

# Electrical Merchandising

The Business Magazine of the Electrical Trade

A McGraw-Hill Publication

JULY, 1930

## ANNOUNCING



a **Radio**  
by

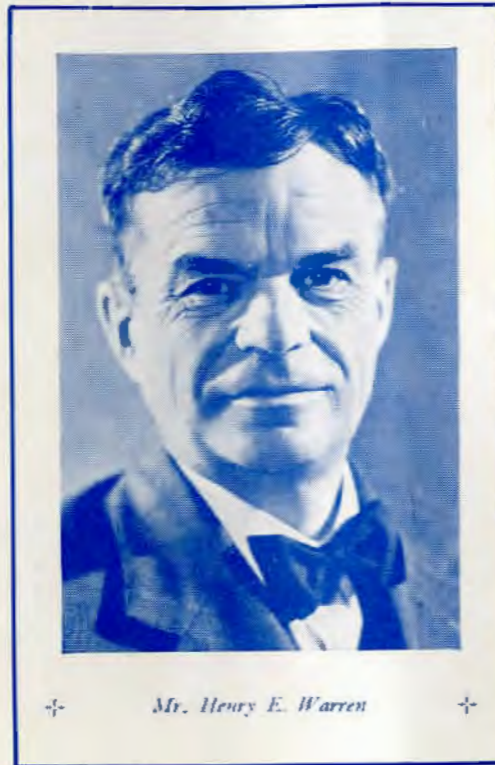
# Westinghouse



For pictures of sets and complete details see pages 6-7-8-9

# WHAT IS Electric Time

## AND WHAT MAKES IT POSSIBLE?



Mr. Henry E. Warren

16,000,000 of the nation's 20,000,000 residential meters. 80% of those homes having electricity may enjoy the accuracy and convenience of electric time through Telechron Timekeepers!

*Take advantage of this time service!*

The electric time supplied by Telechron Clocks is trustworthy and economical. The current it uses in a month costs less than a single street-car fare.

There are many attractive Telechron models, at prices ranging from \$9.75 to \$55—tambours, uprights and wall clocks, with cases of rare woods and rich metals. See them at the nearest dealer's. You can find him easily by consulting the Classified Telephone Directory under the heading "Telechron." And be sure he shows you *Telechron Clocks*.

Look for "Telechron" on the dial. It marks the true—the original electric time—the clock that connects your home with the Telechron Master Clock in the power house!

Warren Telechron Company, Ashland, Massachusetts. In Canada, Canadian General Electric Company, Toronto.

*The Revere Clock Company, of Cincinnati, Ohio, produces grandfather's clocks and other distinguished examples of fine cabinetwork equipped with Telechron motors. Their prices range from \$40 to \$1200.*

Telechron Master Clock indicates whether the giant generators are running at an even timekeeping speed. By keeping generator speeds constant, the power company assures regular current impulses and safeguards the accuracy of Telechron Clocks everywhere.

To date, more than 400 Telechron Master Clocks have been installed by the largest power companies in America. Together, these companies supply current regulated by Telechron Master Clocks to more than

\*Telechron is the trade-mark, registered in the U. S. Patent Office, of the Warren Telechron Company

# Telechron

This advertisement will appear in *The Saturday Evening Post*, June 28th; *The Literary Digest*, July 12th; *Time*, July 7th; *Ladies' Home Journal*, August; *Delineator*, August. It is certain to stimulate interest in electric timekeeping

generally—and in Telechron Timekeeping particularly. Cash in on it! For details of the Telechron Authorized Dealer Franchise, address Warren Telechron Company, 701 Main Street, Ashland, Massachusetts.

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# Electrical Merchandising

The Business Magazine of the Electrical Trade

Vol. 44, No. 1

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## "Good Business"

It was the privilege of the writer to attend one informal gathering of commercial executives who came together to talk things over. And what did they principally discuss? They discussed cooperation with local merchants and the methods and plans by which it can be made most effective. Why? Because evidently they think that cooperation with the local trade is good business. That was the best thing I brought away from this convention. That is what I want to pass on to the readers of this magazine.

The cooperative idea has become firmly rooted in this industry. The central stations will play their part in it when, as, and if the dealer plays his.

—L. E. Moffatt.

From "What Happened in San Francisco," page 37.

# THESE WILL HELP YOU BREAK LAST YEAR'S RECORD!

Each priced right—with the right dealer set-up. Features? Plenty of them. The iron: Adjustable-automatic heat control, patented design, chrome plated. The Perc-o-toaster, exactly what its name implies: Coffee or toast in a hurry, or both. The range: A success from the start, another real profit-maker with its truly high-speed heating elements.

Take a tip from the every-day business experience of hundreds of dealers. Line up on these and other Chromalox-equipped products if you want to make more

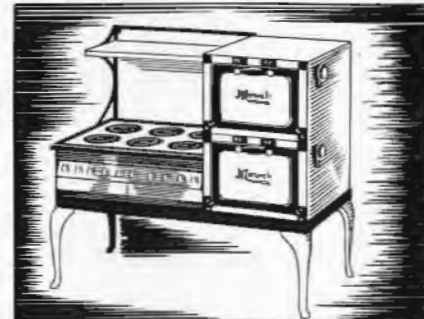
money; get new customers into your store; keep old customers coming back. You can count on definite profits every time you make a sale because those husky embedded\* type elements keep appliances working four and five years at a stretch in spite of long hours and tough operating conditions.

What appliances do you want to know about? Say the word and we'll send you interesting literature. No obligation of course.

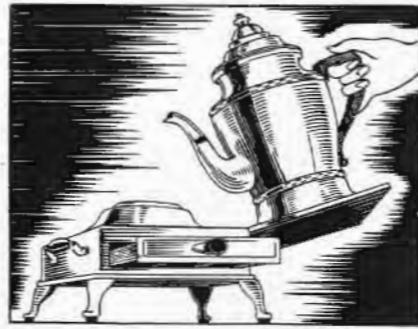
\* Having the resistor embedded in refractory material under hydraulic pressure and baked at red heat.



**SAMSON** Panel-matic Iron made by Samson-United Corporation. Adjustable, automatic heat control. 25 heats—as selective as the dial on your radio! Chromium plated. Patented streamline panel design. Even heat distribution and long life insured by patented embedded\* type Chromalox element. List \$5.95.



**MONARCH** Electric Range made by Malleable Iron Range Co., equipped with Chromalox high-speed, surface units. The convenience, cleanliness and efficient heat-storing qualities of this patented type of heating element helps to quickly sell electric ranges. Chromalox units are also used exclusively in Monarch Hot Water Heaters and Monarch Commercial Ranges.



**ARMSTRONG** Perc-o-toaster made by Armstrong Elec. & Mfg. Corp. recently announced in Sat. Eve. Post. Unique, versatile. Four electric servants in one: Makes perfect coffee (percolator is full 6-cup size); Makes toast; cooks eggs and bacon; makes waffles. Husky, patented Chromalox ring element insures long operating performance. List \$11.85.

## CHROMALOX ELECTRIC HEATING UNITS

MANUFACTURED EXCLUSIVELY BY EDWIN L. WIEGAND CO., 7525 THOMAS BLVD., PITTSBURGH, PA.

# FLOORS? Never heard of them. I keep my feet on the desk



● Not selling floor machines today is like not selling washing machines because you don't do your own washing. Or like refusing to handle stoves because you can't cook.

At \$39.50 there's an attractive profit in floor polishers. Right on your present customer-list, there's a high percentage of live prospects for them.

And five years of large-scale national advertising have prepared these customers to listen when you talk about beautifying floors—saving labor on floors—polishing floors electrically.

May we suggest that you investigate this floor machine business now? For full information, just send a line to Racine.

**S. C. JOHNSON & SON**

The Interior Finishing Authorities

Racine, Wisconsin

**FEATURES OF THE NEW JOHNSON** Two pounds heavier than the previous household model—always the leader in its field. Now with this extra weight added to the business end—the machine hugs the floor • Motor twice as powerful as former motor • With ball bearings for smooth-running and long life • A much larger ventilating fan • A longer brush with longer bristles • Long-wearing woven belts • Housing of cast aluminum • Belts and pulley completely enclosed and practically sealed against dirt • AND 50% faster polishing, a deciding sales argument • Combined, these features constitute an unsurpassed value—which you can sell for the popular price of **\$39.50** complete with floor maintenance outfit.



# Announcing Westinghouse Radio

Believing that retail dealers of the country are most deeply interested at this time in what they will have to sell during the coming season, Westinghouse presents, on this and the three following pages, pictures of its new sets and unvarnished technical facts about the sets. Demonstrations of these sets are now in progress throughout the country and complete information on the advertising and merchandising campaigns to launch them will be furnished any radio dealer by the Westinghouse distributor in his locality.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY  
Radio Department . . . . . 150 Broadway, New York City

Westinghouse Radio . . . the product of the finest radio engineering and manufacturing talent ever assembled . . . made in modern factories on a mass-production basis.

Westinghouse Radio sets have the following features:

- 1. SUPER-HETERODYNE CIRCUIT . . . The selectivity and sensitivity are constant for the entire broadcast frequency range. This is made possible by virtue of the super-heterodyne principle which changes the received frequencies of all reception into the intermediate frequency at which it is amplified through fixed tuning and amplifier circuits. The Westinghouse super-heterodyne receiver has a pre-selector of two tuned circuits, a stage of screen-grid R.F. amplification, a screen-grid detector, two stages of screen-grid intermediate amplification, a power detector, a push-pull power amplifier and a dynamic speaker.
- 2. SCREEN-GRID TUBES FOR AMPLIFIERS AND DETECTORS . . . The 4 screen-grid tubes used in Westinghouse Super-Heterodyne Radios enable high amplification to be obtained without any need for stabilization or neutralization.
- 3. BAND PASS TUNING . . . With the usual tuned circuits, high selectivity unavoidably produces poor quality of reproduction by cutting out the high frequencies required for brilliance and articulation. The band pass tuning pre-selectors and intermediate frequency circuit give increased selectivity and at the same time pass the frequencies required for good

- articulation and brilliance in reproduction.
- 4. TONE CONTROL . . . Westinghouse Radio gives faithful reproduction with the tone control at maximum. The tone control enables the listener to adjust the *Quality of Reproduction* to suit his or her ear responsiveness—known as musical taste.
- In reception of distant stations when noise is great Tone Control is invaluable in reducing disturbances.
- 5. CORRECT ELECTRIC AND ACOUSTIC DESIGN . . . All parts of the receiver are designed to work with each other to produce the superior performance of the Westinghouse Radio. This not only applies to the electrical portion of the receiver but also the acoustical and mechanical. The cabinet is designed to give the best over-all acoustic results.
- 6. PUSH-PULL POWER AMPLIFIER . . . The push-pull amplifier is used in order that the *Quality of Reproduction* shall be good at high volume. The use of the push-pull amplifier makes possible high volume reproduction without distortion or hum.
- 7. IMPROVED POWER FILTER SYSTEM . . . In order to reduce hum to the vanishing point, a special power system is used.

8. NEW ELECTRO-DYNAMIC POWER SPEAKER . . . The new electro-dynamic power speaker gives excellent quality of reproduction. It uses a special diaphragm with internal spider and a special U-shaped field magnet.

All Westinghouse Radio sets have three tuning controls—a station selector, a volume control, and a local-distant switch. WR-6 and WR-7 have "tone control." WR-7 is a combination phonograph and radio set. The tone arm is new in design with added inertia to eliminate chattering and to prevent the needle from damaging or leaving the record track. This model has a radio-to-phonograph switch and automatic motor switch which is operated by the tone arm of the phonograph. Fifteen records can be kept in the storage compartment of the machine. An induction disc type motor gives uniform speed and quiet operation.

The dial is marked in kilocycles. The dial readings are visible accurately from any position. All models cover the entire broadcasting range of frequencies. These sets all operate from 110-120 volt, 50-60 cycle A. C. Each set uses:

4—UY-224 tubes	2—UX-245 tubes
2—UY-227 tubes	1—UX-280 tube

The tubes, coils and parts are completely shielded from each other and the other apparatus.

The receiver chassis is completely cushion-mounted to prevent vibration. Tubes may be inserted from the rear without removing or tampering with any parts.

# Announcing Westinghouse Radio



MODEL WR-5 is a lowboy, open-faced cabinet of Early English Elizabethan design in walnut, satin finish. Screen-grid super-heterodyne. For detailed description see page 6.

The Pioneer of  Radio in the Home

# Announcing Westinghouse Radio



MODEL WR-6 is a screen-grid super-heterodyne with special tone control. The cabinet is Early American design in butt walnut and heartwood; walnut, satin finish. Will also be available with remote control.  
For detailed description see page 6.

The Pioneer of  Radio in the Home

# Announcing Westinghouse Radio



MODEL WR-7 is a combination phonograph-radio, with a special tone-control. Screen-grid super-heterodyne circuit. Cabinet . . . Early American design in butt walnut and heartwood, with walnut finish overlays; walnut, satin finish. Will also be available with remote control. For detailed description see page 6.

The Pioneer of  Radio in the Home

# Crosley Brings NEW Beauty, Originality, Individuality and Distinction to Radio Cabinet Design and Construction

## The Sensation at Atlantic City

The NEW Crosley radio receiving sets are NEW in every respect. New chassis, new power speakers, new cabinet designs, new cabinet construction, new low prices for the big values offered and the super-performance delivered. Eye-filling beauty, startling originality, distinct individuality, outstanding performance, amazingly low prices—these describe the NEW Crosley sets to the extent that it is possible for words to do so. Actually to see the marvelously designed and executed cabinets, to feel the supreme sensitivity and selectivity of the sets, to hear the astonishingly true tone of the speakers, is the only way to gain a full appreciation of these truly exquisite and gorgeous new radio receiving sets. Neither mechanically nor from the standpoint of appearance is there the slightest ear-mark of anything that has gone before.

As an example of the beauty, value, originality and distinction of the NEW Crosley line, look at The CROSLY ARBITER shown to the right. An electric phonograph and radio combination at only \$137.50! A highly sensitive and selective Screen Grid, Neutrodyne, power speaker, A. C. electric receiving set housed in a delightfully designed and executed cabinet—plus—an electric phonograph and pick-up. Never before has such an outstanding value been offered in radio. The beauty of the cabinet is self-evident. The latest type Crosley moving coil dynamic speaker is used. The automatic volume control maintains a uniform volume all over the dial. The tubes required are: Three Screen Grid type -24, one type -27, two type -45, and one rectifier tube type, -80. Dimensions: Only 35" high, 23½" wide, 14¼" deep.

An Amazing NEW Electric Phonograph and Radio Combination Sensationally Low Priced



**The ARBITER**

Electric Phonograph and Radio Combination **\$137.50** LESS TUBES

The NEW CROSLY PAL, illustrated at the left, is another indication of the wonderful eye and money-value to be found in the new Crosley receiving sets. This magnificently beautiful cabinet is only 25¾" high yet it houses the Crosley NEW Comparison Series radio receiving set and the newest type Crosley electro-magnetic power speaker. The front and sides are of the exclusive new CROSLY REBWOOD giving all of the most intricate details of a costly original wood carving. The whole cabinet is finished in the finest of dull walnut effects. The set itself is highly sensitive and selective due to the use of three Screen Grid tubes. The tubes required are: Three Screen Grid tubes type -24, one type -45, one type -80 rectifier tube. At the amazingly low price at which it is offered, The CROSLY PAL will be one of the most sensational sellers the radio world has ever seen. Dimensions: 25¾" high, 21" wide, 10¾" deep. Get in touch with your Crosley distributor today!

**THE CROSLY RADIO CORPORATION**  
POWEL CROSLY, Jr., President Home of "the Nation's Station"—WLW  
CINCINNATI, OHIO



**The PAL**  
**\$69.50** LESS TUBES

Screen Grid  
Neutrodyne  
Power Speaker  
A. C. Electric

YOU'RE THERE WITH A CROSLY

**CROSLY RADIO**

# Again Haag foresees demand -and more than meets it with the

New

**HAAG**  
TWIN-TEX

ALL METAL DOUBLE TUB WASHER

Here is the crowning achievement in the Haag line—the one remaining model that makes it embrace *everything* any woman could possibly want in a washer. To every Haag dealer the new TWIN-TEX means greatly increased sales and profits. If you are not yet a Haag dealer, this washer will bring you business that is not to be had with any other line in the country.

The profit possibilities on the new Haag TWIN-TEX are most attractive. While it assures double the speed and efficiency of any single-tub washer, it sells for *even less* than other *single-tub* models of comparable quality. It taps a market that is developing rapidly—an eager market of ready-to-buy women who are no longer satisfied with single-tub machines.

Haag is putting this business right in the hands of every dealer who stocks the new Haag TWIN-TEX. Get complete facts today! Attract the crowds to *your* store by displaying this newest of washers in your window.



All the features that have distinguished the Haag Vortex are embodied in the TWIN-TEX. You know them. Others added are the new frame of even greater sturdiness and rigidity; new, more compact operating mechanism so arranged as to distribute motor load; porcelain tubs, standard; even greater beauty of design and finish—certainly a quality job throughout

**HAAG BROTHERS COMPANY**  
PEORIA, ILLINOIS

Bosch not only presents you with better merchandise and a broader sales horizon, Bosch Radio, on the word of distributors and dealers alike, has sounded the big business keynote of the year.

In the judgment of those who know the buying pulse, Bosch Radio creates sales action in cabinets, is far advanced in construction, is greatly superior in performance and has a distinct price advantage.

Bosch Radio meets the whole buying range from volume business to de luxe models. It is the finest line of Bosch Radio ever presented. Here

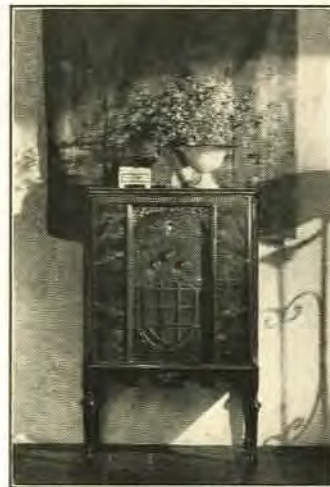
are some of the outstanding features: complete selectivity on both high and low wave lengths; efficient performance on antenna from 5 to 100 feet; 8 tubes, four screen-grid type; 9 tube de luxe models; push-pull; five tuning condensers; single tuning control; full automatic volume control; electric tuning meter; speaker mute. Motor Car Models, Motor Boat Models. Prices range from \$144.50, \$159.50, \$195 to \$250.

Write for details of the Bosch Radio program in your territory.

Bosch Radio is licensed under patents and applications of R. C. A., R. F. I. and Lektophone. Prices slightly higher west of Rockies and in Canada.

AMERICAN BOSCH MAGNETO CORP., SPRINGFIELD, MASS.  
BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

# BOSCH RADIO

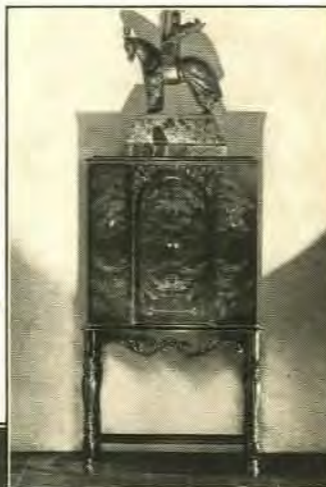


MODEL A—A delightfully pleasing open console most beautifully proportioned with highly patterned woods. It stands 39 1/4-in. high, is 26-in. wide and 12 1/4-in. deep. Built into the cabinet is the Bosch Radio 8 tube receiver and electrodynamic speaker. Designed for 25 or 60 cycle operation.

