design data and electrical and mechanical characteristics, or, when the reports primarily cover outside apparatus, a complete description with results of tests and a comparison with similar apparatus of the General Electric Company. Many reports tell the history of progress along certain lines and give results of experimental and developmental work of a specific or general nature. Copies of technical reports are prepared and distributed by this department. An index to various laboratory reports and reports of associated companies is also maintained, and in a large number of cases reference copies of these reports are in our files.

Data Folders take care of miscellaneous data that do not fall in any regular series. They include reports compiled by various departments, giving results of special investigations, engineering material that has come from outside sources, and in some cases simply a series of letters exchanged by engineers concerning some specific activity. On account of the nature of the material, only one copy of a data folder is available for reference except upon special request. The folders, however, are progressive in nature and are kept up to date by the addition of new matter.

Reference files of foreign and domestic manufacturers' and associated companies' catalogues, bulletins, and other publications are maintained for the benefit of the members of the G-E organization.

Nomenclature and serial numbers for manufactured apparatus, numbers for specifications, reports, engineering curves, etc., are assigned and recorded by this office.

The staff in charge of data can identify apparatus when the identity is obscure, advise as to where and when it was built, give information regarding the care and construction of any product and the feasibility of changes that may be suggested.

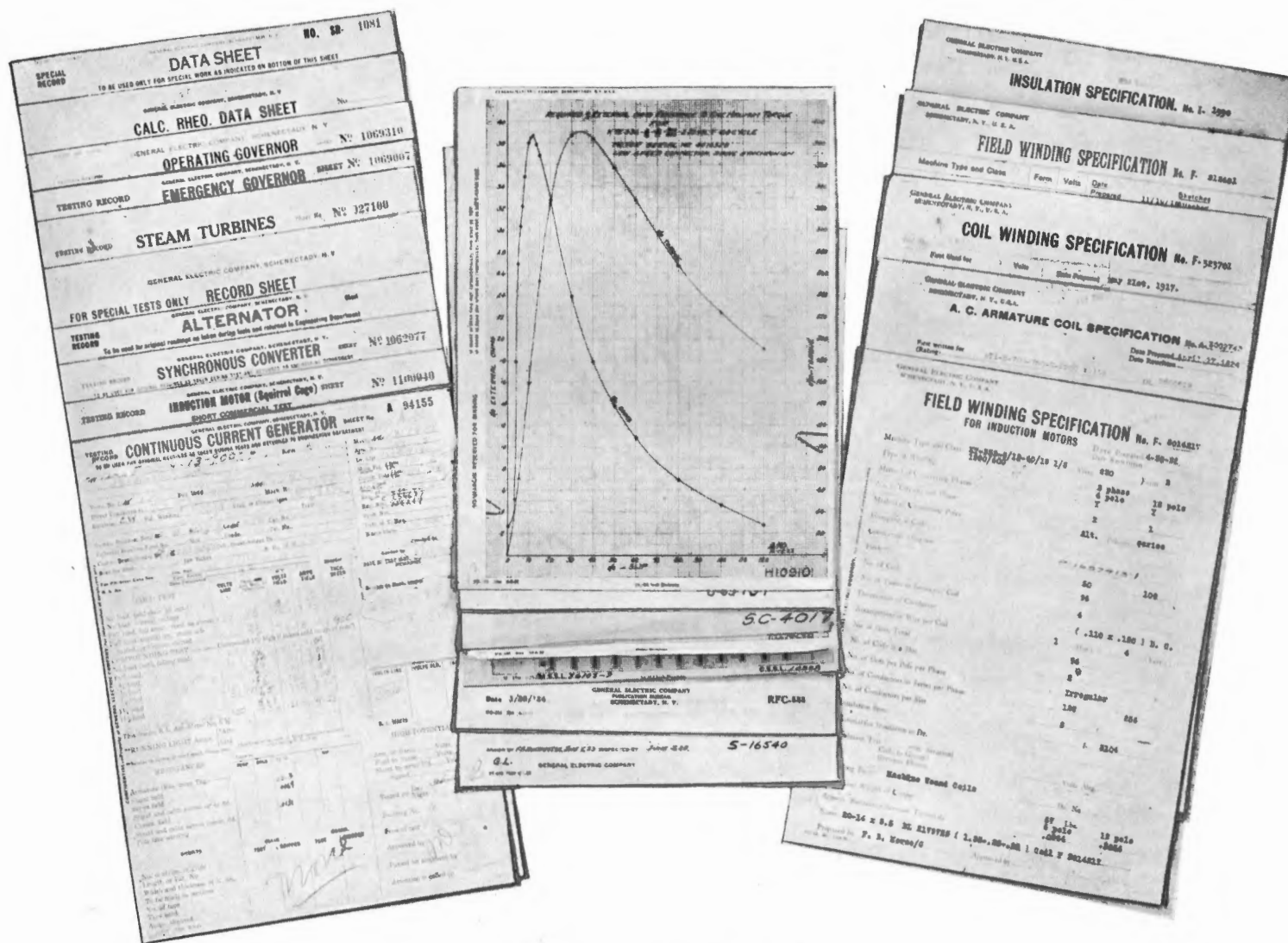
Many special related subjects are handled here, such as the compilation and distribution of general specifications, approval of testing record forms, and the furnishing of reports of test and certified copies of test. Three books issued by the Publicity Department are (1) the Red Book Supplement, showing the works at which apparatus, by serial number, was manufactured; (2) the Nomenclature Book, listing the type, form, etc., that designate the apparatus manufactured by the Company; and (3) the Reconnection of Induction Motors, listing information