Price, less tubes, \$144.50

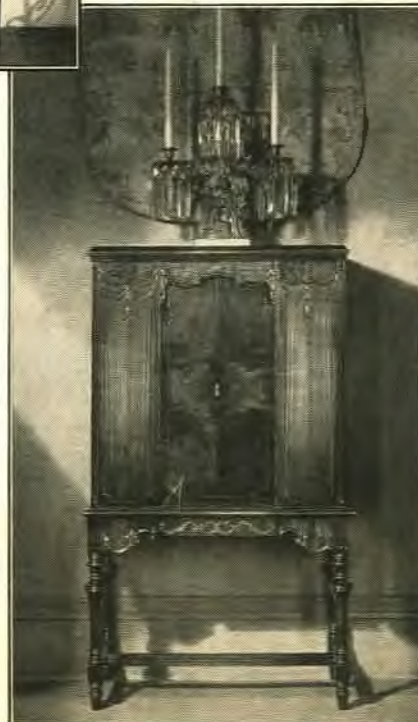
MODEL B—The richly grained walnut woods so beautifully matched give this console a pleasing individuality. It is 44 1/4-in. high, 26-in. wide, and 14 1/4-in. deep. Has sliding doors, built-in electrodynamic speaker and 8 tube receiver. Designed for 25 to 60 cycle operation.

Price, less tubes, \$159.50



MODEL D—A console so decidedly away from the usual that it expresses rare elegance and charm. It is 47 1/4-in. high, 28-in. wide and 14 1/4-in. deep. It is a 9 tube receiver, has full automatic volume control, electrical tuning meter, tone selector, speaker mute, phonograph speaker pick-up connection and illuminated kilocycle tuning scale. Designed for AC—25 or 60 cycle operation or DC operation.

Price, less tubes, \$195.00



MODEL E—A graceful console, gorgeously designed in beautiful matched walnut woods. It is 50 1/4 in. high, 28-in. wide and 15 1/4-in. deep. It is a 9 tube receiver, has full automatic volume control, electrical tuning meter, tone selector, speaker mute, phonograph-speaker pick-up connection and illuminated kilocycle tuning scale. Designed for AC—25 or 60 cycle operation or DC operation.

Price, less tubes, \$250.00

## THE NEW FULL AUTOMATIC DUO-TOUCH-CONTROL SIMPLEX IRONETTE THE BEST IRONER



☞ A worthy companion to the famous hand-operated Simplex Ironette!

☞ The same striking beauty, simplicity, dependability.

☞ The same wonderful ironing ability and the same conspicuous freedom from service.

... Plus ...

☞ New full automatic Duo-Touch-Control.

☞ Place the new Ironette on your floor as quickly as possible. It will arouse exceptional interest and bring you immediate, profitable business.

Just a light touch of this little lever

To apply full 140lbs. of ironing pressure.

The tip of your toe on this little button.

LIST

\$109<sup>50</sup>

Slightly higher West of Rockies

NOW READY

Both models available



FOR DELIVERY

for electric or gas heat

American Ironing Machine Company

100 East Ohio Street, Chicago, U. S. A.

Exclusive Distributor for the Dominion of Canada: Northern Electric Company, Limited  
Canadian Factory: Toronto, Canada

# ATWATER KENT RADIO

Keep your eyes on  
*August 1*

EVERY year the real story of radio starts when the Atwater Kent line is announced.

This year the announcement day is August 1.

August 1! Radio's Golden Voice!  
Again—watch Atwater Kent!

The RADIO with the GOLDEN VOICE

ATWATER KENT MANUFACTURING COMPANY  
A. ATWATER KENT, *President*  
4708 WISSAHICKON AVENUE • PHILADELPHIA, PA.

# ABC

## WESTERN UNION

KINDS OF SERVICE DESIRED	
TELETYPE	CABLE
GRAM	FULL RATE
LETTER	DEFERRED
MESSAGE	CABLE LETTER
HT LETTER	WEEK END LETTER

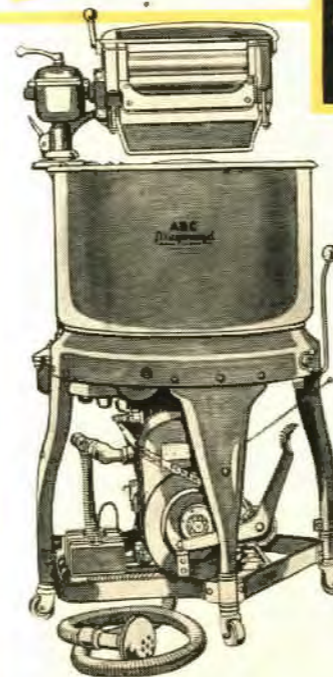
Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

NO.	CASH OR CHG.
CHECK	
TIME FILED	

NEWCOMB CARLTON, PRESIDENT  
J. C. WILLEVER, FIRST VICE-PRESIDENT

RAA15 73DK - PEORIA ILL 11 1018A

ABC DEALERS ALL OVER THE UNITED STATES—  
NOW YOU CAN OFFER THIS SENSATIONAL VALUE THE NEW ABC GAS ENGINE  
PLAYMAYD EQUIPPED WITH BALLOON ROLLS AND POWERED BY BRIGGS AND  
STRATTON LATEST TYPE FOUR CYCLE BLUE FLASH GAS MOTOR TO RETAIL  
AT AMAZING NEW LOW PRICE OF ONE HUNDRED TWENTY NINE DOLLARS  
FIFTY CENTS COMPLETE STOP POWERFUL ADVERTISING IN LEADING STATE  
FARM PAPERS WILL SELL THIS LATEST ABC SENSATION TO FARM HOMES  
OF AMERICA STOP WIRE YOUR ORDER FOR IMMEDIATE DELIVERY—  
ALTORFER BROS COMPANY



**\$129.50**

### New Addition to Our 100% Complete Porcelain Line

Destined to instantly dominate the farm market. Never has anyone dared build such value (round porcelain tub, die cast all aluminum agitator, four spring balloon roll wringer) for so little money. Write for discounts.

**100% COMPLETE  
100% PORCELAIN  
100% SALABLE**

<b>ABC</b> Spinner Complete home laundry. Centrifugal Dryer <b>\$165</b>	<b>ABC</b> Companion Soft Roll Wringer Dryer <b>\$135</b>	<b>ABC</b> Companion with Briggs & Stratton Gas Motor <b>\$162.50</b>	<b>ABC</b> Playmayd Round tub. Balloon roll wringer <b>\$99.50</b>	<b>The Apartment</b> Up to use. Down to tuck away <b>\$79.50</b>
---	--	--	---	--

*Slightly higher West of Rockies*

**ALTORFER BROS. COMPANY (Est. 1909) PEORIA, ILL.**



# THE *Only* ELECTRIC Bak-O-Grill

— the new, cool  
kitchen method  
of cooking  
*IN and OVER*  
oven drawer —



**BOILS** coffee and vegetables  
**BAKES** biscuits and muffins  
**TOASTS** whole sandwiches  
**GRILLS** steaks and chickens *for six*

— and sells for such a low price that every home is an ideal prospect.

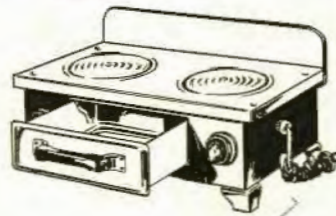
At \$23.50 (slightly more west of Rocky Mts.) Bak-O-Grill is the first and only electric appliance having ample capacity for all quick cooking needs.

It plugs in any wall outlet—supplies simmering to intense heat—and other sales factors of such instant appeal that jobbers and dealers rate Bak-O-Grill as the year's most important leader in this field.

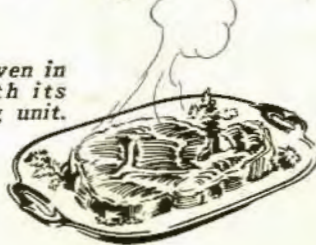
*Complete merchandising helps  
and liberal discounts.*

NATIONAL ENAMELING & STAMPING CO., Inc.  
29 Twelfth Street  
Milwaukee

Surface plates over  
drawer.



Complete oven in  
drawer, with its  
own heating unit.



## A New NESCO Leader

FOR THE  
**FIRST TIME**  
THOUSANDS OF RADIO  
DEALERS WILL PROFIT  
BY THE PRESTIGE AND  
ACCEPTANCE OF THE  
NAME GENERAL ELECTRIC



# GENERAL ELECTRIC

# RADIO



## High Boy

This two-door cabinet is a dignified and truly distinctive piece of furniture. Super-Heterodyne chassis—screen grid tubes—and tone control. The General Electric Radio combines extreme ease of operation with remarkable tuning accuracy.

## Low Boy

A simple and distinguished example of beautiful cabinet design that will harmonize perfectly with the furniture of any home. Super-Heterodyne chassis using screen grid tubes. The General Electric Radio embodies the most sensitive and selective circuit yet produced.



## Radio-Phonograph Combination



A cabinet of massive beauty. Its graceful lines are accentuated by a rich grain of specially selected walnut. Super-Heterodyne chassis—screen grid tubes—tone control and new improved electrical phonograph reproduction.

GENERAL ELECTRIC HAS SPENT

**\$20,000,000**  
On Radio Research

Through the years of radio progress, General Electric Research Laboratories have played a pre-eminent part. The Alexanderson high frequency alternator, the high-power vacuum tube used in modern transmitting stations, the drawing of tungsten, the dynamic speaker—these are but a few of General Electric's outstanding contributions to radio. And now—the new General Electric Radio.

ONLY

ONE

RADIO SET

CARRIES THE



MONOGRAM

This is going to be a Super-Heterodyne screen grid year. There will be more dollars spent in advertising, more merchandising effort and more sales promotion focussed upon this type of receiver than ever before in the history of radio. In 1930 there will be over two billion advertisements carrying the G-E monogram. The national magazines will carry double and single page color ads on G-E Radio. And watch for the big G-E Radio ads in the key newspapers!

# SALES POLICIES

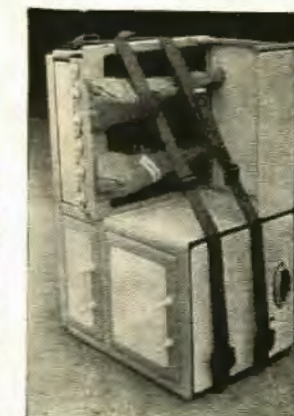
are planned  
to bring Permanent Profitable  
Business to the Dealer...

What has been accomplished with General Electric Refrigeration and other General Electric appliances can now be accomplished with General Electric Radio. For the first time, General Electric presents to the radio dealer an opportunity to build up a permanent, profitable business based upon the universal prestige of the General Electric monogram.

- |   |  |  |
|---|--|--|
| <b>ALABAMA</b><br>Birmingham . . . Matthews Electric Supply<br>Mobile . . . Matthews Electric Supply  | <b>NEBRASKA</b><br>Omaha . . . General Electric Supply Corp.   | <b>MARYLAND</b><br>Baltimore . . . General Electric Supply Corp.   |
| <b>ARIZONA</b><br>Phoenix . . . General Electric Supply Corp.   | <b>NEW JERSEY</b><br>Atlantic City . . . General Electric Supply Corp.<br>Jersey City . . . General Electric Supply Corp.<br>Newark . . . General Electric Supply Corp.<br>Paterson . . . General Electric Supply Corp.  | <b>OHIO</b><br>Akron . . . General Electric Supply Corp.<br>Cleveland . . . General Electric Supply Corp.<br>Dayton . . . General Electric Supply Corp.<br>Columbus . . . General Electric Supply Corp.<br>Toledo . . . General Electric Supply Corp.<br>Cincinnati . . . General Electric Supply Corp.    |
| <b>ARKANSAS</b><br>Little Rock . . . General Electric Supply Corp.  | <b>NEW YORK</b><br>Albany . . . Havens Elec. Company, Inc.<br>Buffalo . . . Falls Equipment Company, Inc.<br>Brooklyn . . . General Electric Supply Corp.<br>Bronx . . . Royal Eastern Elec. Supply Co.<br>Bronx . . . General Electric Supply Corp.<br>Binghamton . . . Southern Tier Elec. Supply Co.<br>Long Island City . . . Royal East. Elec. Sup. Co.<br>New Rochelle . . . Royal Eastern Elec. Sup. Co.<br>New York City . . . General Electric Supply Corp.<br>Rochester . . . Royal Eastern Elec. Supply Co.<br>Rochester . . . General Electric Supply Corp.<br>Niagara Falls . . . Falls Equipment Co., Inc.<br>Syracuse . . . Syracuse Supply Company<br>Utica . . . Langdon and Hughes Elec. Co. | <b>OKLAHOMA</b><br>Oklahoma City . . . General Electric Supply Corp.<br>Tulsa . . . General Electric Supply Corp.  |
| <b>CALIFORNIA</b><br>Long Beach . . . General Electric Supply Corp.<br>Los Angeles . . . General Electric Supply Corp.<br>Oakland . . . General Electric Supply Corp.<br>San Diego . . . General Electric Supply Corp.<br>San Francisco . . . General Electric Supply Corp.<br>Sacramento . . . General Electric Supply Corp. | <b>NORTH CAROLINA</b><br>Charlotte . . . General Electric Supply Corp.<br>Raleigh . . . General Electric Supply Corp.<br>Greensboro . . . National Electric Supply Co.   | <b>OREGON</b><br>Portland . . . General Electric Supply Corp.  |
| <b>COLORADO</b><br>Denver . . . General Electric Supply Corp.   | <b>NORTH DAKOTA</b><br>Fargo . . . General Electric Supply Corp.   | <b>PENNSYLVANIA</b><br>Erie . . . General Electric Supply Corp.<br>Philadelphia . . . General Electric Supply Corp.<br>Pittsburgh . . . General Electric Supply Corp.<br>Scranton . . . General Electric Supply Corp.  |
| <b>CONNECTICUT</b><br>Bridgeport . . . Southern New England Elec. Co.<br>Hartford . . . Southern New England Elec. Co.<br>New Haven . . . Southern New England Elec. Co.<br>Waterbury . . . Southern New England Elec. Co.  | <b>ILLINOIS</b><br>Chicago . . . General Electric Supply Corp.<br>Metropolitan Elec. Supply Co.<br>Rockford . . . Swords Electric Co.<br>Springfield . . . General Electric Supply Corp.   | <b>RHODE ISLAND</b><br>Providence . . . Union Electric Supply Co.  |
| <b>DISTRICT OF COLUMBIA</b><br>Washington . . . National Electric Supply  | <b>INDIANA</b><br>Evansville . . . General Electric Supply Corp.<br>Fl. Wayne . . . Protective Electrical Supply<br>Indianapolis . . . General Electric Supply Corp.<br>South Bend . . . South Bend Electric Co.   | <b>SOUTH CAROLINA</b><br>Columbia . . . Perry-Mann Electric Co.  |
| <b>FLORIDA</b><br>Jacksonville . . . General Electric Supply Corp.<br>Miami . . . General Electric Supply Corp.<br>Tampa . . . General Electric Supply Corp.  | <b>IOWA</b><br>Burlington . . . Crescent Electric Supply Corp.<br>Davenport . . . Crescent Electric Supply Corp.<br>Dubuque . . . Crescent Electric Supply Corp.<br>Des Moines . . . General Electric Supply Corp.<br>Sioux City . . . General Electric Supply Corp.   | <b>TENNESSEE</b><br>Chattanooga . . . General Electric Supply Corp.<br>Knoxville . . . General Electric Supply Corp.<br>Nashville . . . General Electric Supply Corp.<br>Memphis . . . General Electric Supply Corp.   |
| <b>GEORGIA</b><br>Atlanta . . . General Electric Supply Corp.<br>Savannah . . . General Electric Supply Corp.   | <b>KANSAS</b><br>Salina . . . General Electric Supply Corp.<br>Wichita . . . Sutton Electric Supply Co.  | <b>TEXAS</b><br>Abilene . . . General Electric Supply Corp.<br>Amarillo . . . General Electric Supply Corp.<br>Dallas . . . General Electric Supply Corp.<br>San Antonio . . . General Electric Supply Corp.<br>El Paso . . . General Electric Supply Corp.<br>Houston . . . General Electric Supply Corp. |
| <b>MASSACHUSETTS</b><br>Boston . . . General Electric Supply Corp.<br>New Bedford . . . Union Electric Supply Co.<br>Pittsfield . . . Mountain Electric Supply Co.<br>Springfield . . . General Electric Supply Corp.   | <b>KENTUCKY</b><br>Louisville . . . General Electric Supply Corp.  | <b>UTAH</b><br>Salt Lake City . . . General Electric Supply Corp.  |
| <b>MICHIGAN</b><br>Detroit . . . General Electric Supply Corp.<br>Grand Rapids . . . C. J. Litscher Electric Co.<br>Kalamazoo . . . C. J. Litscher Electric Co.<br>Jackson . . . C. J. Litscher Electric Co.  | <b>LOUISIANA</b><br>New Orleans . . . General Electric Supply Corp.<br>Shreveport . . . General Electric Supply Corp.  | <b>VIRGINIA</b><br>Norfolk . . . General Electric Supply Corp.<br>Richmond . . . General Electric Supply Corp.   |
| <b>MINNESOTA</b><br>Duluth . . . General Electric Supply Corp.<br>Minneapolis . . . General Electric Supply Corp.<br>St. Paul . . . General Electric Supply Corp.   | <b>MAINE</b><br>Bangor . . . General Electric Supply Corp.<br>Portland . . . General Electric Supply Corp.   | <b>WASHINGTON</b><br>Seattle . . . General Electric Supply Corp.<br>Spokane . . . General Electric Supply Corp.<br>Tacoma . . . Home Electric Company  |
| <b>MISSISSIPPI</b><br>Jackson . . . General Electric Supply Corp.   | <b>WEST VIRGINIA</b><br>Charleston . . . Virginian Electric Inc.   | <b>WISCONSIN</b><br>Appleton . . . G-Q Electric Company<br>Madison . . . Crescent Electric Supply Co.<br>Milwaukee . . . G-Q Electric Company<br>Racine . . . G-Q Electric Company<br>La Crosse . . . General Electric Supply Corp.  |



AT LEFT: Illustrating the ease with which a 450-pound refrigerator can be carried up a stairway. One or two men, depending on the weight, can hook in with Muvafast to the rear cuffs on the WRAP-JACK straps and maneuver the refrigerator with the same ease as the man in front. Takes less than two and one-half minutes to lock the WRAP-JACK on refrigerators.



ABOVE: Removed from crates at the warehouse ranges have their enamel protected from scratching during either delivery or storage by the heavy webbing and one-inch cushions of the CUSHION-TECTOR. The muss of broken crates, etc., on the customers' premises is unnecessary. Ranges can be carried on a truck with perfect safety. Valuable storage space can be saved by standing ranges on end.

## A Faster . . . Cheaper . . . Safer Way of moving ranges and refrigerators

FOR moving heavy, bulky electric ranges and refrigerators, both you and your men will like Muvafast. Easier and safer for your men than hand carrying, it saves you money. It speeds up deliveries. It eliminates costly replacement of parts as well as repairs of damages to customers' premises. It ends expensive medical bills and loss of time by your men due to body injuries.

Deliveries are faster because there are no delays between truck and kitchen. Without any "hold it" or "wait a minute", your men hook onto a range or refrigerator. Up and down stairs they go, passing along cramped hallways, around the sharpest corners and through the narrowest doorways. The load is secure, perfectly balanced and easy to handle. Your men can see what they are doing. They cannot slip or fall. Their hands are free to direct their burden. Accidents cannot "happen".

Even on a single delivery in a week or a month, you are liable to suffer a loss of profits due to the needless expense of these so-called accidents. No longer need you be charged with repairs for dented walls or scarred woodwork and floors. No longer need you be compelled to replace scratched and cracked enamel

or other broken parts. No longer must you pay for medical treatment of your men or be forced to lose their services. Crushed hands and feet, dislocated shoulders and strained backs are bad enough. More serious are those injuries, such as torn abdominal muscles and hernia, that result from lifting and carrying unwieldy objects improperly. Muvafast protects you from losses due to property damage or body injuries by making men carry heavy loads the right way.

Muvafast consists of strong, dirt-camouflaging russet web belts designed to distribute the load evenly. Adjustable to fit different size men, these belts are equipped with drop-forged hooks to fasten onto the range or refrigerator. The complete outfit is assembled on a fine quality, durable twill jacket or vest so it can be slipped on and off easily. Write today for complete details and prices.

THE MUVAFAST CO., INC.  
46 Paris Street Newark, N. J.



**MUVAFAST**  
TRADE MARK REG. U.S. PAT. OFF.

Safety features approved by the Accident Prevention Committee of the American Gas Association, insurance companies and safety councils.

### COUPON

THE MUVAFAST CO., INC.  
46 Paris St., Newark, N. J.  
Please send me complete details and prices on MUVAFAST.

Name . . . . .  
Company . . . . .  
Address . . . . .

**MUVAFAST**  
SAFETY-LIFTING-CARRYING EQUIPMENT  
PATENTS PENDING

# MONEL METAL - Thor

...two names  
that spell Quality!

...two products  
that spell Profit!

I've found a washer that's gentle... durable...



... and oh... so Beautiful!

Many discerning people have discovered the new Thor Monel Metal washer just what they will be expected to see in a high grade, durable, and lasting piece of laundry equipment in their washing room.

Thor's new 3-pint size tub is the most beautiful and the most durable you'll find in its class. It will save time and money in the long run. The new Thor Monel Metal washer is a beautiful piece of laundry equipment that is built to last.

When you purchase a Thor Monel Metal washer, you are getting a kitchen sink, tub, and other quality equipment in one piece. It is built to last, and it is built to be beautiful. It is built to be durable, and it is built to be gentle. It is built to be a beautiful piece of laundry equipment that is built to last.

THE INTERNATIONAL NICKEL COMPANY, INC.  
67 WALL STREET, NEW YORK, N. Y.



MONEL METAL  
WASHER TOMORROW

This full page color advertisement is part of a consistent, national campaign which is selling your prospects the advantages of Monel Metal. These advertisements are appearing regularly in the leading Magazines, reaching 5,000,000 families many of whom are your customers.

THE new Thor Washing Machine with its strikingly handsome Monel Metal tub offers alert dealers a rare opportunity to cash in on the selling power of two nationally accepted and respected names—

—Thor Washing Machines... famous for their labor-saving efficiency, their rapid, gentle cleansing action, their quiet, easy operation—

—Monel Metal... famous for its silvery beauty, its freedom from rust and corrosion, its lifetime quality.

The linking of these noted names is typical of the tendency of leading household equipment manufacturers to further strengthen the appeal of their products with the many advantages of Monel Metal. Merchants who sell household equipment have found that the use of this silvery Nickel alloy results in increased eye-appeal, faster turnover, greater consumer satisfaction, and consequently, larger profits.

Let us send you names of manufacturers who use Monel Metal in their equipment.



Monel Metal is a registered trade mark applied to a technically controlled nickel-copper alloy of high nickel content. Monel Metal is mined, smelted, refined, rolled and marketed solely by International Nickel.

THE INTERNATIONAL NICKEL COMPANY, INC., 67 WALL STREET, NEW YORK, N. Y.

# Now! a full line of Electric Water Heaters

## Hot Water Instantly!

From 3-pint lavatory size to 12-gallon storage type.



At left, 3-pint size. B-1-N fits under lavatory. B-1-F fits on top in place of hot water faucet. List Price \$29.50



Type B-2-G  
3-Gallon Capacity  
List Price \$30.50



Type B-5-G  
5-Gallon Capacity  
List Price \$40.50



Type A-6-G  
6-Gallon Capacity  
List Price \$44.50



Type B-12-G  
12-Gallon Capacity  
List Price \$60.50

## The fastest selling Water Heaters ever built

HOT WATER—130° to 190° HOT—on tap all the time—day or night, summer or winter. That's what your customers want—and that's what you sell them with SUMMIT ELECTRIC HOT WATER HEATERS.

Every householder who depends on a coil in his furnace for hot water is a prospect *right now*. Your sales force can make you big profits by selling HOT WATER this summer.

And you sell HOT WATER profitably, not only for home use, but for doctors, drug stores, barber shops, beauty parlors, etc. Here are new prospects worth cultivating—prospects for many other of the profit-earning appliances you handle.

SUMMIT HEATERS in capacities for every need are priced right. They are compact and attractive. No special wiring or plumbing is necessary. Just plug in the most convenient outlet. Merchandising profits are all yours, for servicing is nil. Any temperature desired from 130° to 190°. The 900-Watt unit furnishing the heat is automatically and thermostatically controlled.

Hot profits are yours — with SUMMIT HEATERS. Write for merchandising plan, prices and discounts.

## The Summit Mfg. Co.

American Bank Bldg.  
Davenport, Iowa

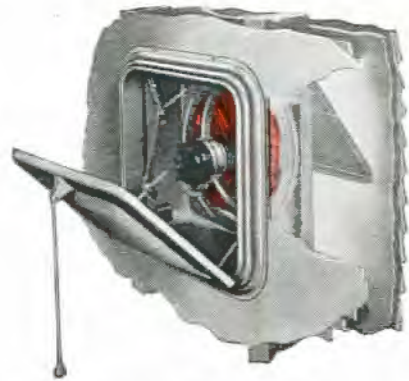
1775 Broadway  
New York City

THE SUMMIT MANUFACTURING CO.,  
Dept. EM-7, 908 American Bank Bldg., Davenport, Iowa.  
Summit Electric Water Heaters.  
Name \_\_\_\_\_  
Address \_\_\_\_\_

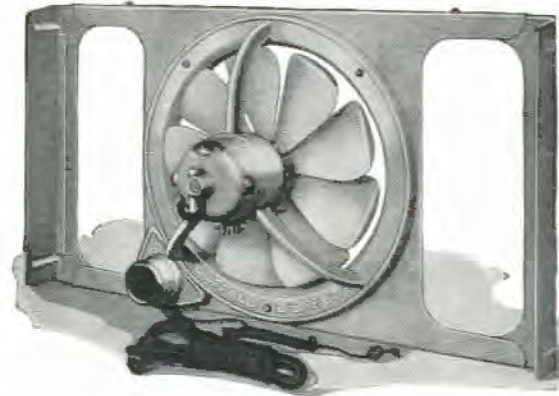
# BREEZO FANS

## Are Easy To Sell

Especially during these hot summer months



Phantom view of Breezo Home Ventilating Unit.



Breezo Glass Panel Unit for window installation.



Breezo Ventilating Fan with wire guard for shop ventilation.

Successful appliance dealers, acquainted with the ventilating business, know from experience that July and August are two of the best months of the year to sell Buffalo Breezo Ventilating Fans.

They know that in every community there is a class of homes where better living is practiced—where kitchen odors are an annoyance, and where bodily comforts are a first consideration. The advantages of a Buffalo Home Ventilating Unit or a Buffalo Glass Panel Ventilating Fan can be quickly demonstrated. Show your prospects the sturdy construction of either unit—explain how simple they are to install—let them see how easily and quietly these fans run—and your sale is made.

They also know that their potential market does not end with the better class of homes. It only begins there. Breezo Fans are made in six sizes, the three larger sizes being particularly designed for factory, office, shop and plant ventilation.

Write today for a complete outline of how we can help build local ventilating fan business for you.

## Buffalo Forge Company

205 Mortimer St., Buffalo, N. Y.

In Canada:

Canadian Blower & Forge Co., Ltd., Kitchener, Ontario

# NEW

## MODERN DESIGNS! ARTISTIC FINISHES! HOTPOINT FOCALIPSE UNIT!

### SALES POSSIBILITIES!

## Hotpoint HEDLITE HEATERS



The New Barcelona (No. 149A52)—List \$12.50. Focalipse Unit. Finished in Sable Black with Argent Silver and Viennese Red Markings.



The New Barcelona (No. 140A52)—List \$10.00. Focalipse Unit. Finished in Argent Silver and Royal St. George Green.



The Ramona (No. 119A51)—List \$9.50. Focalipse Unit. Finished in Sable Black and Argent Silver.

**H**OTPOINT presents a new line of more efficient Hedlite Heaters, in new and modern designs, to open a new market for the sale of this product. Four of the six Hedlite Heaters presented for the 1930 market are equipped with the new Hotpoint Focalipse heating element which gives 60% more heat over 250% greater area.

The new Hotpoint Hedlite Heaters are the last word in modern design and artistic appeal—so attractive that your customers will be intrigued by their matchless beauty.

Five out of every six homes are prospects for Hotpoint Hedlite Heaters. We are telling the story of this great new invention in a full page in color in The Saturday Evening Post of October 11. To further help you sell we have prepared effective sales helps, consisting of attractive folders in colors, newspaper electros, red men window cards, etc. Order Hedlite Heaters from your jobber today. Mail coupon for complete information on sales helps.

**EDISON  
GENERAL ELECTRIC APPLIANCE COMPANY INC.**

5600 West Taylor St., Chicago

Factories: Chicago, Illinois, and Ontario, Calif.



**The Amazing New Hotpoint Focalipse Heating Element**

The scientifically shaped unit radiates 60% more warmth than ordinary heaters and covers 3½ times as great an area. The rays will completely cover two persons seated six feet from it, with a comforting uniform blanket of generous warmth.

Edison General Electric Appliance Co., Inc.  
5646 West Taylor St., Chicago, Ill.

Please send complete sales information and advertising help on 1930 Hotpoint Hedlite Heaters.

Name .....  
Address .....  
City .....



The Granada (No. 116A51)—List \$8.00. Focalipse Unit. Finished in Interlachen Blue and Argent Silver.



The Navarra (No. 119A58)—List \$7.50. Finished in Interlachen Blue with Argent Silver Marking.



The Villa (No. 116A50)—List \$4.95. Finished in Lower Gray.



Grill Room of Hotel Lexington, N. Y.  
(left) Panel showing R. C. Switches that control lighting

Archts.—Schultze & Weaver, N. Y.  
Elec. Cont.—J. L. Goodrich, Inc. N. Y.  
Panelboard—Lexington Electrical Products Co., Inc. Newark, N. J.

# "Diamond H" Remote Control Switches in Hotels

The many and varied lighting circuits in the large hotels demand a form of simplified, dependable control.

"Diamond H" Remote Control Switches are used in the Hotel Lexington Grill, to control various colored lighting effects for dancing. Controls are operated from orchestra stand. 6-60 ampere double pole switches are used for the different circuits.

There are many uses to which they may be put in a hotel—flood, sign and exterior lighting, elevator sign control, exit, stairway and corridor lighting, effect lighting for ballrooms and grill rooms.

Our engineers are ready to help you to include them in any job.

"Diamond H" is the modern control.

THE HART MANUFACTURING CO.  
HARTFORD, CONN.

BOSTON DALLAS NEW YORK NEW ORLEANS DETROIT MINNEAPOLIS CHICAGO PHILADELPHIA SAN FRANCISCO CLEVELAND TORONTO, CAN.

## DIAMOND H SWITCHES

Dial Heat Regulator

Automatic Safety Switch

WHY WRINKLE-PROOF BECAUSE Round Heel Cannot Wrinkle Fabric on Back Stroke

The New UNIVERSAL Adjustable Automatic



### ADJUSTABLE

Ironing Temperature easily regulated by tip of finger.

### AUTOMATIC

A simple, trouble-free device prevents heat of Iron from rising above that indicated on dial.

List Price, \$7.95

Full Chromium, Blue Diamond Finish, provides an easier gliding ironing surface which will not tarnish. Requires no polishing.

Satisfies every consumer demand for an Automatic Iron. Priced right to the consumer and pays a real profit to dealer.

LIBERAL TRADE DISCOUNTS  
BUY FROM YOUR JOBBER

LANDERS, FRARY & CLARK, New Britain, Conn., U. S. A.


so we *cannot* tell this story in the usual way

*because*




**The Lovell Wringer**  
A nationally advertised product. Result of 50 years' experience. More than a wringer — a scientifically designed "pressure cleaner." Safety release. Swings and locks automatically in 5 wringing positions. Clothes feeder included.

Two Outstanding Blackstone Features



**The Rotary Ironer**  
Irons everything. Ironing surface equals 10 flatirons and is 75% faster than hand. Heats in 4 minutes. With the addition of this Electric Attachment Ironer, the Blackstone solves all laundry problems—anyone can operate it—easily and safely.

**General Design**  
Safety devices throughout. All mechanism hidden and muffled. Perfect balance. No oiling necessary for 5 years. Vibration dampers make Model A the quietest worker ever. Fast washing action. Smooth green and ivory porcelain-enameled tub.




only **99.<sup>50</sup>**  
looks like a lot more  
—is a lot more—

—if we told MOST dealers that the Blackstone Model "A" washer was "New"—that would not be strictly true!

The fact is—it is—and it *isn't*. It's new maybe to you—and you—and you. But the fortunate dealers who *had* commitments when we first started production got THEIR SUPPLY—they KNOW how Model "A" Sells!

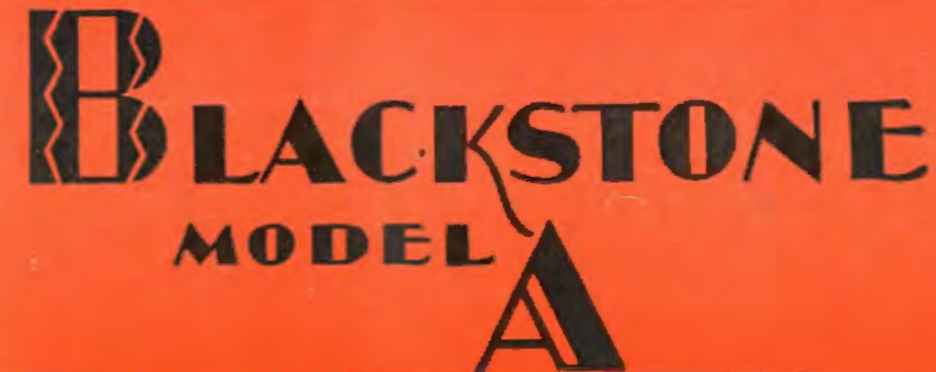
Dealer demand overtaxed production facilities and formal announcement was withheld pending expansion of production equipment. Now the last word in modern, safe, beautiful, low cost washers is available to everybody.

We're proud of Model "A." It's the culmination of our 59 years of prestige and experience in the washer field. Dealers tell us it is the one washer that requires the *least selling*—once seen in operation. Women love its compactness—its sparkling 2-tone color scheme of apple green and ivory—its smooth, SILENT, vibrationless operation—its modern lustrous green and ivory porcelain enameled tub—its agitation principle of washing that handles heavy and delicate materials with equal care. They're quick to appreciate the Lovell Wringer (they've read the Lovell ads!)—and the Rotary Ironer Attachment completes the picture. The Blackstone Model "A" is equally a wonderful eye catcher in the show-room (it looks so much more expensive than \$99.50)—and a marvelous demonstrator. Remember, these are not "claims," they are based upon actual sales results from a selected list of dealers. That's the only thing that counts with YOU, isn't it? That being the case, we need hardly tell you to write us NOW for more details and the sales rights in YOUR territory.

The Blackstone Mfg. Company  
JAMESTOWN N. Y.




10 **SALES REASONS**

1. Porcelain-enameled tub.
2. Latest Lovell wringer—full open top, large balloon rolls.
3. Fully enclosed steel base—Mechanical unit sealed.
4. Compact yet full sized (small floor space needed).
5. General Electric 1/2 H.P. motor with 12 feet rubberoid cord.
6. Vibration dampener. Silent in operation. No friction jar or hum.
7. Cut gears, carefully machined, running in grease.
8. No frequent oiling.
9. Beautiful in appearance. Two coats of ivory and green lacquer.
10. No other washing machine in America wins competitive demonstrations with such ease.



# Get that Fan



People **KNOW**  Fans  
 People **WANT**  Fans  
 People **B U Y**  Fans

Let the G-E monogram help you to the best fan year you've ever had. It has behind it the full power of over a billion General Electric advertisements a year... including an especially heavy G-E Fan campaign.

Your local General Electric Merchandise Distributor is ready to work for you and with you. Add his wealth of sales experience and his intimate knowledge of General Electric merchandise to your selling force. He's anxious to help you. Ask him TODAY... or address Section V-337, Merchandise Department, General Electric Company, Bridgeport, Connecticut.

*The General Electric 10-inch Oscillating Fan retails at \$17.00 for AC or DC.*

 **GENERAL ELECTRIC**  
**MERCHANDISE PRODUCTS**  
 MERCHANDISE DEPARTMENT • GENERAL ELECTRIC COMPANY • BRIDGEPORT, CONN.

# Business *Now!*

## Here's How!

Identify *your* store as the place to buy G-E Fans. Make your store a real G-E Fan store this summer. Use your G-E Fan window display and display your metal G-E Fan sign where everyone can see it. Stop the passers-by with your G-E Fan window strip. Put G-E Fan mailing folders in every envelope you send out—mail them to prospects. Use your local newspapers—insert the General Electric Fan ad mats. Don't forget to use price tags on all fans, and arrange for lantern slides in your community theatre.

See to it that  
**EVERYBODY**  
 in your territory recognizes  
 your store as  
**G-E FAN HEADQUARTERS**

There's lots of business to be had. Wake it up. Start TODAY... And enjoy record G-E Fan business this year.

Another  Best Seller!

Now is the time to plan for big G-E Cleaner Sales. Four attractive models backed by an aggressive and original sales plan. Four models. Four prices:

- Handy Cleaner \$13.50
- Junior Model 24.50
- Standard Model 35.00
- De Luxe Model 42.50

Write *now* for our plan that tells you how to sell more cleaners.



**GENERAL ELECTRIC**   
**MERCHANDISE PRODUCTS**  
 MERCHANDISE DEPARTMENT • GENERAL ELECTRIC COMPANY • BRIDGEPORT, CONN.





**E**VEN a skilled craftsman cannot do his best work without good tools. Neither can the most artistically designed heating device give good service, unless its heating element is good. This is why most device manufacturers make their elements of CHROMEL. And thus, they also entrust their good names to CHROMEL. The good service your customers get from those devices shows that Chromel safeguards that trust, and also the good will of your customers toward you. And so, it pays you to sell these good devices; and it is well to remember that . . .

. . . what good tools are  
to the craftsman . . .

*Hoskins Chromel wire*  
is to the Electric Heating Industry



HOSKINS MANUFACTURING COMPANY, 4445 LAWTON AVE., DETROIT, MICH.

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IN CANADA: WALKER METAL PRODUCTS, LTD., WAKLERVILLE, ONTARIO

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**P**REMIER dealers everywhere are making more money. And easier!

The Premier Unit idea has taken hold—women welcome the offer of two cleaners for about the price of one.

The Spic-Span—replacing attachments—is a winning inducement. It gets a hearing. It makes demonstrations easier.

New records are being made all over the country by Premier dealers. New vitality! New enthusiasm! Never have prospects responded more quickly to a new idea. Women see instantly how the Premier Unit saves time and labor—and money!

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**TWO SALES INSTEAD OF ONE  
TWO PROFITS INSTEAD OF ONE**



Spic-Span  
\$14.50

Including Deodorizer  
and Blower Tool

### Premier Electric Cleaning Unit

THE PREMIER VACUUM CLEANER CO. (Division of Electric Vacuum Cleaner Co., Inc.), Dept. 707, Cleveland, Ohio  
Branches in all leading cities. Made and sold in Canada by the Premier Vacuum Cleaner Company, Ltd., Toronto  
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We cordially invite anyone interested in the manufacture or sale of fractional horsepower motor appliances to inspect personally our factory and facilities.