Technical Reports and Engineering Data





Specifications and Testing Records

relative to winding changes possible with various induction motors.

Our Service Shops, located in various parts of the country, are automatically supplied with information relating to changes in design and the manufacture of new apparatus. The department is prepared on short notice to give Service Shops or District Offices detailed information in regard to all apparatus.

Requests for information from students and educational institutions are handled by this department, which is responsible for the correctness of, and approval on, all data supplied in such cases.

Manufacturing or engineering information sent to and received from our foreign affiliated companies or companies with whom we have exchange agreements, is recorded and cleared by the staff in charge of data, to whom all requests for information on behalf of this or any foreign company should be referred.

An endeavor is being made to standardize engineering records of all kinds, and to create better methods for their preservation. In co-operation with

the Photograph and Library staffs, a comprehensive decimal index is being prepared to apply to all engineering data relating to the Company's activities. This index is being planned with the intention of co-ordinating the various departmental data files throughout the Company and of placing them on a uniform basis. Members of the staff will be glad to co-operate with individuals in other departments with a view to standardizing files, indexes, and methods pertaining thereto.

All data resulting from investigations of the Company or otherwise acquired, should be filed with this department. Where such information is in constant use by another department, copies should be sent to our files or other suitable provisions made. It is important that this department maintain a complete record of technical data available to the Company wherever the data be located.

All inquiries connected with these functions should be addressed to Data Section, Publicity Department.



## ARCHITECTS AND CONSULTING ENGINEERS' SERVICE BUREAU

**W**ITH a national building program running to such a huge figure as \$5,000,000, it has been found advantageous to establish within the Publicity Department the Architects and Consulting Engineers' Service Bureau. The work of this bureau is dual—first, in serving the respective departments of the Company, and second, in serving architects and consulting engineers primarily concerned with the building industry.

Of the total amount of building construction 80 per cent accrues through the membership of the American Institute of Architects with which the bureau is in contact. The bureau also undertakes to follow the statistics of this industry, to note the trend in change of type and kind of building structures, to study their ever increasing equipments; and otherwise to glean such information as may be disseminated among the various branches of the Company.

The bureau further publishes and distributes, through representatives in the District Offices, the Architects and Consulting Engineers' Data Book. This book is designed primarily for those concerned in large building operations and who maintain engineering departments. It is loose leaf, of approximately 1000 pages, and fully covers the products of the Company. It is so written that engineers may gather from it the material for their specifications.

Through a system of records, the bureau is kept informed of the service rendered to the architectural

and engineering professions, and becomes of material help in advising as to apparatus or equipment that is suitable for architectural specifications.