S M A L L M O T O R M A N U F A C T U R E

## THE BUYER SAID "O. K." ~ ~ BUT WE REFUSED THE ORDER ~ ~

*Time was short. The convention was soon to open. The factory engineers were ready to give up—the appliance was still noisy, the motor vibrated excessively, sparked at the commutator and lost speed. Then Domestic was called in and made the problem its own.*

*The entire appliance had to be rebuilt. Domestic engineers did it so quickly and so well that the manufacturer pronounced the appliance "O. K."—but the Domestic engineers refused to stop! Perfection was almost within their grasp. "Why stop at mediocrity?" they reasoned.*

*Day and night they worked on, and Sundays too, until at last THEY were satisfied. As a result, the manufacturer brought to the convention a revolutionary appliance that startled the trade and resulted in a record-breaking number of orders.*



WELL enough is never good enough when motors *can* be made exactly right for the purpose they are to serve. Nothing short of Domestic's best will ever do.

Perhaps that explains, in part, why so many of the nation's leading builders of electric-powered appliances, in commercial, household and industrial fields have such implicit faith in Domestic's ability and in the quality of its work . . . why many of them come to Domestic engineers not only with their problems of motor application, but with

problems of appliance design, manufacture and marketing as well . . . why Domestic has grown to be the world's largest manufacturer of individually designed and built fractional horsepower motors.

Domestic's experience over a period of more than 16 years embraces an almost unbelievable variety of individual motor application problems. It is an experience that explains how it is possible for Domestic to master so quickly, thoroughly and economically the many problems of its customers.

(173)

THE DOMESTIC ELECTRIC COMPANY, KENT, OHIO

Courtesy Office—967 Union Trust Bldg., Cleveland, Ohio



A P P L I A N C E A D V I S O R Y E N G I N E E R I N G

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## IS BOOSTING YOUR RADIO PROFITS



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Shakeproof Locking Terminals and Shakeproof Lock Washers are playing a big part in this welcomed change of conditions. Leading manufacturers know that Shakeproof will hold any nut or screw tightly in place and prevent loose connections—poor contacts and many other serious troubles.

Concentrate on those lines which are Shakeproof equipped—you will find they are designed to give superior reception and built to stand the hardest kind of treatment. Use Shakeproof Lock Washers on your service jobs and watch your customers send their friends to your store. If you have never tested Shakeproof Lock Washers, be sure to send for free samples today!



# SHAKEPROOF

## Lock Washer Company

U. S. Patents 1,419,564  
1,604,122—1,697,954  
Other patents pending.  
Foreign patents.

(Division of Illinois Tool Works)  
2535 NORTH KEELER AVE. CHICAGO, ILLINOIS

# Electrical Merchandising

A MCGRAW-HILL PUBLICATION. ESTABLISHED 1916

JULY, 1930

L. E. MOFFATT,  
Editor



## What HAPPENED

By  
L. E. Moffatt

in San Francisco

**T**HE 53d annual convention of the National Electric Light Association was duly held in San Francisco from June 16 to June 20. Attendance was large when it is considered that the convention city is two to four days' distance from Eastern and Mid-Western centers of population. Men of great importance in this industry and in business generally took the long trip to be present. The sessions were very well attended. Some of the events, such as the International Radio hook-up and the Public Policy Meeting, called out great audiences with floor and galleries filled to capacity. The West extended a sincere and lavish hospitality. The weather was ideal,—the city itself full of interest and charm. There were no merchandise exhibits.

The task of the reporter is not easy. He must attempt to bring an event of this nature into some kind of focus, to try to extract the general significance of the formal utterances, and to catch the drift of opinion from informal conferences and contacts with other men. It is difficult to bring the events of this convention into any such focus. Many, if not most, of the addresses were more than usually reticent in respect to matters of policy. They were distinguished by the impulse to review the accomplishments of the industry; to stress the immeasurable value of electricity, its universal availability and cheapness. As one who not only listened to most of the addresses, but because it is his business to read them all,

I am constrained to admit that there was too much history with which we are all familiar, and too much of the Santa Claus motif, in which not all of us believe. Also, the matter of government ownership and operation of utilities engaged the attention of a considerable number of the speakers.

A perfectly innocent stranger finding himself in the auditorium during the general sessions could easily have believed that an action was pending, whereby the government would take over the power industry. It was a principal theme of some of the speakers, and brought in as a major point by almost all the others.

**P**RESIDENT SLOAN, in his opening address, stated: "The utility issue as a feature of the coming campaign is eminently undesirable and not in the public interest. Economics will not be promoted thereby. Sales will not be increased thereby, and rates will not be lowered thereby. What is needed now and for the future is not heat, nor hate, nor demogogy, but the application of economic laws, which will command and reward the confidence of the investor without robbing the consumer."

Harry Reid, President, National Electric Power Company, and Chairman, Public Relations Section, said: "The last few months have witnessed a growing campaign on the subject of utility regulation or control of

(Please turn to page 79)

Electrical Merchandising, July, 1930

We  
Must Grow  
By



# Domestic Appliance Sales

By W. A. Jones

Vice-President H. L. Doherty & Company  
President-Elect, National Electric Light Association

IT behooves every industry to keep a weather eye on its potential markets and, wherever possible, to pre-determine the point of saturation. The industry cannot disregard such an important consideration, but the time has not come yet for us to be unduly concerned with this problem.

The diligence with which the light and power companies have developed business in recent years has been commendable, but, viewed as a whole, the industry has not excelled in commercial development and has been outstripped by many other newer and less essential industries in this country.

In 1907 only 8 per cent of our population lived in electrically lighted homes. By 1922, 38 per cent of the population had the advantages of electric service and it is estimated that now 70 per cent of the population have electric service in some form. If these figures told the true story of our potentialities, we might have some cause for concern, for with only 30 per cent of the homes without electric service and making some due allowance for the homes which could not be reached, our margin would be narrow. But, when we turn to a study of current consumption of our present customers and realize the wide difference between those who use a minimum amount of electric service and those who take full advantage of the convenience of modern electrical labor-saving devices, we get a better picture of our true potentialities in the field of domestic service.

Until a comparatively few years ago electric service

From an address delivered at the N.E.L.A. Convention, San Francisco, June 16-20.

in the home was used almost solely for lighting purposes and only in the last two decades have electrical appliances been perfected, which opens up commercial possibilities undreamed of in the early days of the business. The introduction of these appliances has been largely responsible for an increase in the annual kilowatt-hour sales to domestic customers, from 268 kw.-hr. in 1914 to 347 kw.-hr. in 1921 and to 502 kw.-hr. in 1929.

Popular electric appliances in the home are the iron, vacuum cleaner, washing machine, the range and domestic refrigerator. A recent study of the relative saturation points shows that 94 per cent of our domestic customers own electric irons, 44 per cent own vacuum cleaners, 33 per cent washing machines, only 4.5 per cent have electrical ranges and only 9.4 per cent own domestic electric refrigerators.

Of these popular domestic appliances, the refrigerator and the range offer the two greatest commercial possibilities. The electric refrigerator with an approximate consumption of 725 kw.-hr. yearly at the average rate for domestic service should add approximately \$45 per year of revenue for each installation and where special promotional rates have been made should result in the doubling of the annual revenue from the home. The next 10 years should see the production and sale of at least 1,000,000 units per year with an annual potential revenue of at least \$200,000,000 from this one appliance alone.

The electric range has a more limited market and meets a keener competition in efficient gas appliances, but, with our method of living drifting from the home

to the apartment house, there is a popular demand for the electric range. We may conservatively estimate that in the next 10 years we should reach a saturation point of 25 per cent in this appliance, which should result in potential annual sales of 7,500,000,000 kw.-hr. and annual revenues of at least \$200,000,000.

All of the potential markets, both in the domestic and power fields, have long since passed out of the experimental stage and by hundreds of applications have satisfied the most sceptical that the business may be connected to our lines if we are willing to develop it. It cannot, however, be said that any considerable portion of this business will come on our lines without the use of active and intensive sales effort. It is a notorious fact that, for years, many of us in the light and power field labored under a misconception, which dulled our commercial instinct. We were disposed to assume that the public would buy our service because it was pre-eminently the most satisfactory form of light and power. We should not be proud of the fact, but, if we are honest with ourselves, we must admit that much of the profitable business now on our lines came to us without any effort on our part. In the future this industry must till the market soil more diligently and fertilize the ground with salesmanship and sales engineering to an extent never before seen in our business.



## The Dealer —Potential Sales Force

By F. D. Pembleton

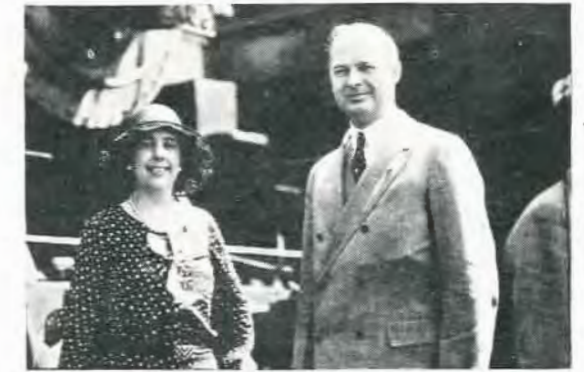
Assistant to Vice-President in Charge of Sales,  
Public Service Electric & Gas Company, New Jersey  
Chairman, Merchandising Bureau

THE Trade Relations Subcommittee has made a very thorough study of what is perhaps the most important phase of central station merchandising.

This Subcommittee has compiled a set of very sound principles which any central station company may safely follow and may we add, with all due respect, should follow. The theme of these principles is understanding and co-operation; two basic factors in all relations. When the merchant recognizes the utility as the "maker of markets" and the utility recognizes the merchant as a great potential sales force, then organized co-ordinated selling and all of its benefits will become a fixed fact.

At the convention last year, this industry was awakened to the importance of electric appliance merchandising and its effect upon central station revenue. Let us hope that at this convention the value of electrical merchandising will be even more keenly appreciated and in addition that there shall be an awakening to the necessity for better merchandising methods; better trade relations; and both national and local co-operative organization and effort to build a greater industry—nationally and locally.

Electrical Merchandising, July, 1930



Mr. and Mrs. W. A. Jones

The President-Elect of the National Electric Light Association and his wife pose a moment for the camera as the Blue Special stops at Oakland, Calif.



H. E. Davidson

The President of the Nebraska Power Company, and former President of the N.E.L.A. enroute to the Convention, duffle bag and all.



A. M. Frost

Commercial Manager, San Joaquin Light & Power Corporation, Great Western Power Corporation, also President, Pacific Coast Electric Association, had his hands full.



Good Cheer

Earl Whitehorne, Assistant Vice President, McGraw-Hill Publishing Company, Mrs. C. L. Law, C. W. Appleton, Vice President, General Electric Company, C. L. Law, General Commercial Manager, N. Y. Edison Company, and F. W. Sanford, Edison Lamp Works, make a cheerful group.

New Customers Will Decrease—



By  
M. S. Sloan

President, New York  
Edison Companies  
President, National  
Electric Light  
Association

WE HAVE been told many times, and we ourselves have often said, that we were not good merchants. On thinking it over, I'm not so sure that is the case. We have been pretty good merchants where we had to be. We have sold energy for industrial uses with notable success against keen competition. There is no earthly reason why we cannot sell current in every phase of its use with equal success if we set about it. And our industry has entered the stage of development where it is necessary for us to do so. Therefore, if we are not merchants, or if we have not fully developed our commercial abilities, we shall have to become merchants and learn to think commercially. As I have followed the work of this Section, as I see the subjects listed for discussion at this meeting, it strikes me we are entirely up to the job.

Our task is to electrify America—not just to build plants and distribution systems and be ready to supply energy, but actually to put that energy to work in every home, every work place where it can be used advantageously. That isn't a matter of campaigns or spasmodic effort. It's a day in, day out, year in, year out task, based on careful study of local requirements and conditions in each company's territory. It's a job in which company policies as to rates and customer relations are highly important elements. It's a job in which company executives must cooperate with commercial managers and advertising departments. It's a job needing our very best thought and our highest spirit of service, for after all, we do not serve the public unless the public is using our energy and is thoroughly satisfied as a customer.

I like to think of selling electric service in terms of benefit to the customers—the time saved for them, the labor saved, the profits earned by its use. It isn't just a matter of moving appliances from the storerooms or sending kilowatt-hours out. There's a vital human element in it. I believe we can get that thought into all our transactions, all our relations with our customers and our prospective customers. As we do, we shall find

## Not Only HIGH-PRESSURE



By  
A. W.  
Robertson

Chairman of the Board  
Westinghouse Electric  
& Mfg. Company

ourselves increasing the consumption per customer, improving our load factor, showing increasingly satisfactory financial statements. We shall be good merchants and good public service organizations and we shall be succeeding in our job of electrifying America.

OUR business in output is reflecting the present conditions in general business. For the twelve months ended April 1, 1930, the electric companies generated 92 billion kilowatt-hours, an increase of 9 per cent over the previous year. Their gross revenue from sales was \$1,980,000,000, an increase of nearly 8 per cent. In this period there was a severe curtailment of sales of industrial power, but revenue losses were made up by increases in street lighting, commercial lighting and domestic service. The total sales for domestic service during those twelve months were 10,100,000,000 kw.-hr., an increase of 16 per cent, and the revenues amounted to \$614,000,000, an increase of 10 per cent. The average use of energy in the home increased 48 kw.-hr. that year, or 10.3 per cent. On the other hand, the average price of a kilowatt-hour declined 5.4 per cent. Thus, for that twelve months, the average of bills was only \$31.30, compared with \$30 the previous year, or an increase of only 4 1/3 per cent.

During that twelve months ended April 1, 1930, the number of new domestic customers was only 775,000, one of the smallest increases in customers added to our lines since the pre-war days. That figure of 775,000 compares with 1,160,000 added during the calendar year of 1928, and 1,340,000 during the calendar year of 1927. This falling off undoubtedly reflects a known decline in residence-building constructions. It may also reflect a condition of temporarily closed factories and unoccupied homes. It probably shows also a condition which we have known for several years back—that our percentage of increase in new customers gained must

FOR some sixteen years now my food and shelter have been supplied by the electrical industry. For many years I received by sustenance from a public utility, but for the last year and a half I have received my pay check from the Westinghouse Electric & Manufacturing Company. During all this time I have been vitally interested either directly or indirectly in the sale of electric current or appliances for the use and enjoyment of electric current. I would hesitate and, in fact, would not presume to advise or instruct men and women how to sell, who have devoted their lives exclusively to the sale of electric current and appliances. However, I have written some thoughts which may be of interest to you.

Recently I read with the greatest interest an article in the Saturday Evening Post entitled "The Way to Wealth—An Interview with Henry Ford," by Samuel Crowther; wherein I found the following statement of

## Must Increase

become smaller each year, because we are gradually catching up with the number of unwired buildings.

For several years, the relation between investment and revenue for the industry has been such that there was a gradual lengthening in the period of capital turnover. If our one-billion-dollar construction budget this year is carried through and revenues for the entire year do not show considerable improvement over the showing for the first quarter, the rate of turnover for 1930 will be only once in somewhat more than six years.

Now this is a state of affairs which deserves our very wisest thought and our most vigorous efforts to correct it. It is necessary for us, in common with all business now, to extend and intensify our sales efforts of every nature. Our industry, I believe, is at present thinking commercially for the first time as a body. We need to think harder and work harder. With so large a part of our business competitive—industrial and commercial power—and with competition of all business for the consumer's dollar so sharp as it now is, there still are markets to be developed which we have not exhausted. There are sales to be made in them which will increase our output and our revenues and improve our load factor, without adding too heavily to our investment in plant and distribution facilities. Particularly is it necessary to continue to magnify the increase in the use of energy in homes by improved rate structures, by more extensive merchandising of current-using appliances, by wider education of home-makers on the labor-saving, time-saving, money-saving features of electric appliances. What can be done in this field is indicated by the fact that the increase in the average domestic use of current in the twelve months I have analyzed more than offset the decline in the number of new customers.

From an address delivered at the National Electric Light Association Convention, San Francisco, June 16-20.

## SELLING

the fundamental principles of business:

- 1—To make an ever-increasingly large quantity of goods of the best possible quality, to make them in the best and most economical fashion, and to force them out on the market.
- 2—To strive always for higher quality and lower prices as well as lower costs.
- 3—To raise wages gradually but continuously, and never to cut them.
- 4—To get the goods to the consumer in the most economical manner, so that the benefits of low-cost production may reach him.

While Mr. Ford was no doubt thinking of the automobile business, it seems to me that his four fundamentals apply very well to the electrical industry. As



### President's Special

Matthew S. Sloan, president N.E.L.A., snapped as he got off the Blue Special at Oakland with Mrs. Sloan and daughter. Paul Clapp, managing director N.E.L.A., is at left.



### We Know You

T. F. Kennedy, general new business manager, H. L. Doherty Company.



### Camera Man

V. M. F. Tallman, Chas. H. Tenney Company, Boston, chairman, Power & Heating Bureau, N.E.L.A., carried a camera.



### All Happy

J. C. McQuiston, general advertising manager, and A. W. Robertson, chairman of the board, Westinghouse Electric & Mfg. Company, with Harry Woodward, Great Western Power Company.

he says, these fundamentals are all summed up in the word "service," but that word is so often used just to cover cheap and easy gestures involving no thought or work that it is necessary to point out that service to be anything at all must be the basic policy of business and must carry through its every action. Service starts with discovering what people need and then supplying that need according to the principles that have just been given.

During recent years it has become customary to make one drive after another for the sale of some particular kind of appliance. I find that in January of this year we all sold heating pads and health appliances. Then in February we girded up our commercial loins and made a flank movement upon our public with waffle irons and toasters, and in March (not being satisfied with the previous month as it was a short one) we continued the drive for toasters and added percolators instead of waffle irons. In April (it being the month of house cleanings) we centered our efforts on vacuum cleaners and clothes washers. An in May (wash dresses being then in style) we sold ironing machines and flat irons as our specialty. This month we are concentrating our major efforts upon refrigerators, fans and electrical gifts generally.

This type of intensive selling is more or less one of action and it is surprising how much can be done by a persistent, direct, powerful drive of this kind. I assume this is what Mr. Ford meant when he said that we must force them (the goods) out on the market. But we are learning in recent years that it takes more than just action and a high-pressure salesman to sell either electric current or appliances as broadly and effectively as our intelligence tells us they should be sold. Market studies and market analysis are becoming the order of the day. For instance, I would like to see a study made of why people as a rule treat electric current as though it were an expensive product. Why does my wife and your wife, for instance, persist in calling the attention of

the servants or children to the fact that they did not turn off the light when leaving a room when waste 100 times more expensive can go on quite unnoticed. Why is everyone liberal with cigarettes, chewing-gum and gasoline, and frugal about electric current? The discovery of the real reason back of this fundamental trait would then enable us to make a selling drive against this rather foolish frugal tendency of the human race which would increase our sales of electric current and appliances.

The public utility and the manufacturer have been so engrossed in each other (which may be styled a duet or a duel, depending upon whether one thinks of the harmony or discord of our relationship) to observe some of the things being done by third parties which affect our joint business. It is tremendously important, for instance, to be able to reduce the price of a domestic heater \$5 or \$10 or to reduce the price of electric current so as to make the use of appliances economically possible, but we may neither of us reap the advantage of these savings if the cost of installing the stove (and by that I mean the wiring and connections) is made so high that the consumer will not buy the stove.

It astonished me, and it may astonish you, to learn that the cost of installing electric ranges in the United States varies from \$25 to \$75 per range.