The Architects and Consulting Engineers' Service Bureau is the headquarters for personal service to 1000 prominent architects and consulting engineers. It is the function of the bureau to serve the entire

building industry, to approve the Company's architectural publicity matter, to assist various branches of the Company that are extending the use of our products throughout the building industry, and to advise in all matters architectural.

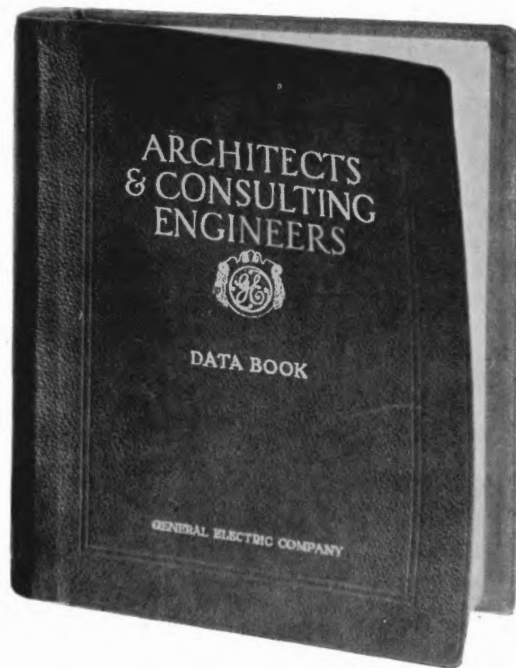
As each District Office maintains an Architects and Consulting Engineers' Service, the Publicity Department is in continual touch with prospective customers. This service results in additional outlets for our products.

The Architects and Consulting Engineers' Service Bureau maintains relations with the Producers Research Council affiliated with the American Institute of Archi-

tects, an organization of manufacturers who have special departments for architectural service.

As building structures become more and more electrically equipped, our service becomes more widely appreciated until today we are nationally known in all important architectural offices.

An internal service is also rendered to those employees of the Company desiring to build homes, through a wide and intimate acquaintance with the architectural and engineering professions, and the manufacturers of building materials and equipment.



*Architects and Consulting Engineers' Data Book*



## NAMEPLATES AND LABELS



*Metal Nameplate for Curtis Steam Turbine*

**T**HE nameplate, which in one form or another, is part of every General Electric product, serves both as a persistent salesman for the Company and as a technical memorandum for the user.

The high excellence of G-E apparatus and commodities is demonstrated by their operation, and the nameplate, with its dignified assertion of General Electric manufacture, meets the eye at the same moment that the mechanical superiority is registered on the appreciative mind. Even if the machine is not in operation, the mere presence of the Company's name or monogram is instantly associated with our educational and technical publicity and endows the piece of apparatus with all the prestige which these forms of publicity are helping to maintain.

The nameplate also carries the name of the product, device, or completed machine, together with number, rating, patent dates, caution notice, license

legend or trademark, if any apply—this in addition to the name and address of the General Electric Company or allied company through which the product is marketed. These items furnish accurate information for ordering parts of the apparatus when necessary.

The Publicity Department performs a service of engineering as well as of sales character in designing nameplates and determining the best method of placing the lettering on each device and completed machine. This function demands artistic taste, a sense of proportion, and knowledge of the use and location of the machine; otherwise the plate will fall short of its sales-promoting possibilities. On large apparatus, for example, a cast bronze nameplate in harmony with the rugged nature and heavy duty of the machine, is attached to the frame and is supplemented by the Company's name in raised letters on the base. At the other extreme, on devices of special



finish, the plates are sometimes made to match in gold, silver, copper, or other effect.

On large transformers a reversed etched brass nameplate, showing the connecting diagram in addition to the usual lettering, is placed on the tank. If the transformers are to be installed in the open, the nameplates are coated with spar varnish to withstand the weather. On smaller machines a brass plate with black background is attached in the most conspicuous place.

The attachable plates made and sent out during 1923 numbered 5,347,601. In other words, General Electric and its products were the subject of over five million advertisements distributed throughout the world. Assuming an average superficial area of five square inches for each of these bits of publicity, and combining this area in a single strip one inch wide, the Company thus received over 428 miles of advertising. Of paper labels, affixed to containers or products, there were delivered in the same year 22,213,387. These figures do not, of course, include the G-E name or trademark which is made into every one of the millions of MAZDA lamps produced annually by the Company. Lamp sockets and receptacles bear the rating and the G-E name impressed on the brass shell; in the case of porcelain or other moulded material, the lettering is engraved in the mould; where the product is made of glass, the nameplate is etched chemically or by sand blast.

Should it be impossible to mark all nameplate lettering directly on the device or if sales may be extended by special display, the lettering is printed on a paper label or tag attached to the carton or package in which the device is packed. This method has been developed in striking colors and designs in the case of commodities, and by emphasizing the Company's "merchandising colors" has proved a valuable asset in extending the retail market for this class of products. "G-E labels" are now a prominent form of G-E advertising throughout the United States.

As a regular service to commercial and engineering departments, the nameplate staff designs and assists in the manufacture of all kinds of indicating nameplates, connection diagram nameplates as well as those intended for publicity and exhibition, all kinds of instrument dials and scales, glass door signs and novelties containing nameplate lettering, and indicating and recording charts for electrical instruments and flow meters.

Whenever occasion requires, copies of nameplate designs together with instructions indicating the use of the plate and authority for obtaining a suitable stock, are forwarded to the designing engineers, Drafting Department, factory foremen, Production, Stock, Inspection and Testing departments, District and Local offices, and Warehouse and Service Shops.



Examples of labels used on G-E products



## INTERNAL PUBLICATIONS

**T**HE written instruction is recognized as an important channel through which it is possible for the Executive Officers of the Company to direct the large working force which looks to them for guidance. This is especially the case in our organization in view of the large number of works, sales offices, and departments and the manner in which they are so widely distributed.

Because of this distribution and in order to systematize the preparation of this class of information, the Publicity Department was made responsible for the issue, distribution and maintenance of instructions, sales advices, routine manuals, executive and miscellaneous publications. A careful study has been made of the form in which such messages are issued as well as the numbering system used, the facilities for filing them at the receiving end, and their quick dispatch. Checking lists which give the date and subject of each instruction are forwarded to the departments from time to time to insure complete files of information in which they are interested. A complete cross index known as the "Index to Instructions" is issued semi-annually so that the departments may locate information readily whenever necessary.

Several series of sales advices provide a medium of communication between the Managers of Commercial departments and the Managers of Sales Offices and salesmen. The purpose of these advices is to promote sales of General Electric products and to direct sales effort.

Besides the routine functions mentioned, editorial advice is given to the issuing departments. References to other documents are checked carefully. On changed issues, paragraphs which are revised or added are indicated. This saves much time at the receiving end, for otherwise it would be

necessary for each person to compare a second issue with the original to determine what changes have been made.

The nature of this information is so complex and changes are so frequent that it is impossible for the Officers and Department Managers to keep all outstanding instructions in mind and up-to-date. In view of this, a periodical review has been established which has proved helpful. With this system all outstanding instructions are reviewed by issuing officers or managers once each year. Reviewed instructions are allowed to "remain as they stand," are "revised with changes" or "cancelled if they have served their purpose." This insures correct files in all departments, and much obsolete information is thereby removed which might otherwise be allowed to accumulate.

Besides such publications as the Manual for Stenographers and Phonograph Operators, the Manual for Dictators, Customer's Telegraph Code Book, Index to Instructions, Addresses of General Electric Places of Business, etc., an Organization Directory is also prepared. This publication lists all of the principal men in the organization, their lines of responsibility and chief duties. It is now the official guide on matters pertaining to organization. The organizations of all departments, works, and offices are included, commencing with the Board of Directors and including the Associated Companies. The Publicity Department assists the officers and managers in the preparation of these complex outlines. This publication is issued in loose leaf form and arrangements have been made so that individual sections may easily be revised whenever necessary.

This staff receives numerous requests for information regarding the general policies of the Company, matters of routine, organization questions, etc., which it is equipped to answer readily.