It is easier to make suggestions than it is to carry them out or bring actual solutions, but I cannot resist recommending that the manufacturer and the public utility reverse their positions. Instead of facing each other and directing all of their attention toward each other they should place their backs together, each supporting the other, and face the rest of the world, and devote their attention to the problems outside of themselves, and if the results do not justify this procedure we can always turn and resume our family quarrels.

From an address delivered at the National Electric Light Association Convention, San Francisco, June 16-20.



## We Can DOUBLE the Kw.-Hr. Sales for Domestic Lighting

By  
**M. E. Skinner**  
*Vice-President,  
Mohawk-Hudson Power Company  
Chairman, Lighting Bureau.*

SINCE electric lighting in the home became established practice, the lighting load, like Topsy, just grew. There have been sporadic attempts at improvement of lighting effects through the sale of suitable fixture equipment, and we have recorded two important Commercial National activities—the Home Lighting Contest and the Industrial Lighting Contest. But we are hopeful now of continuous effort throughout the year.

We can double the kilowatt-hour sales for domestic lighting; for every store with modern illumination there are two who would profit were it installed; opportunity for supplying better lighting in the majority of office buildings is awaiting the persuasive powers of a "salesman who knows;" and four out of five factories need better lighting for the health of the factory workers, for

speeding production and for profit. Highways can be made safer for travel when electrically lighted. New monuments of architecture reveal their perfection in construction when properly flood lighted. Signs can be made to adorn and not to deface the structures to which they are attached.

The Home Lighting Committee has brought attention to surveys made by light and power companies, and urges broader application of this practice by other companies, that present lighting conditions in the average home may be revealed. In the home, decorative lighting offers a field as large as lighting for utilitarian purposes. Here the appeal is to women, and in recognition of this fact, the Home Lighting Committee has had in membership leading women specialists in this field.

## The Necessity for Commercial ACTION



By  
**M. E. Sampsell**  
*Chairman, Commercial National  
Section*

IT WILL be recalled the keynote of our last annual convention was the necessity for commercial development. In his president's address, Mr. Arkwright stressed the immediate need for concentration on our commercial possibilities. Mr. Sloan presented to the convention facts and figures to show that, despite the successful efforts of our engineers toward production efficiency, the operating savings brought about through managerial skill and the financial accomplishments made possible by consolidations and grouping of properties, the tendency of our average revenue per kilowatt sold the ultimate consumer, our average revenue for each new dollar invested, and our average revenue per kilowatt of installed generating capacity and distributing facilities, is downward.

It has been estimated that approximately three per cent of the total energy generated by our light and power companies is used by the ice industry and that there are now attached to the lines of our companies approximately 1,800,000 domestic electric refrigerators, over eighty per cent of which have been installed in the past three years. Our Refrigeration Committee assisted the National Food Preservation Council in carrying to successful completion the National Food Preservation Program in September.

The Merchandise Sales Committee has continued its study of the merchandising methods of ourselves and others engaged in selling household energy consuming devices. Indeed, all the committees of our Section have thoroughly appreciated our need for salesmen, better equipped to properly point out the performance of appliances, thereby preventing their ineffective use or abandonment by customers unfamiliar with their operating characteristics. During the year, schools and short courses have been held in different sections of the country. These schools have afforded technical and practical information and instruction in selling industrial heat, all classes of lighting, electrical advertising, commercial cooking and other applications of our service. We are deeply indebted to the manufacturers, dealers and others for their helpful co-operation in carrying forward these beneficial educational ventures. It will be of interest to our Association to learn that the National Educational Committee, on which our Section has four representatives, is now revising the commercial courses for wider usefulness in training those responsible for selling results.

There could have been no stronger direct evidence of the interest taken in the branch of the business for which the Commercial Section is responsible than the appearance on our Section's program last year of Messrs. Preston S. Arkwright, Martin J. Insull, Gerard Swope, C. E. Groesbeck and W. W. Freeman. Each of these

*(Continued on page 77)*



### Cigarette Time

*L. E. Moffatt, Editor ELECTRICAL MERCHANDISING, and Richard Lincoln, Superintendent, Appliance Sales, Edison Electric Illuminating Company, Boston, desert the Blue Special for a moment at Laramie, Wyoming.*

### Pleased

*H. C. Porter, Commercial Manager, St. Joseph Light, Heat & Power Company, seemed to be enjoying himself.*



### On the Spot

*Harry Dailey of the Hoffman Specialty Company, Los Angeles, and Clyde Chamblin, former president of the Electragists, get chummy.*



### Camera!

*A group from the Green Special stopped to admire the scenery in the Canadian Rockies. They would like to have the Convention in California yearly.*

# The Electric Dollar



By  
**Edwin  
Gruhl**  
*Vice-President,  
North American  
Companies*

From an address delivered at the N. E. L. A. Convention, San Francisco, June 16-20, 1930.

**R**ATE REDUCTIONS have become such a common habit of the electric industry that they have ceased to arouse interest. The American people realize that the dollar watch, the nickel cigar and the penny newspaper are only dim memories. If, contrary to the economic trend, such price slogans were to return, they would be greeted with broad headlines. Yet electric rates throughout the United States are substantially less than when Ingersoll bragged about his dollar watch, Scripps about his penny newspaper, and Tom Marshall was still enjoying his five-cent cigar, the passing of which he later lamented. The public served by the electric industry has taken the low cost of electric service for granted.

Specifically I have in mind describing the electric dollar by what it accomplishes in the home, and by what it means compared with numerous other kinds of dollars, the grocery dollar, the beefsteak dollar, the clothing dollar, the housing dollar, the reading and advertising dollars, the medical dollar, the automobile dollar, the movie dollar, and so on.

It is natural, of course, that nearly every kind of

a dollar should buy less today than in 1914. Material costs, labor costs, tax costs are all higher; the producer, the distributor and the retailer cannot do business at pre-war dollar values. Even mass production, except in rare cases, has not offset rising prices. The users of electric service are fortunate to be in a somewhat different position—for, in spite of having the same rising costs of material, labor and taxes, there has been such a tremendous increase in the efficiency of production and in the extent of use of electricity that the industry has been enabled year after year to reduce the charges to its customers.

In the family budget electric service is one of the few items that has gone counter to the general trend. A series of almost uninterrupted annual price reductions has brought the average charge to the domestic consumer for household electricity from 8.3 cents per kilowatt-hour in 1914 to 6.1 cents today—a saving of 26½%. This is a yearly average of nearly 2%, or approximately the same yearly average reduction for the last forty years. Due to this lowered price the electric dollar in the home now has a buying power of \$1.36, more than double the buying power of the 58-cent cost-of-living dollar. In other words, if the electric dollar were engraved on size corresponding to its buying power it would be over twice the size of our present dollar bill.

Today more than 20 million homes have electricity—or 70% of the homes in the country. The average home in the twelve months ended March 31, 1930, used 516 kilowatt-hours and paid an average of 6.08 cents per kilowatt-hour. Had the cost conformed to the upward trend of the cost of living, the average rate would now be 14.3 cents. For the household customers as a whole the saving, under what the charges would have been if computed at the average rate of 1914, amounted to 208 millions in the year 1929 alone.

Two hundred eight millions is a stupendous figure, a huge saving in the nation's annual household electric bill—but it is, alas, literally a drop in the bucket compared with the total cost of living of 20 million families. Electric service is such a minor part of the cost of living that it is represented by approximately one cent out of each dollar!

One of the largest papers in the country, the *Chicago Tribune*, a year or so ago published a fullpage advertisement announcing that its rate was 15% lower than in 1913 under the spread heading "One commodity that costs less than it did 15 years ago." Their statement is so interest-

## The Electric Dollar and the Commodity Dollar

	Index of Prices	Purchasing Power		Index of Prices	Purchasing Power
<b>Electricity, residential</b> .....	<b>73.5</b>	<b>\$1.36</b>	<b>Electricity, residential</b> .....	<b>73.5</b>	<b>\$1.36</b>
Cost of living.....	171.4	0.58	Movies.....	208.2	0.48
House rentals.....	151.9	0.66	Candy.....	170.0	0.59
Household furnishings.....	197.7	0.51	Tobacco.....	119.6	0.84
Clothing.....	160.5	0.62	Reading matter.....	177.7	0.56
Food—all articles.....	150.1	0.67	Newspaper advertising.....	188.0	0.53
Milk.....	157.3	0.64	Magazine advertising.....	111.0	0.90
Sirloin steak.....	190.6	0.52	Farm products.....	126.0	0.79
Potatoes.....	229.4	0.44	Grains.....	107.0	0.94
Coffee.....	140.9	0.71	Meat animals.....	151.0	0.66
Eggs.....	102.6	0.97	Daily and poultry.....	123.0	0.81
Bread.....	157.1	0.64	Fruits and vegetables.....	169.0	0.59
Butter.....	121.9	0.82	Building and construction.....	203.0	0.49
Doctor's care.....	200.0	0.50	Automobiles.....	88.4	1.13
Drugs.....	156.7	0.64			

ing and so pertinent to the facts I am giving you today, that I am going to quote a brief paragraph from it:

"1913. Free lunch . . . \$2 hats . . . \$35 apartments . . . taxes weren't a catastrophe . . . the biggest schooner in town for a nickel . . . 5c cigars . . . a nickel on the 'L' (the Chicago 'L' that is) . . . room and bath for a dollar and a half. And now look what's happened! 'If a man bites a dog, it's news' the old editorial axiom goes. It's news when the price of something is less than it was 15 years ago."

The entire electric bill in 1929 was just under two billion dollars. The bill for residential service alone was 604 million dollars, which is \$5.00 per capita, or only one and four-tenths cents per day! Against the yearly home electric bill of \$5.00 per capita compare the \$16.50 per capita tobacco bill; the \$8.50 per capita candy bill; the \$8.00 per capita ice cream bill; the \$9.50 per capita reading bill; and the \$182 per capita food bill. In view of these circumstances, a question naturally arises: If elec-

tricity is the only item in the family budget which has decreased in price since 1914, and if it is only a minor part of the budget at that, what are the reasons for the political fury which has in many quarters been launched against the electric industry? Perhaps the answer may be found in examining into the tax dollar.

Taxes directly and indirectly are the most rapidly increasing part of our cost of living. They affect every item of the household budget. In the cost of electric service 10 cents of each dollar is for tax burden.

In 1913 the average cost of government per family was six times the average family electric bill; last year it was nearly 15 times the average electric bill of \$31. That is, for each dollar a customer spends for household electric service he has to pay nearly \$15 in taxes for the cost of government.

These facts give food for sober thought.

## Improved LOAD FACTOR

### A New Index to Commercial Proficiency

By **Martin Insull**

*President, Middle West Utilities Company*



**T**HE industry must not only encourage a growth in consumption; it must guide this growth from the standpoint of its effect on load factor.

The importance of load factor can never be stressed too much. Its importance becomes greater and greater as the investment in service facilities per dollar of gross income becomes larger and larger. Assuming maximum operating efficiency, rates can only decrease as load factor increases. Quantity use of electric service without any consideration of the time taken to use the quantity might result in the necessity for increased rates. This extremely important difference between selling electricity and selling the ordinary commodity must be kept uppermost in our minds.

We are not simply disposing of a stock of goods. We are selling goods to keep our facilities busy the maximum number of hours out of the twenty-four.

We must not merely sell quantities of kilowatt-hours. We must sell those kilowatt-hours that will be used at the right time. We must keep our investment working as near twenty-four hours per day as possible. We must have a load factor consciousness in our selling program.

We have, therefore, two distinctive considerations that do not enter into the ordinary sale—time and duration of use. We must cultivate the customer who will use our investment the greatest number of hours per year. Sometimes it is thought that more volume carries diversity with it. That is not necessarily true. It may

From an address delivered at the N.E.L.A. Convention, San Francisco, June 16-20, 1930.

happen; but we cannot put our trust in lucky accidents. We must consciously direct the building up of our load factor.

To say that the customer controls cost, then, isn't to relieve the companies of their responsibility of guiding the customer in his use of electric service.

The companies are called upon for a high degree of leadership and guidance in encouraging demand so distributed as to react properly on the cost of providing service. Wise merchandising activity will follow this line of emphasis.

And rates must recognize the same considerations. A proper rate schedule will take into consideration the duration of the customer's use in its relation to his maximum demand. Rate schedules are the governing force by which sales can be guided most effectively. The customer must be induced to a high and well-distributed consumption; and he must be adequately compensated for it.

Sound rates will recognize the value to the system of each kind of use, and the relative cost imposed upon the system by that use. Such a rate schedule will have the effect of so guiding the consumption as to react most advantageously on our costs of rendering the service and therefore on the cost of the service to the customer. The price charged for electric service responds very sensitively to the consuming habits of the user. Conversely, the consumption will react to the terms of the rate schedule.

# Still MORE REACTIONS—

## To Our Proposal That Utilities Pay For Range Installations

The discussion provoked by the editorial "Remove the Barrier" which appeared in our May issue is bringing a continuing response from the industry—manufacturer, central station distributor and dealer. Representative of a diversity of opinions, a number of these letters appear below. More will be published later.

—The Editors

### Greenfield Led the Way

Editor, *Electrical Merchandising*:

The editorial by you appearing in the May issue of *Electrical Merchandising* is one of the best I have ever seen and I know it is attracting a great deal of attention by public utility people, particularly in this section.

You will no doubt be interested to know that we adopted the policy as outlined in your editorial about four years ago and are very well satisfied with the progress we are making since its adoption. The first two years this policy was in force there were other difficulties which prevented any great increase in the amount of range business done, but as these obstacles were overcome we have been favored with an increasing amount of business each year and I consider our progress very satisfactory.

In our attempt to utilize existing sales outlets for electrical merchandise we have withdrawn entirely from the merchandising business and I think I voice the sentiments of the other executives of this Company in stating that it would be with a very great deal of reluctance that the company would again go into this business or would change the policy of assisting their customers in the installation of the heavy duty appliances. We simply consider that in consideration of an increased amount of business we are increasing the investment we make to serve this customer.

H. E. DUREN,  
Vice-Pres. and Gen. Mgr.  
Greenfield Electric Light & Power Co., Greenfield, Mass.

### West Penn Tries It

Editor, *Electrical Merchandising*:

I was very much pleased to read your editorial concerning a proposed means to increase sales of electric ranges.

I can best explain our feelings in regard to the program by stating that after several years of constant plugging, our company has been persuaded to install service entrances free of charge to the customer and will, probably, capitalize on this investment.

We have filed, to be effective June first, a new domestic rate which provides energy over 150 kilowatt hours per month at 1½ cents.

The program to cash in on this change was started April 15. You may be interested to know that we have already accounted for more than 400 ranges and a considerable number of water heaters. The largest previous sales for an entire year, under the old basis where customers paid at least \$25 for the entrance and the minimum block for current at 3 cents was 300 ranges.

STEELE R. SELLERS,  
General Mgr., West Penn Appliance Co., Pittsburgh, Pa.

### So Does Hartford

Editor, *Electrical Merchandising*:

I was much interested in your article on range selling in May *Electrical Merchandising*. We can only agree with your recommendation—to remove the obstacle of wiring cost. You may be interested to know that in February of this year we offered to pay \$40 wiring allowance to dealers who would do a

real job in selling electric ranges, that amount being practically the average wiring cost. It is yet too early to report results, but the plan is well received and we have hopes of its being effective.

R. D. CUTLER,  
Vice-President, Hartford Electric Light Co.,  
Hartford, Conn.

### Will Arouse Antagonism

Editor, *Electrical Merchandising*:

I think that if you persist in publishing such an editorial, especially the paragraph referring to charging range installations to a capital account by central stations, you will arouse intense antagonism in the electric light and power industry.

Personally, I think you are attacking the problem from entirely the wrong angle and we cannot subscribe to your opinions as expressed in this editorial.

H. M. SAWYER,  
Vice-President, American Gas & Electric Co., New York City

### Dealer Cannot Pioneer

Editor, *Electrical Merchandising*:

I think you have very definitely hit the nail on the head on the subject of the installation charge on electric ranges.

Frankly, we have hesitated to recommend any of our dealers on the advisability, in this territory, of their entering the electric range field until some of the public utilities had spent more money in their particular territory in selling the idea.

I am sure that you will agree that from a merchandising profit standpoint, no dealer can afford to pioneer a line of this nature when his average profit rate is about 33½ per cent.

You of course know that the West Penn System in our territory has started the idea of selling the electric ranges and bearing the expense of the installation. This has resulted definitely in some music dealers, furniture dealers and refrigeration specialists entering the electric range activity.

We would like to have about 25 additional copies of the article which you enclosed with the letter of May 7. We want to pass this along to our sales organization with the idea that they start discussing the matter with the electrical dealer.

W. C. ROBINSON,  
Merchandising Mgr., Graybar Electric Co., Pittsburgh, Pa.

### Utility Will Reap Benefit

Editor, *Electrical Merchandising*:

Your editorial on electric ranges is most interesting. The local situation of course limits our views, but as you bring out, one big reason is the cost of installation. Our local situation is a central station proposition and covers a radius of 100 miles. Few dealers sell ranges, because they have no co-operation from the central station, in fact, are in competition with them. A lot of dealers could sell ranges but they cannot finance as do the central station.

The Appalachian Electric Power Company will put into effect

here on June or July 1st, a one meter rate. This will mean when all new houses are wired a 60 ampere switch will be installed. This will then mean that range installation will be cheaper in the future locally. This of course does not affect existing installations and here is where your efforts are going to help the situation.

In my opinion the big points to be considered are:

1st—The Central Station is the one who will reap the benefits after the range is sold. Central Stations want load.

2nd—The Central Station should help the dealer and your plan accomplishes this.

3rd—The Central Stations should pay any commissions or bonus to employees selling ranges or other load building appliances from the Operation Department rather than from the Merchandising Department. This will mean that if they are instrumental in making the sale whether direct or through a dealer, the central station salesman will get the commission.

4th—More outlets for the sale of ranges is wanted. You can't get these unless the Central Station co-operates fully with the local dealers.

We wish you 100 per cent success and will be glad to co-operate in any way.

C. C. CAMPBELL,  
Superior Supply Co., Bluefield, W. Va.

### Is Greatest Sales Resistance

Editor, *Electrical Merchandising*:

There is no question but what the cost of installing electric ranges is by far the greatest sales resistance being met in the field today. Your proposal is a concrete method by which this sales resistance can be eliminated. There will be a question, however, as to whether the company's service should end with the meter board installation or should go the entire distance to the range.

We have been studying this problem for some time and are giving preliminary study to the practicability of the policy such as outlined in your editorial.

E. F. PERKINS,  
Electric Appliance Sales Engineer,  
Pacific Gas & Electric Co., San Francisco, Calif.

### Questionable

Editor, *Electrical Merchandising*:

I have read with interest the editorial in which you suggest that the utilities should install ranges free of charge, and charge the expense of installation to property.

It is doubtful in my mind whether a regulatory body would allow the company to carry in its capital account the wire installed in the customer's premises for such service. I have the impression that whatever is permanently installed in a man's house, as this wire would be, becomes his property. Maybe you have had this looked up legally—I have not.

I am in favor of increasing our load by all legitimate means and there is no doubt that this method of decreasing the cost of ranges would increase sales. On the other hand, if my assumption is correct that this expense could not be capitalized, this giving away of the installation cost seems to me rather a reversion to the old practice of donating merchandise to sell kilowatt-hours.

It is questionable in my mind whether it is good business to try to force the market by tactics of this kind, at least in large cities. I know it could not be done in our own city without considerable criticism from the gas utility, which by the way is owned by the municipality.

Fundamentally, what we are after is net revenue. We must decide how much we can afford to pay in promotional expense to attach appliances producing a net revenue of \$100. When

we have decided this we can sit down and figure out the best means of spending it. Conditions vary so greatly with the size of the town and with the location of the utility, that it is hardly possible to make a rule which would apply everywhere.

ROY PAGE,  
Vice-Pres. and Gen'l Manager, Nebraska Power Co., Omaha, Neb.

### Installation—A Serious Obstacle

Editor, *Electrical Merchandising*:

I am hardly in a position to express an expert opinion on your plan to promote the sale of electric ranges, for the reason that we cannot pretend to compete for the range business in this territory. However, it seems to me that the fundamental idea you have proposed is well worthy of serious consideration by those persons who are in the electric range field. There is no doubt but that the cost of installation is frequently a serious obstacle to the sale of ranges.

I shall be interested to follow up the lively debate which your proposal will undoubtedly precipitate.

E. A. EDKINS,  
Gen. Mgr., Electric Shops, Commonwealth Edison Co.,  
Chicago, Ill.

### We Congratulate You

Editor, *Electrical Merchandising*:

In reference to your editorial on electric ranges, will say that we believe you have hit the nail squarely on the head, and that if your suggestions were once generally adopted by the public utilities throughout the country, and the field thrown open to all classes of trade, the sale of electric ranges and electric cookery in general, would grow by leaps and bounds.

We congratulate you upon the clear, logical and concise way in which this matter has been presented.

A. G. KIMBALL,  
President, Landers, Frary & Clark, New Britain, Conn.

### Precedent in Gas Industry

Editor, *Electrical Merchandising*:

It has long been considered that the accounting of the sales promotion activities of the utilities has had much more to do with the appearance of the results than the efforts of the sales department itself. It appears that in the allocation of costs and charges lies the answer to many feature programs, their success or failure predicating back on the system of accounting. Here again is the pen might.

Your editorial on electric range connections. As far as the "utility" sales are concerned is this not another way to account for a loss incurred by and through what might be construed as a reduced price? It merely takes some dollars off the selling price and classifies them to accounts outside of the sales department classifications. This appears a matter of policy in the operation of the company. As you know, Kansas City (apart of the United Light) is doing this.

Your thought about making connections free for other dealers has a precedent of long standing in the gas industry. This would be more complex in the electric due to the source making the connections. The electrical trade does most of this now and would want this to continue. The utilities generally would prefer that it did. There might be a bit of accounting involved in such transactions.

In the companies working through this office, the prices have been set to include connections. There have been losses incurred by this practice that show up in the sales reports—but what of

(Please turn to page 77)



There Is No Need of Utilities

# LOSING MONEY



FOR more than fifteen years I have been actively engaged in or closely associated with the retail selling of electrical household appliances and in looking over the field today I cannot find any visible improvement in the methods of merchandising this equipment. And this criticism applies with particular emphasis to two very important factors, the central station and the department store.

A great many mistakes were made ten and fifteen years ago when we were educating the public (and ourselves at the same time) regarding these new and untried products. We were ignorant of the merchandise itself, its uses and its sales possibilities. Many of these same mistakes are being made today. What progress has been made in appliance merchandising in the past 10 years? Let us take a brief glance at the picture. Just after the war I was engaged in superintending the appliance sales of a large department store. By 1920 we had built up a million dollar volume. And this, mind you, in a city (Detroit) where the utility did *not* merchandise, a fact which we recognized later as a handicap. Appliances

were still rather crude, service a big and costly factor, ignorance and even actual fear of electricity upon the part of housewives widespread.

In the past ten years domestic rates have been lowered, appliances improved, installment buying better understood and more widely used and wired homes have increased by the millions. But have we materially increased the number of units sold in a great many of the appliance lines? Have we progressively increased the standard of appliance merchandising? We have not.

New and marvelous appliances have come on the market since those days, like refrigeration and radio (if I may call radio an appliance in the sense of a consumer of domestic load), naturally increasing volumes of sales in dollars. But what of the appliances of yesterday? In the year 1920 we sold slightly more than 5,000 units of a cleaner and over 3,600 units of a washing machine in a single city. More than 90% of our appliance business was on standard makes at list prices. We used no premiums, no bribes for recommendations and leads, we gave nothing away. Just straight out and out merchandising, selling appliances and keeping them sold through service and courtesy. How many utilities better that record today after the lapse of ten years? How many ideas have evolved in this decade?

Let's look at another angle.

FREQUENT source of complaint from electrical retailers is that the central station conducts its merchandising business at a loss, to the detriment of others who are not protected by franchise and bulwarked with huge earnings from other sources, but have to depend upon their retail business for their livelihood.

Well, why in the name of common sense should utilities lose money on appliance merchandising? Margins are as high as is fair to all concerned in practically every case I know of, with the exception of one well-known article. The answer is plain where the utility loses

money in merchandising. They do not know how to merchandise. And the utility merchandiser that has failed to learn in the past ten years is very nearly beyond hope. He doesn't *want* to learn.

There are a number of answers to the problem, of course. In the department store business for instance, we are only interested in selling merchandise for which there is a definite public demand. And we are interested in electrical merchandise only in the degree to which it has reached that position. But the utility is interested in selling current and cannot wait on a slow growth of demand.

They must stimulate the acceptance and use of domestic electrical equipment in order to obtain essential increases in domestic revenue. This is so widely accepted as to be a commonplace. But parallel with the development of this acceptance goes the necessity of actively capitalizing it by enlisting all the merchandising capacity in their territories. Here the power company man makes his mistake. He plays a lone hand and not only loses the cooperative strength of other merchants but often provokes an active hostility to his company.

Now, I believe in central station merchandising. I believe not only that they have every right to merchandise but that their activities properly directed are an asset to other merchants in the community and I think this is the view of many, if not most, department store men.

But I cannot understand why their energy is so often spent, not in creating broader markets by education, but in mistaken merchandising of a competitive nature and along lines (premiums, too long terms, "nose bleed" broadsides, etc.) that other merchandisers have outgrown.

There seems to be a woeful lack of advance planning in today's appliance merchandising. Appliances have seasons and peaks and valleys just the same as other kinds of merchandise, but the only seasonable merchandise the utility commercial executive seems to know anything about are fans in summer and heaters in winter. Why, it is only a few years ago that electric refrigerators

The  
Department Store  
Method of Planning  
Merchandise Sales in Advance  
Would Eliminate Unnecessary Losses

## on Appliance Merchandising

By

S. J. Ryan

Merchandise executive with one of the largest department stores in the East



were thought of in the light of *summer merchandise*. How's that for lack of merchandising vision?

In the department store sales events are planned a year in advance. Immediately one is concluded—while our memories are fresh with our mistakes and successes—we lay

the ground work for the next one a year hence. The less important, seasonal promotions are usually planned six months in advance and it is a poor store indeed that hasn't completed its budgeting, merchandising, and publicity plans in detail 90 to 60 days in advance.

Planning requires time—buying and advertising and effective sales ideas require time. The only way this can be accomplished effectively is by planning in advance and working these plans over and over again, adding strength and balance with each revision. There is a tremendous waste in all retail advertising and buying and selling. That is generally acknowledged. Planning does not eliminate it all by any means, but it does cut it down.

How many appliance businesses in the country today are intelligently planned in advance? I'm referring to *merchandise* planning, now, not budgeting sales and expense. How many utility merchandisers actually *know* what they and every one of the important appliance outlets in their territory did, let us say, in August, 1929, and have planned this August's promotions to meet that situation? It certainly is their business to know this, if appliance merchandising is to advance.

Due to economic pressure, department stores and specialized retailers in many lines have made great progress in inventory control in these past ten years. Some surprising results have been accomplished and we know we have not reached the limit of more rapidly turning our stock investments. Many of these methods, including the famous "Unit Control" have been explained in this publication from time to time. Here is still another opportunity for the central station to demonstrate mer-

(Please turn to page 80)

# Lack of Radical Changes at This Year's Radio Trade Show

## Reveal New Industry Stability



A good 25 per cent of the manufacturers exhibited remote control devices for controlling reception in different rooms. Note the flat cable for laying beneath rugs.



(Above) The "midget" set was one of the outstanding developments of the show. Complete with tubes and loud speaker, they are brought out to sell from \$49.50 to \$90.



A strong selling point in about one-third of the sets shown was the "tone control" device which enables the listener to vary at will the reception in either the treble or the bass.



(Right) Low console models were by far the most popular sets shown.

WHEN the sixth annual trade show and convention of the Radio Manufacturers Association closed recently at Atlantic City, some 20,000 distributors, jobbers and dealers departed for their respective homes with the knowledge that they would obtain higher prices for their merchandise during the coming year.

Other outstanding features to be noted at the show were the distinct trend toward smaller console models as contrasted with the cumbersome cabinets of the past year or two, and a tendency to increased ornamentation. Out of some thirty-seven manufacturers exhibiting, 90 per cent of them included low-boys in their models, while only about one-third of them featured the high-boy. Increasing compactness of chassis design has undoubtedly been chiefly responsible for this change, together with the

fact that the public today, more than ever, are buying radio as furniture.

Curiously enough, too, was the fact that while table models so-called, which were the rage of the radio public some two or three years ago, have almost entirely disappeared from the picture today. Not more than one-half dozen models were on display. On the other hand, a new note in cabinet design and in compactness of construction were two models shown of the midget variety, which are being brought out to retail at between \$49.50 and \$90. It is quite possible from the standpoint of the electrical dealer, considering their lower prices, that these new midget radio sets, which come complete, tubes, assembled chassis, loud speaker, etc., may be the logical successor of the old table model. Due to their advantageous position in the price ranges of regular cabinet models and because of their compact design they are going to have an important place in this year's radio program. The much publicized "tone control" was, perhaps, an outstanding feature of the show insofar as advances in engineering design were concerned. About one-third of the manufacturers exhibiting included this feature in their sets. As "tone control" means that the listener may change the tone of any particular reception, stressing either the bass or tenor notes, to suit his individual taste the improvement, if such it may be called, will prove a strong selling point. Progress has been made too in remote control devices, some 25 per cent of the manufacturers having included these distant tuning media in their sets. A rather surprising note in the show was the increase in the number of phonograph radio combination models exhibited. A good 50 per cent at least of the companies included these in their showing. There is little doubt in the mind of the writer that the combi-

Sets will cost more this year; low console models popular; the midget set; big boys back in production; tone control; Morris Metcalf new R. M. A. president



MORRIS METCALF, vice-president and treasurer, American Bosch Magneto Corporation, was elected president of the Radio Manufacturers Association. He has served on the Board of Directors of the R.M.A. for a number of years.

nation machine, being intrinsically a more complete piece of furniture, will find increasing favor with the public as the years go on. Just as the tendency in recent years have broadened from accepting radio as a mechanical device for entertainment to an appraising it as a piece of fine furniture.

The appearance or reappearance it might be said of four or five new companies in the field of radio production was noted. The most conspicuous among those were Westinghouse and General Electric companies. Both of them employ the same chassis in the construction of their sets as that of the Radio Corporation. All have, however, different cabinets and their own distinct distributing channels. Other new companies in the field are the Transformer Corporation of America, who are bringing out the new "Clarion" radio; the reappearance, after a brief interval, of the Colin B. Kennedy Company; the General Motors Company, who are bringing out a set under their own name; the Story & Clark Company, who have gone into radio production as an addition to their present business of piano making; and the Nathaniel Baldwin Company, who heretofore have been concerned solely with the manufacture of loud speakers.

The general impression from the trade show from the standpoint of the dealer might be concerned with either of one or two things. Unmistakably higher prices for the coming year is held as a distinct sign of more stabilized selling. The public will pay more for their radio, but in return they will get a finer piece of furniture and more scientifically engineered receiving apparatus than ever before. The elimination, too, of several manufacturers in the field is an indication perhaps, that those remaining have been able to ride out the depression of the last few months.



General view of the radio exhibits on the main floor of the Civic Auditorium, Atlantic City.

# The District Representative Knows his NEIGHBOR

*Pawtucket Company increases sales per customer—cuts operating cost and increases load by new sales policy*

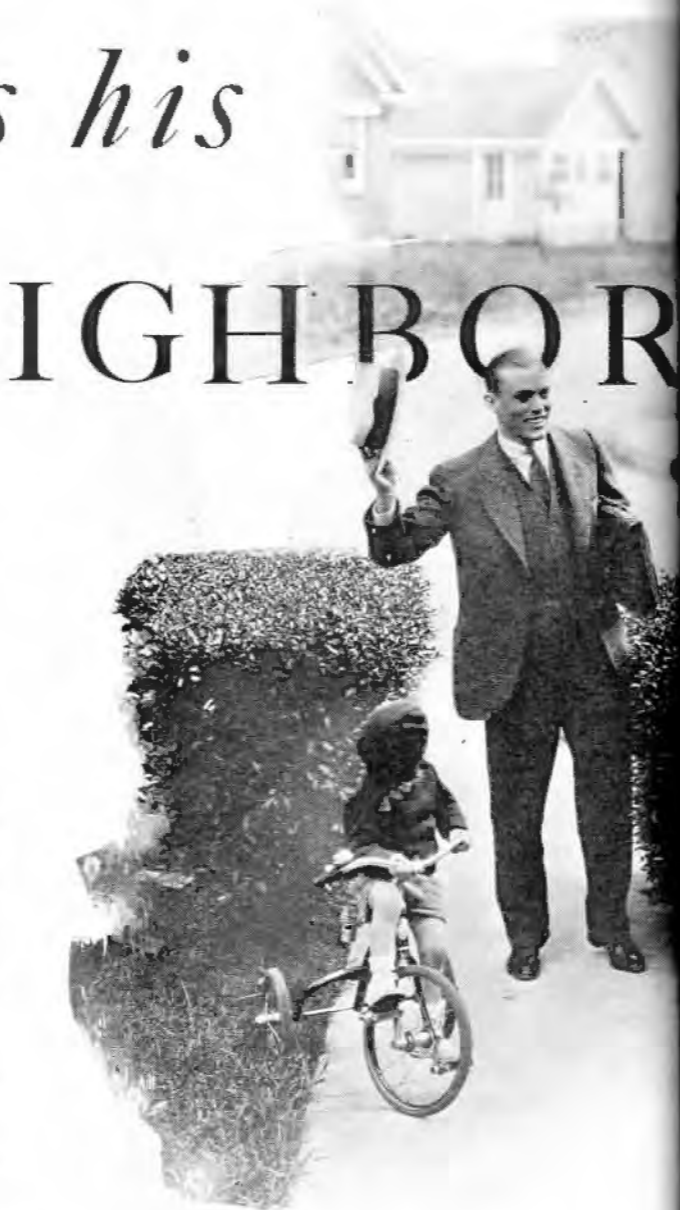
**P**AWTUCKET, R. I., just outside of Providence, is the oldest industrial city in the United States. Here the first cotton mill was erected; here labor problems were first bitterly contested and within the borders of its narrow, winding streets every nationality swarmed in the earliest industrial movement recorded in this country.

A city of some 60,000 homes, there were in 1921 the low total of approximately 12,000 domestic customers on the books of the Blackstone Valley Gas & Electric Company. Little effort had been made to raise the standard of living among the large, foreign-born population. The volume of appliance sales per customer existed only in the realm of the hypothetical and the increase in kilowatt-hour revenue on the lines crawled forward at a rate not calculated to disturb any one's blood pressure.

From the years 1921 to 1926 the company, under the direction of Roger Gordon, general sales manager, concentrated its activities on improving the standards of living in the city, raising wiring adequacy in its customer's homes and increasing the number of customers on its lines. So successful was it in this latter branch of endeavor that today its customers number over 40,000—a saturation of approximately 88 per cent.

With a market established, the company was then ready to start the all-important job of selling electricity as a service to these homes. And here it was confronted with a problem of heroic proportions: a large percentage of illiterate customers, low standards of living, relatively low wage scales—all conspired to make the task a formidable one.

In the early phases of the company's merchandising activity the usual plans for selling goods were tried. Commission salesmen, however, achieved little success in selling goods to the workers of Pawtucket and Central Falls because apart from the fact that the customers of the companies were more than ordinarily hardened



By Laurence Wray

against sales stories, they were never to be found at home before the whistles blew. Wage scales weren't such a big factor in the problem of getting appliances sold: the entire family, in many cases were employed at some sort of gainful occupation providing a fairly good average family wage.

In January, 1927, the Blackstone Valley Gas & Electric Company put into effect the District Representative Plan—one of the first of the Stone & Webster properties to give the plan a trial.

**B**RIEFLY, the plan provides for the splitting up of the company's territory into a number of districts of about 1,000 meters each. One man is given charge of this district and takes over all the duties of contact man between the customer and the company. He is, in effect

Roger Gordon, right, general sales manager, Blackstone Valley Gas & Electric Company, Pawtucket, R. I.



the purposes of surveys, rate explanations, etc. In other words, there is a multiplication of effort on the part of the central station. Under the D-R. plan, one man does the whole job.

What have been some of the results of the two years' experience of the Blackstone Valley Gas & Electric? According to Mr. Gordon some of the following changes have taken place: an increase in the average kilowatt-hour consumption per domestic meter from 262 in the beginning of 1927 to 315.2 at the end of 1929; almost 100 per cent increase in dollar merchandise sales per year—from \$482,000 in 1926 to \$820,000 in 1929; a corresponding increase in yearly merchandise sales per customer from \$13.74 in 1926 to \$21.62 in 1929.

These are the figures on the actual merchandising operation alone. The plan has had just as far-reaching and profound an effect in many other ways: the number of complaints, for instance, about billing in 1926 ranged anywhere from 150 to 350 a month under the old "multiple contact" plan whereas with a district representative contacting a specified group of meters, bill complaints have decreased to between 30 and 50 a month. Salesman turnover, too, always a problem under the usual commission method, has been practically eliminated. These changes have naturally brought about a saving in operating expense that is reflected in the company's earnings; plus, of course, a substantial increase in good-will.

"**WE PAY** our salesmen," said Mr. Gordon, "\$100 a month salary and a commission of 10 per cent on all merchandise sales. In effect, we set him up in business in a small town of his own. His customers are the one thousand or more domestic meters which comprise his territory.

"In the mixture of nationalities which are to be found in an industrial center like Pawtucket, we have found it convenient to employ a district representative of the same nationality as these customers with whom he will be obliged to do business. This naturally does away with

set up in business in a small town of his own. As will be seen later, due to the diversity of his duties, it would be physically impossible for him to contact a greater number.

In studying this new method one of the first advantages of the plan to impress the observer is that it substituted the work of one man for the work of nine. Under the old method there were approximately nine men from the central station contacting the customer for one thing or another.

There are meter readers for both gas and electric customers, bill-collectors, repairmen, adjusters, appliance salesmen, securities salesmen, and special contacts for

any misunderstanding on the part of the customer, creates confidence, and makes the district representative's job a far simpler one."

Or, look at the policy from the standpoint of economy in operation. Blackstone Valley Gas & Electric Co. is a combination company, which means, of course, that they have both gas and electric meters to read in most of their customers' houses. Families in Pawtucket, a thickly settled region, average three to a house, so that there are anywhere from six to ten meters to be read in every house monthly. The prime usefulness of the plan, according to Mr. Gordon, is the fact that every district representative's duties revolve around this function of meter-reading. Chart II shows the results obtained.

The district representative, therefore, must contact every one of the customers in his district at least once a month. There can be no faking, no excuses, which will do away with this call. Hinging directly on meter reading is the fact that the district representative has a legitimate entree to the home, and an opening lead with the housewife. This is best illustrated, perhaps, by a reduction of complaints coming into the central office of the company.

If a customer's bill runs higher than usual, she was almost certain to descend on the office and demand an explanation. This would necessitate the company first sending out a man to re-read the meter; when the figures were authenticated, then it meant going into detail with the customer on whether she left the lights burning, had done any entertaining, or had bought some new appliance which might account for the increase. Under the new system, however, the district representative becomes quickly familiar with the amount of current consumed in each of his customer's homes.