Internal Organization Publications



# DISTRIBUTION

**T**O make General Electric publications available around the world—to place every kind of technical information and instruction in the hands of every office and salesman—to meet the whole country's requirements for G-E sales material—to put in circulation as many as thirty-eight million pieces in one year—to have instantly available any one of twenty-one thousand different publications in any desired quantity—that is the prime function of the Publicity Department's distribution organization.

These items have ranged from a small price sheet, the total edition of 200 weighing but one pound, to the General Electric Catalogue, the 40,000 copies of which weighed 150 tons. These and the whole intermediate body of publications must each be the subject of separate consideration in order to determine the most economical and efficient kind of container, the best methods of transportation, the number of copies required, and the probable cost of distribution. An expert opinion on all these matters



1. Mailing list; record and receipt file. 2. General work room. 3. Filling an order for publications.  
4. Multigraph and Mimeograph printing. 5. Addressing section.



is then submitted to the department for which the publication is to be issued, and the track is laid for speedy and profitable circulation whether the material be a large window display, a new bulletin, a calendar, an advertising blotter, or a gift novelty.

The most costly book, the most valuable engineering data, the most powerful publicity, the combined results of fine art and faultless typography—all these must fail of their object unless they reach the intended reader. The transmission of one publication may have a marked value; what then of the circulation of millions of items per week, which, through various channels, will be put to the best use for the purpose of the Company! Such a task demands more than comprehensive planning and reliable records; it requires the best modern mechanical facilities for selecting, preparation, sealing, counting, and affixing postage. The imprinting of prepaid postage on mail matter is performed by a machine having a daily capacity of over one hundred thousand operations.

The total number of pieces actually put into circulation in 1923 was approximately thirty-eight million. Of these, 60 per cent were of an advertising nature, 32 per cent were sheets for various loose-leaf Price and Data books which are distributed throughout the organization, and 8 per cent were internal publications, specifications, data sheets, etc.

A large and well equipped stock room is necessary to house properly more than twenty-one thousand different publications with a total number of about fifteen million pieces. These are classified as follows: descriptive publications, 960; supply part publications, 10,650; instruction books and cards, 616; standard diagrams, 740; specifications, 450; miscellaneous, 238; price and data book sheets, 7700; total, 21,354.

The advisory capacity of this organization is supplemented by another of almost equal value. Daily and immediate need for various commercial publications, required by a widely scattered sales force, results in rush requests for this material. These items must be taken from stock and shipped at almost a moment's notice. It is a function of the distribution staff to see that the supply of any item does not fall below a predetermined minimum. Before this point is reached, the interested department is notified so that a new—and perhaps revised—printing may be ordered. This automatic reminder relieves commercial offices from keeping a check on their many forms of publicity.

In order to make effectual the distribution of the Company's advertising material, its constantly changing sheets for loose-leaf Price and Data Books, its specifications, and the several magazines published at Schenectady, an elaborate system of mailing lists must be maintained—this in addition to facilities for special distribution of material that is sent on factory requisition and requests from customers, or enclosed with apparatus or correspondence.

At the lowest possible cost to the commercial departments, frequently used lists are kept in metal plate form ready for use on addressing machines, each of which has a capacity of one thousand different impressions in an hour. The addresses, numbering about 175,000, are segregated to 209 classified lists, each list being arranged by district, territory, state and city. Less frequently employed lists, intended for special circularization and national direct-mail sales campaigns, and of which there are 175 with over 225,000 names, are contained in card index or sheet form.

The distribution staff mails many of the Company's magazines. Some of these, such as *The Edison Sales Builder*, *General Electric Review*, *The General Electric Merchandiser*, and *The G-E Monogram*, go to large lists once a month. *The Schenectady Works News* is distributed semi-monthly.

The District Sales Offices control their several lists for catalogues, bulletins, and certain other publications, and make a complete revision from time to time. In the service of these offices and to keep their lists as complete and accurate as possible, a library of telephone and trade directories is maintained.