OR TAKE it the other way around. Almost all companies have a minimum charge for service. Fre-

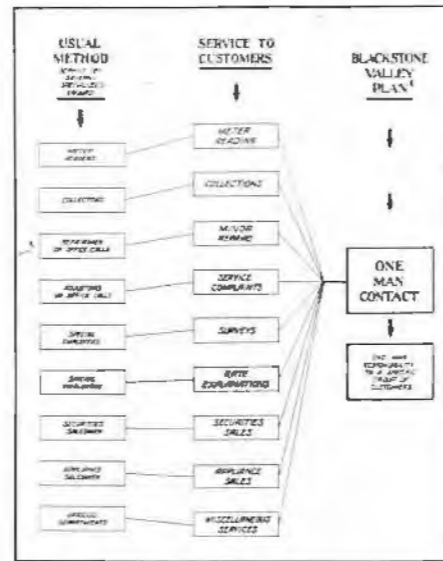


CHART I

A graphic presentation of the striking economies in contact obtained by the D-R plan. One man performs the work of nine.

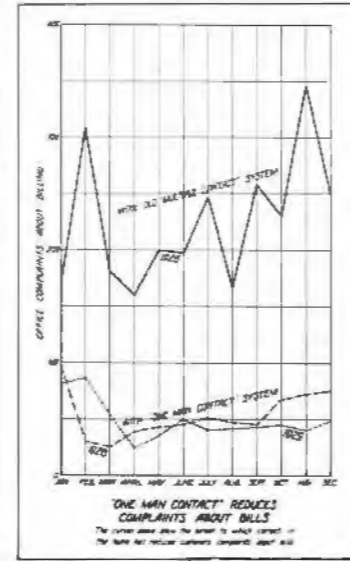


CHART II

How "one man contact" reduced the number of customer complaints in two years.

quently this minimum is a dollar. If the customer is using only fifty or sixty cents worth of current, the district representative is in a position to point out to her that she may buy an appliance and enjoy the advantages of that extra current without any extra cost. The same rule applies in the second and third class rates, where the district representative can point out to the customer that by the addition of a refrigerator, she can put herself into a new rate class and enjoy greater economy in electric service.

All these advantages, it will be seen, hinge directly on the fact that the district representative becomes familiar with the customer's home through his function as a meter reader.

In addition to this, of course, he is required to know something about small repair jobs and to educate the customer in the new uses for the appliances she has.

"We are too concerned as a rule," said Mr. Gordon, "with the problem of selling more appliances. All too often we forget them once they are sold. And an appliance that is not being used is just about as much good to a company from current consuming standpoint, as if it had remained on the floor of the sales room."

"If we can teach our customers to use their electric fans during the winter to clear cooking odors from the kitchen, we are getting double usage. If we can teach women to use their washing machines for rinsing operations as well as the washing operation, they are going to put their washer to just twice as much use. All this educative function is part of the representative's job."

An interesting point brought out in discussion of how the district representative plan works, was that anywhere between 65 and 75 per cent of the merchandise sales of the company were made during the evening—a selling time that few straight commission salesmen employ.

"The district representative," Mr. Gordon said, "lives right in his own district. His customers are his neighbors. His wife knows them, they play bridge together, and his children grow up with their children. He gets to know their habits so well that he is always in a position to know the best time to either talk over any problem they may have, or to urge the sale of some new appliance."

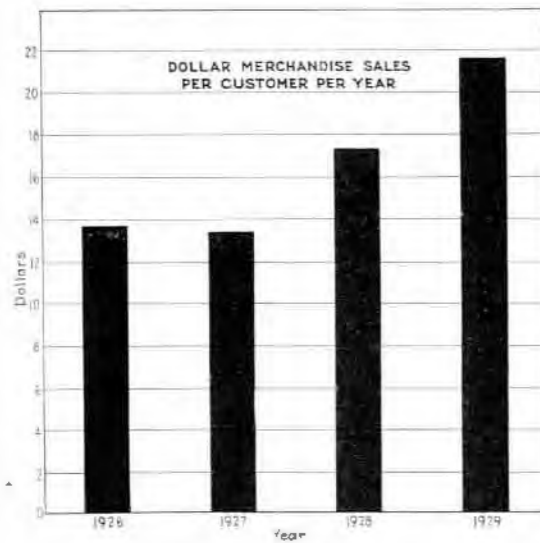
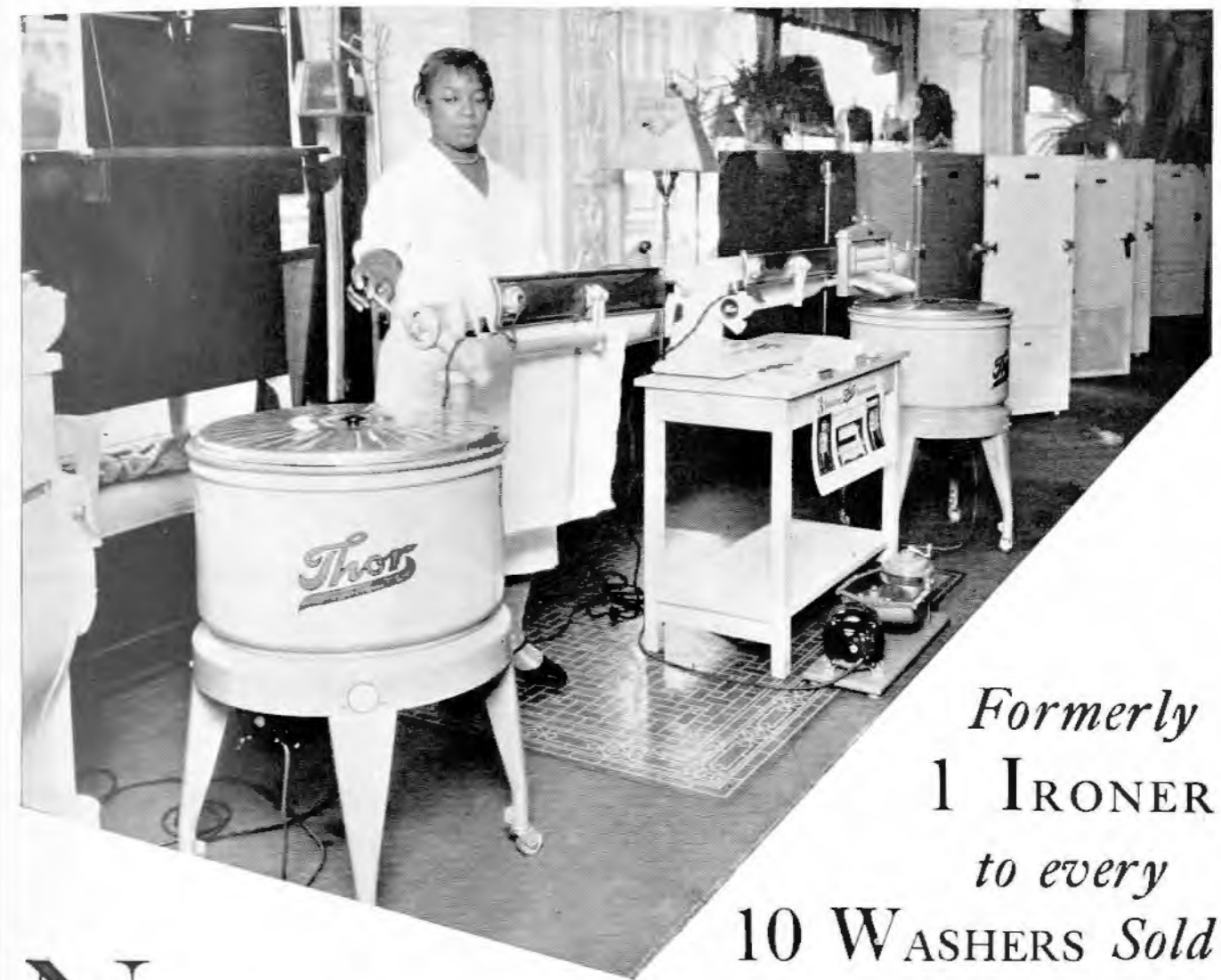


CHART III

The D-R plan was put in effect January, 1927; note the jump in dollar sales per customer for 1928 and 1929.



Formerly  
1 IRONER  
to every  
10 WASHERS Sold

NOW—1 IRONER to every 2 WASHERS

BY INTRODUCING the idea of the "Home Laundress," both a washing and an ironing service, the Public Service Corporation of Denver, Colorado, were able last year to improve the proportion of ironers sold, as compared with washing machines, from a figure of one ironer to every ten washers, to the desirable record of one ironer to every two washers sold.

A superlatively good laundress, actively engaged in home laundry work, not a professional demonstrator, was employed to use the machine in the window of the power company's store. As the result of the interest in her work, some \$6,000 worth of ironers were sold from the salesroom floor. The entire drive netted \$36,000 worth of appliances in a 60 day period.

The special interest of salesmen in adding an ironer to the washing machine sale was secured by special bonuses for such a double purchase. Newspaper ads featured the "home laundress" idea—the laundress who comes once and never goes, who never leaves the housewife in the lurch, who needs no extra lunches. A drawing stimulated interest among those who came into the store, the combination washer and ironer going by good fortune to a woman who had greatly desired the equipment but had been unable to afford it.

The sale resulted in the disposal of 233 washers and 101 ironers, almost a one to two ratio. The colored girl who did the demonstrating added a sales argument for use in future sales by investing the check for her services toward the purchase of a washing machine and ironer for her own use.

#### Complete Laundry Stimulates Washers

"WHEN we started selling a complete laundry service for the home, our washing machine business began to revive," says the merchandising department of the Pacific Power & Light Company of Oregon and Eastern Washington. They have kept figures on their sales of electric washing machines, which showed a peak of 727 washers sold in 1923. From that time on sales began to drop off in spite of increasing sales efforts, averaging about 500 per year, until 1928 when the "complete laundry service for the home" idea was introduced. Then the sale of washing machines suddenly jumped to 1,891, increasing in 1929 to 2,600. Ironers, of which only 90 were sold in 1927, showed a sale of 542 in 1928 and reached the 1,000 mark in 1929.

# Cincinnati Gets AIR

*Ventilator Selling in Ohio City Brings Results*



1. Call on homes worth \$10,000 or more, if you wish to sell ventilators. They are the ones that offer a welcome market.



2. The small table model gives the salesman a chance to show what a ventilator is and to tell his story.



3. People find it hard to understand that ventilators can be stretched to fit any window.



4. Incense or smoke offers the ideal way to demonstrate how soiled air heads for the kitchen window and out.

FOUR men sat down with their wives at bridge the other evening in Cincinnati. Out came four cigars. The host stepped from the room a moment and snapped on a switch.

"Now you fellows go ahead and fog up the place," he said, returning. "We put a ventilator in the kitchen today on trial. I want to see what it will do for the entire house."

Immediately the smoke began rolling toward the kitchen door. The air of the room, usually thick enough to cut on such occasions, became sweet and pure, with-

out a window being opened. All four families bought ventilators as a result of this experiment. Yet not one had felt the need of a ventilator previously. They had endured foul air and odors as something that could not be helped.

Such is the method being employed by the Union Gas and Electric Company of Cincinnati to distribute ventilators. One specialty man, Elliot S. Brock, has been assigned to the work. In 1929 he sold 300, 80% to residents and apartments, 20% to businesses.

The sale of ventilators, which deal with the invisible, calls for demonstration, declares Brock. In nine out of ten homes people do not know what one is talking about, and say, "yes, we have an electric fan." To work out a sales presentation which would dramatically get across the advantages of a ventilator was Brock's assignment.

When making a cold canvass, he works only in well-to-do neighborhoods, feeling that ventilators are to be regarded as a luxury, and only \$10,000 homes or better can be interested in profitable numbers.

"Madam, the Union Gas and Electric Company has something new in the way of

5. Then with a real ventilator, he opens a window, hooks it up to an outlet, and gives a demonstration of its air cleaning powers.

By T. F.

## Blackburn

appliances," is the way he starts. "We are showing it to only two homes in this block. It is called a ventilator. Because people are not yet acquainted with its advantages, we are offering to put one into each of these homes on trial for a week and let people enjoy it. May I show you what a ventilator will do? I have one in my car."

Originally Brock carried a stock model ventilator into the house, opened the kitchen window a bit at the bottom, and plugged it into a convenience outlet and demonstrated. Today, he takes with him a miniature window sash containing a model ventilator. It is easily carried, and he holds it in his hand as he opens his sales talk.

### How He Sells Them

RAISING and lowering the tiny sashes, Brock shows how easily a ventilator is installed, cannot admit flies nor interfere with the operation of the window. The sharp blast of air from the tiny model gives the prospect an idea of what is to come.

A ventilator, he explains, differs from a fan in that it sweeps soiled air out of the house, like a broom. A fan simply agitates air for cooling purposes.

"Now you see the principle of the ventilator," says Brock, "I'll get a regular model from my car and show you why it is so different from a fan."

Opening the kitchen window a bit, he holds the ventilator in place, attaching it with an extension cord.

With an incense burner before women or cigarette before men, Brock is able to show how quickly smoke is caught and hurled through the open window before its greasy fumes get a chance to soil the walls. So saying, he deftly takes a white handkerchief, and gives it a brisk rub on the wall near the stove. The best housekeeper in the world, cannot keep this grimy deposit

off without a ventilator, he diplomatically points out.

If possible, the sale is closed at this point, on a \$2 down basis. If not, the housewife is usually interested to the point of permitting the fan to be installed.

### Other Experiences

BEN KAUFMAN, manager of outside sales for the Union Gas and Electric Company, states that it is an advantage to have a specialty man who is both an electrician and salesman. In case of sale, the canvasser can quickly extend the ventilator to fit the window sash properly, put in four screws, run a cord over to the outlet desired, and the job is done.

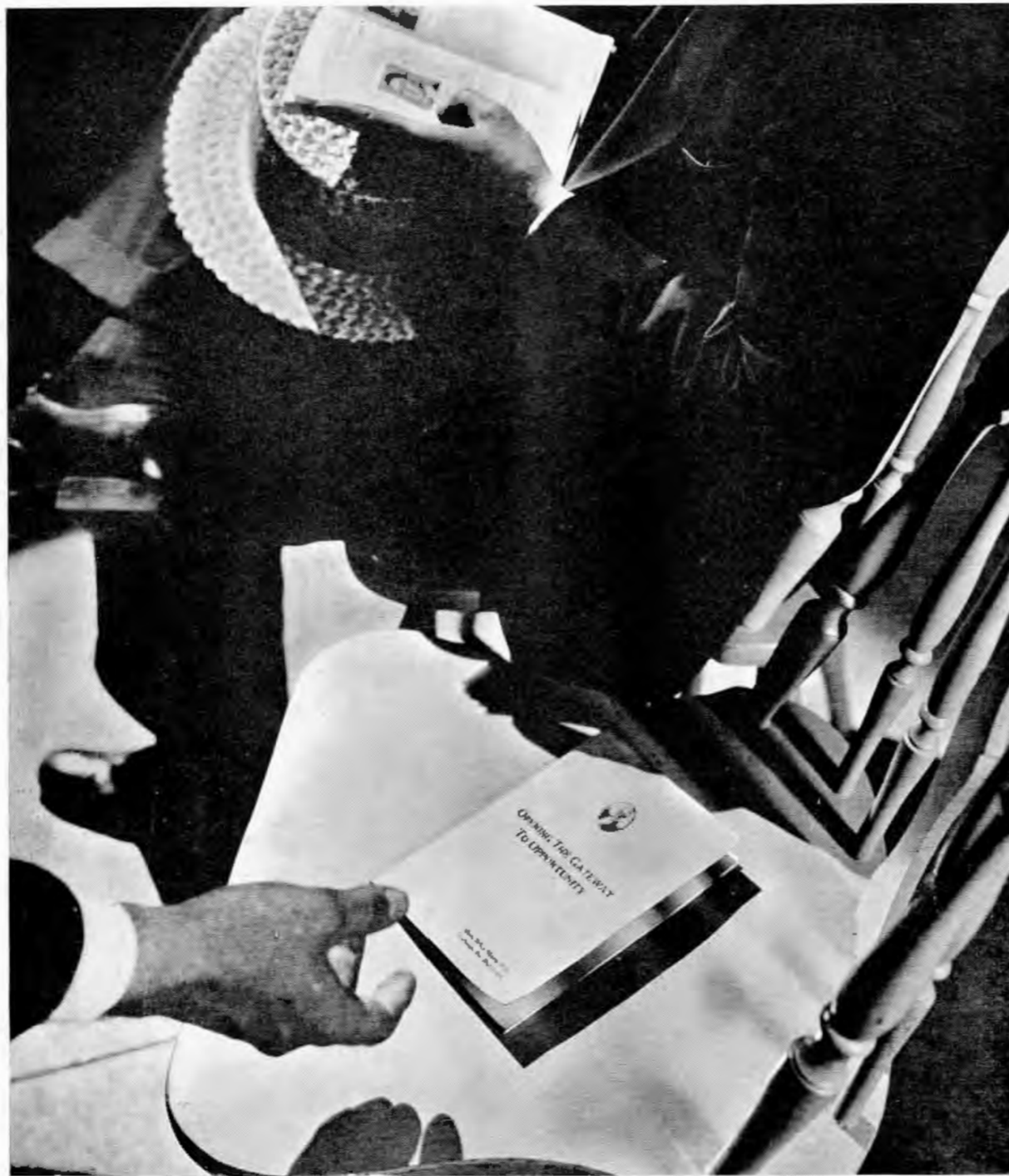
Ventilators retail from \$29.75 to \$75, and the fact that they are easily carried in the salesman's car lends itself to instant delivery. By soliciting only credit clear prospects no trouble is encountered in this direction. The Cincinnati central station plan is to get \$2 down. The salesman receives \$5 on a \$29.75 sale, and the crew supervisor gets an overwriting of \$2.

Ventilator distribution is growing in popularity with electric shops and particularly radio houses. 75% of one firm's new retailers being in the radio business.

A. L. Fink of the Fink Electric Co., Cincinnati, whose firm sold 900 ventilators in 1928, stresses the importance of soliciting only the better type of prospects. Families who cannot afford new washers and cleaners have no business with a ventilator, he declares. It is a luxury product, and where the family is properly sold, it will pay \$75 as readily as \$50.

W. W. and W. R. Judd, another Cincinnati firm distributing ventilators, has a unique system of apportioning the cost of a call over several items. The smaller profit on a ventilator can best be realized in this manner.





# How Air-Way ATTRACTS and TRAINS Salesmen

By Alan Streeter

AIR-WAY is preponderantly strong at the very two points on which the appliance trade generally is painfully weak. First, it is able to attach a certain amount of dignity, in the eyes of its new man to cold turkey selling. Second, it is organized to train them with a speed, thoroughness and effectiveness which I have never seen approached in the appliance trade, and seldom elsewhere. The company's remarkable rise in the field is no doubt largely traceable to these two elements.

Attracted by its advertising in the *New York World*, I applied for a job at the Air-Way Branch of New York. The offices are in the large new Bartholomew Building on East 42nd Street and occupy the rear half of the seventh floor. The reception room is large, clean and furnished with five or six chairs for callers. A single small wicket provides a narrow view of an inner office.

The company evidently believes in impressing callers, at the very outset, with its responsibility and character; as I waited to be interviewed I noted on one side of the wicket a framed pair of Dun and Bradstreet reports; on the other side a membership certificate in the Better Business Bureau of New York City.

Another applicant entered and the two of us were taken through a ground-glass door marked "Executive Offices," into the office of an assistant sales manager. He asked me if I had ever sold and I nodded. Vacuum

cleaners? Yes, a famous brush machine and a well-known suction cleaner. The other man said "no" and most of the ensuing talk was directed at him. The reason for the apparent lack of interest in me was explained later when our interviewer stated that 90% of all Air-Way men had never sold before, and added something about "bad habits to break."