Critical care is used in the assembling, checking, and forwarding of new and revised loose-leaf Price and Data Books, and in keeping accurate records of these operations. It is necessary to distribute revisions monthly to the users of 34,000 such volumes throughout the world. With a large part of the lists the distribution is more frequent. Approximately ten million sheets are mailed each year. In 1923, on account of a general revision, nearly twenty-three million were sent out. The requirements in this line are more exacting than in the distribution of advertising matter, as the salesman must depend on the exactitude with which the work is carried on in order to be assured of last-minute accuracy.

Practically every Schenectady department and many G-E Sales offices and factories have frequent occasion to send out circular letters, notices, reports,



price sheets, and the like. To meet these requirements, a complete multigraphing plant is operated which has turned out in one year seven and a half million printed sheets—an output that probably exceeds that of any other private multigraphing department on record. These machines are also used for the economical production of such publications as instruction books and supply part bulletins that are needed in only limited editions, and for placing dealers' names and addresses on millions of blotters and merchandising booklets.

The considerable financial saving resulting from this multigraph organization is almost as important as the accuracy and uniformity of the service. It is supplemented by a staff of specially skilled typists who prepare stencils for mimeograph machines, fill in addresses on circular letters, address envelopes and cards, and prepare master copies for duplicators.

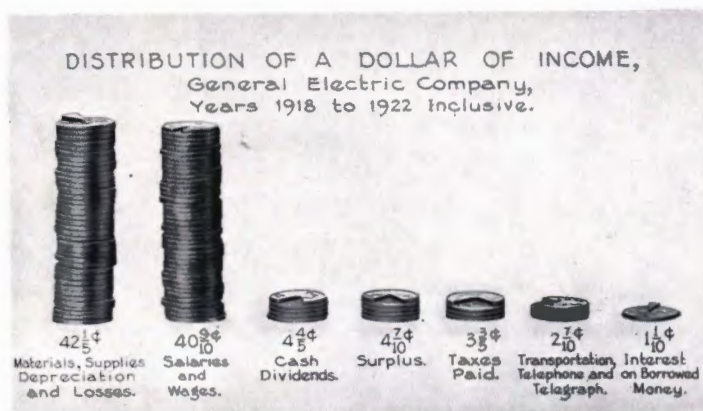
Our system of distribution has been studied and used as a model by other manufacturers who have large distribution with its many perplexing problems.

The distribution staff also acts as a clearing house for correspondence not specifically addressed to any department. Requests for information or publications, thus received, are brought to the attention of the appropriate department and replies transmitted to the writers. The mammoth correspondence of WGY, amounting to date to over one hundred and thirty-six thousand communications, is here cared for and acknowledged in some form. Sales publicity descriptive of radio and battery-charging apparatus accompanies each reply.

All the above functions are performed by a staff of 80 persons, while 26,000 square feet of floor space are entirely devoted to their work.

## SPECIAL LECTURE SERVICE

One of the interpretive functions of General Electric publicity is to collect, prepare, and publish information regarding the electrical industry and the G-E Corporation. The aim is to develop an understanding of the corporation through information otherwise unobtainable and through a presentation easily understandable by the average office and shop worker. To this end, illustrated lectures are delivered



*Typical visualization of information in special lecture service*

before groups of G-E employees and before outside organizations. The subjects of these lectures are: (1) "What Electricity Has Done for Civilization"; (2) "A Bird's-eye View of a Big Corporation"; (3) "Where the G-E Money Goes"; (4) "Twenty-five Hundred Miles Across Europe in Airplanes"; (5) "Snapshots in Europe"; (6) "Our Real Boss"—all effectively visualized in the lantern slides.

## PRINTING

All orders for printed and ruled forms and miscellaneous printed matter to be used within the organization are handled by the Publicity Department, except under unusual emergencies. This centralization of large production results in a very considerable economy and in the most satisfactory results. The designing and preparation of this class of material involve a specialized knowledge of printing methods,

paper stock, etc., which is at the service of all the Company's departments.

The development of standard forms and the maintenance of the necessary records enable this branch of the service to advise and co-ordinate their use in the organization. Inquiries are invited and may result in new opportunities for standardization and for the centralized handling of printed forms.