The burden of his talk was directed to very energetically stressing the large earnings made possible by the company's policy of not selling through department stores, hardware merchants and appliance dealers. Air-Way, he said, pays its men the full 35% discount allowed to the trade and enters into a contract with them whereby

they become, in fact, dealers with restricted territories. He emphasized the fact that all leads resulting from national and radio advertising go to the men from whose territories they originate and that they also are paid full commissions on house sales from their sections without either previous registration or proof of work.

The machine is priced at \$79.50. On cash deals the customer is allowed a discount of 10%. The "dealer"—whom I shall hereafter refer to as the "salesman"—gets \$25 on each cash sale. On time deals, he gets \$17.40 immediately and a 10% "good will bonus" on each payment as it is made by the customer, until he has received the equivalent of a cash transaction. If he severs his connection with the company, he forfeits the good will

bonus. There are no charge-backs for reverts once the customer has paid \$31; they are made according to a graduated scale when the customer has paid less. Training classes are rigidly instructed to take no less than \$10 down and \$5 monthly, but I overheard an office conversation which indicated that a \$5 down payment would be accepted.

The assistant sales manager took our names and the location of the territories we resided in, but not our addresses. He wound up by inviting us to join the training class meeting on the following Tuesday—a five-day interval—and extended a hearty invitation to attend the general weekly sales

meeting on the ensuing Monday evening. The aim of this interview is apparently to "comb out" curiosity seekers and objectors to cold turkey and straight commission propositions, leaving for training only that residue which will return without urging for training.

During the interview, the speaker dropped the remark that it cost \$25 for the company to hire and train a new man, and he was insistent on learning just which newspaper ad had induced the applicant to call. The \$25 quotation seems reasonable in view of the company's extensive advertising campaign for men.

The company spent about \$135, at the 4-time rate, in the *New York World* alone during the week of April

SHALL we use a low price with a narrow margin for sales cost and let price sell the goods, or shall we make the price high enough to provide for expensive and energetic selling? This, the problem of manufacturers, is no less the problem of the retailing trades. Pricing merchandise is not a science. Too many factors introduce too many variants. Prices for electrical merchandise vary widely, just as do prices of everything else. Take vacuum cleaners, for instance. A cleaner with a nationally known name can be sold by the dealer for \$35. In contrast, there is a cleaner widely and successfully sold for \$79.50, not through the trade, but by salesmen canvassing direct to the consumer. This cleaner, the Air-Way, has in the space of a few years achieved a considerable volume of sales. Naturally, electrical men have watched this company with great interest. And because of this interest ELECTRICAL MERCHANDISING assigned a special writer to the job of finding out how this company recruited, trained and managed their sales force. The information is here presented. It is printed as information, not in a spirit either of criticism or endorsement.—ED.

9-15, 4" on Tuesday, 2½" on Wednesday, 4" on Thursday and 4" on Sunday, all single-column "classified display." This branch's classified coverage is sufficiently extensive to thoroughly cover its subordinate offices in the Bronx, Brooklyn, Hempstead, Flushing, Bay Shore and Mount Vernon, N. Y.; Jersey City, New Brunswick, Newark, and Paterson, N. J.; and Stamford, Conn. It is readily to be seen why returns must be carefully checked.

The New York *World* is one of the two great classified media in this territory. The company uses the *World* only, that being the paper which reaches probably the largest number of men who would be prospects for propositions such as the company offers, and inserts copy of a strongly high-pressure type. The branch manager once remarked to me that a conservative type of copy paid in the Middle West, but not in New York City.

### How the Men Are Instructed

**A**PART from myself, there were eleven men assembled in the class that met on Tuesday. Three of them spoke very bad English, but I understand that the company has a number of such men who are quite successful among their own nationalities; one of the latter abruptly entered the proceedings to give a sort of "testimony" about his earnings and the satisfaction he derived from his work.

The company gives one day of intensive inside training, from 9 to 4:30, and then the men are further coached on the outside by supervisors. Men are assigned from the Manhattan office to the various subordinate offices previously mentioned; it may be assumed, however, that the more distant of these offices have facilities for giving a modified local training to men who do not make the trip to New York.

On entering the class-room, a rather bare but roomy office, embryo salesmen find on their chairs a 110-page booklet entitled "Opening the Gateway to Opportunity." It is filled with brief stories of men who are making up to \$10,000 or so a year selling Air-Way cleaners. The men read it while waiting for the session to open.

The instructor opened the class at 9:15 by saying that he would demonstrate the appliance for us, but he immediately switched to talking about the large earnings we could make and to an impressive review of the company's financial and sales growth. Gross volume, he said, has generally doubled each year since 1925, reaching about \$11,000,000 in 1929. The sales force has grown from a handful of men to 6,000. I figured that 6,000 men sharing a gross volume of \$11,000,000 would each average less than \$1,834 annually, and this amount on a 35% commission basis would yield earnings per man of about \$642 yearly, somewhat less than \$13 weekly.

During the morning various general company policies were explained. It bonds its men for \$500 with a "double indemnity clause"; it pays \$10 for this bond and charges that amount back to the man, \$5 on each of his first two sales. A deduction of \$2 is made from each sale toward a \$100 revert fund, the bond evidently covering stock consignments only. Group life insurance of \$250 is issued to each man free of charge immediately on employment and this amount is doubled at the end of a year. Unemployment insurance provides that if a salesman in good standing is deprived of his earnings through the company's production being stopped by fire, strikes, etc., he will receive an income during the interval equivalent to

half of that earned by him during the next preceding month. Salesmen visit the office only on Monday, for their pay and the general weekly sales meeting. Stock is consigned to them in such quantities as their past records indicate they will require. Commission payments are made on Monday and include all sales turned in up to 8 a.m. of the same day.

The company does not require its men to use a standardized canvass or demonstration. It furnishes two such demonstrations, one short and one long, but authorizes the men to adapt them to their own personalities. The short one, called the "National Advertising Demonstration," is made up of reproductions of fourteen national Air-Way advertisements, so arranged and underscored in part with red lines that a salesman, following these red lines, is provided with a complete synopsis for an extended talk. The long one, called "Air-Way Dealer Salesmanship" is an all-embracing demonstration so lengthy that it is more in the nature of a manual than a talk and its primary purpose would seem to be as a reference book; it contains thirty-six pages of rather closely set type.

The instructor's class demonstration did not seem to strictly follow either of these, although it did somewhat illustrate the instructions contained in "Air-Way Dealer Salesmanship." He started by getting down on his knee within two feet of the seated "Mrs. Jones." Without using the appliance, he rather lengthily reviewed the various number of cleaning, disinfecting, waxing, etc., appliances needed to keep her home clean. He put considerable time into showing her that Air-Way combines all these appliances in one unit. He then asked for the order and when she refused, he placed the order-book and pencil, which he was using to help illustrate his declaration, into her hand and asked her to kindly hold it for him while he demonstrated the machine; to make her "order-book conscious," he told us.

### Not a Vacuum Cleaner

**T**HE company treats an old subject in a new way by insisting that it does not sell a vacuum cleaner; that the vacuum principle is obsolete and inefficient. The Air-Way is a "system," rather than an appliance; and it is sold as a "unit" combining many uses, rather than as a single machine. Particular emphasis is laid on the light weight of the machine, the transparent window for observing the cleaning process, and the "agitators" which "finger through" the carpet to "open the nap" for the action of the air.

Early in the demonstration the prospect's attention is again called to the order-book by getting her to hold it flat while "window" dirt is emptied on it; she is asked to spread it with the pencil and observe its gritty nature. While the pencil is poised in her hand, she is again urged to sign the order-book. Every effort is made to get the deal without demonstrating the dusting attachments, spray gun, waxer, etc. The salesman is expected to make service calls later, to instruct the prospect on such uncovered points.

To support his talk the instructor used a scrap-book of testimonial letters, rug dealers' endorsements, list of Government department users and the company's 5-year Guaranty Bond. Particular stress was laid on the fact that the latter is sent through the United States mails to

(Please turn to page 80)

# R. S. V. P.

New Orleans Public Service Company stages Food Preservation Show for dealers.



W. E. CLEMENT,  
Commercial Manager, New Orleans Public Service Company

Editor, *Electrical Merchandising*:

**T**HE first Food Preservation Show, staged by the New Orleans Public Service Company and held in our showrooms recently, was an outstanding success from every angle, bringing together in a friendly way, interests which at times had been antagonistic.

I feel that not only has the show helped to stimulate sales, but results from our effort will be cumulative and noticed for some time. By actual check the attendance for the six-day period was 38,661.

All interests including gas and electric automatic refrigeration distributors, together with the ice manufacturers, cooperated in putting on the exhibition, and arrangements have been concluded whereby during succeeding months, each one of the participants will be allowed one month on our sales floor to display their merchandise.

I might state that expenses in connection with the exhibition, such as advertising, decorations, music, etc., were borne by New Orleans Public Service, the exhibitor having no expense whatever.



Engraved invitation cards were sent to customers of the company, inviting them to inspect the "latest spring fashions" in refrigeration.



A view of the show taken during one of the evening showings.



The exterior of the New Orleans Public Service showroom was decorated brightly for the occasion.

# Sell 'Em a Washer

## First

Says W. C. Brown



Of Brown & Twenhofel



Using satisfied washer users as prospects. Brown & Twenhofel, Cincinnati, 53,000 radio business last year.

"YOU'D better look out for your washing machine business," a companion at bridge told W. C. Brown the other night. "Who is going to buy a machine when they can look in the *Enquirer* and find it full of laundresses for \$2.25 a day? These women used to demand \$3 or more, you remember."

"I'm not only going to sell them washers," replied Mr. Brown, "but radios as well. I'm a specialist, and I'll tell you why."

Present times hark back to 1921, the year Brown & Twenhofel opened their doors. It is not forgotten that colored laundresses cut prices because they are failing to get work. This means that a lot of families have buckled down to do their own washing. Wrestling with makeshift, obsolete machinery and suffering a little *personally* is just the medicine to put the housewife in a frame of mind for an efficient, modern washer, Brown pointed out.

"But how about the radio?" inquired the bridge partner. "Surely that isn't a matter of efficiency?"

"No," said Mr. Brown, "but with us it is a matter of opportunity. The butcher, the baker and the candlestick maker all have decided to retrench. They do it like a fat woman reduces—she may not hunt for chocolate pie, but if a rich, thick cut frosted with creamy meringue is passed to her place, she falls from grace momentarily. So do our customers. We work 18 outside salesmen. Radio is just another spoke to our wheel. Having several associated propositions cuts down the cost of calls.

"What laundry does your washing, madam?" asks the Brown & Twenhofel salesman when he rings the door bell. A woman thinks he is a laundry man, and replies on that basis. If her answer reveals that a laundry is



# Then They'll Buy

## a RADIO

doing the work, he is all set to deliver an economy, do-it-at-home talk. If the woman is her own laundress, or has it done in the basement, he'll talk laundry.

Women who care for their own clothes divide into two classes: Those that possess no machines and those that use obsolete models.

Always the salesman remembers that he is there first to sell a washer. If a machine already stands on the floor, to confront him, he talks trade-in and obsolescence. The centrifugal wringer has been a godsend in making people act, declares Brown. Its principle differs from the one they already possess and has strong talking points.

But—when the washer talk doesn't fit, the salesman still can cash in on his call. He swings to table ironer. If the setting is right for a range, an electric refrigerator or a cleaner, he brings that into the conversation. Adding radio to the line made it possible to sell them at a greatly reduced cost per call. And 1929 saw \$32,500 worth of radio sold.

BROWN & TWENHOFEL own one of the largest mailing lists of washer prospects in Cincinnati, 15,000 names. In direct mail work, the same policy of sandwiching in associated items is followed, and with pleasing results. When the recent cuts in radio prices occurred, numerous telephone calls came in response to the direct mail. People wanted to know if anything was the matter with the radios offered . . . yes, they had seen the models advertised elsewhere . . . but were they all right? The fact that the washer they had purchased from Brown & Twenhofel had proved good made them ready to take the firm's word on radio. In nearly every instance, the bargain radio sale was made to a customer.

Keeping less than a dozen radio sets (Philco) on the floor, the firm usually buys as sales are made, and sells merchandise with but little investment in inventory.

Brown & Twenhofel do not follow the usual policy of rotating outside salesmen on the floor. In the first place, even counting the shop at Hamilton, Ohio, there are too many men to give a fair chance often enough. So one veteran floor man is employed, and the sales he closes are credited in part to the outside man who has talked to the prospect first. Inasmuch as there is a growing tendency for overcanvassed householders to listen to back door salesmen and then call at the downtown shop to see for themselves, this inside policy is valuable in keeping a balance.

Five youngsters of his own have brought to W. C. Brown the intimate personal point of view needed to talk convincingly. Back in 1919 he had an office job lined up and was waiting for graduation from school, when his cousin went to the Eureka convention and asked Brown to keep his vacuum cleaner shop open. Brown sold four, his cousin offered him a better proposition, and he was off on a career that led to washers and a business of his own. With children to guide his point of view, he's fortified on all sides today, he says. Here's what the firm did in March:

	1929	1930
Washer sales . . . . .	101	130
Washer trade-ins . . . . .	—	15
Table ironers . . . . .	2	12
Reverts . . . . .	—	2

Eighty per cent of the sales are on the time payment plan. During every year except 1928 Brown & Twenhofel's business has grown. March, 1930, was the best in their history, following a good December, a bad January, and an indifferent February. A good year is looked for.



# \$200,000 A Year In a Town of 28,000

*Unearthing washer and cleaner prospects in Pennsylvania's coal fields takes digging,*

*says*

**Katherine Reiley**

POTTSVILLE is situated in the East central part of Pennsylvania, a section dotted with breakers, tipples and the structures that, with pyramided heaps of coal and slag, give surface evidence of active mining. In mining, first drill to locate a vein, then dig—follow the vein and bring the coal to the surface. That is efficient, result-producing practice, whereas it is not productive to merely scrape the surface.

Reiley's Store, Inc., is located in Pottsville, which, in some measure, explains the fact that this company sold \$200,000 worth of electrical appliances in 1929, and has averaged \$206,000 per year since starting in business over five years ago.

Not that Pottsville, with its 28,000 population, is a city of high wages and therefore better able than other communities to buy electric cleaners, washers, ironers, refrigerators, radios and table appliances. Rather, that Reiley's, in their selling methods, follow the example set by that region in realizing its native wealth.

In a figurative sense, Reiley's men drill, and dig, and follow the veins. Three outside crews, one on the washer and ironer, another on the cleaner and a third on radio, dig up the sales. And the three crews account for 90 per cent of the store's entire volume.

The cleaner is sold on the co-operative plan, and the crew is comprised of three men working under the direction of a district representative of the manufacturer. Practically the entire volume is secured by the outside activity.

On washers, Reiley's have a larger territory than on cleaners, and employ 18 men, 10 of whom operate in the city, with the rest assigned to territories taking in the small settlements that cluster about the numerous coal mines adjacent to the city. These men are Reiley's own employees and are paid straight commissions of 10 per cent.

One field man is employed on radio the year 'round, with a radio service man adding his help to selling at times. The commission is 10 per cent

In applying mining terms to Reiley's business-getting practice, canvassing might be likened to drilling, demonstrating and selling to digging, and contacting with users for further business might be likened to following the veins. It is good practice to follow the veins.

By following a vein is meant to perpetuate a customer—to sell her another appliance when she shall have paid for the first one. For example of the productiveness of this practice let us take a typically good month's record—last November. The electric cleaner salesmen were then given the names of 50 purchasers of washers whose accounts had recently been paid up or were maturing that month. Demonstrations were given to 39 of this group, and 28 cleaner sales resulted.

THE washer men were given the names of 46 customers whose cleaner accounts were paid up. Demonstrations were arranged with 27 of these, and 20 washer sales resulted.

When the purchaser of an appliance has half-way completed paying for it, the work of directing her thoughts onto some other appliance is begun. This is done when the customer comes in to make her monthly payments, by talking-up and giving her literature on another appliance. This system is not to be confused with the ordinary development of "User" business, whereby the salesman contacts with his customer

*"When the customer is satisfied with one appliance it is easier to sell her another."*



*Reiley's Store, Inc., Pottsville, Pa., has a complete stock of electrical merchandise tastefully displayed. Outside salesmen account for a large part of their volume.*

after the sale to get from her the names of friends who are or should be interested in the same appliance, and which, in itself, is directly the source of nearly one-third of the cleaner and washer volume.

Miss Katherine Reiley, in comments about window displays and advertising, reveals yet another reason for the successful operation of the store of which she is manager. She says, "For some time our window displays were the least understood thing about the business, and by that token, they were the least productive of our promotional efforts, and the most bothersome. It has been said that in some lines of business window space is valued as high as 40 per cent of the first floor rental. That certainly was not true of ours. With thought on the matter, however, came appreciation of the possibilities. This is how we analyzed things.

"Used to best advantage, window space is not for the mere showing of merchandise, but for the telling of something essential that prospects should know about the merchandise. Take the electric cleaner, for example. The people of Pottsville don't buy it because it is a fine looking piece of machinery (which was the only impression a passerby could get from our old way of showing it). They buy it because it serves them in a very definite way—it removes dirt from carpets, quickly, thoroughly and with small expenditure of energy. Therefore, if our windows were made to tell some essential part of the cleaner's story, if made to illustrate some point in the

demonstration, some point of performance that we advertised, they could help the cause along.

"EACH magazine that reaches a Pottsville home carrying an ad featuring an appliance we handle can do us an extra measure of good if we tie-in with it by reproducing the advertisement in our windows. And by publishing the same message in our newspaper advertising at the same time, we get double and triple benefit from each effort, because each form of publicity dovetails into the others.

"The advertising of some manufacturers lends itself well to such tie-ins. Now, when planning a window display, we ask ourselves, 'What does this month's magazine advertisement say about the cleaner?' Now our salesmen hear comments about our windows—the story they demonstrate is a bit more familiar to prospects. And now we trace definite results to our displays."

Coal underlies practically the entire region in which Pottsville is located, yet one does not everywhere see the black wealth pyramided into mountain heaps. It is only where there is an active mine. And though appliance prospects are plentiful through the length and breadth of the land, one does not everywhere find a prosperous appliance dealer—these can be found only where there is well-planned, well-conducted effort. It takes digging to make a coal mine yield its treasure. It takes digging to make the electric appliance field yield its treasures.

# HOT DOG!

THAT politics often made strange bedfellows was a current proverb until women started running for office. Now the proverb belongs to merchandising—witness the day, happy-go-lucky automatic phonograph as a partner to the frugal, domestic electric refrigerator over in Jackson, Michigan.

However, it may take the edge off the strangeness to learn that \$40,300 in sales have been made in six months on a capital investment that has never exceeded \$500 cash.

"What started us?" asks G. J. Seitz of the Frigidaire Sales & Service Company. "Well, here's the politics: I figured that if we had to give demonstrations to sell radios, we might as well make some cash out of the demonstration. This town is strong on home test-outs.

We moved the average radio fifteen times to make one sale. We found that the automatic phonograph only needed to be moved three times to close a sale, and during this time we collected from \$50 to \$80 to pay us for our trouble. Fair enough? Furthermore, it's just as easy to truck an automatic phonograph about."

Six years ago Mr. Seitz was in the electrical manufacturing business in Jackson when the mechanical refrigeration possibilities became attractive. Appointed as one of the old Delco dealers, today he sells refrigerators on the floor of the Consumers Power Company and operates a house-to-house crew of five men.

Six months ago the Frigidaire Sales & Service Company of Jackson, took on the agency for a line of automatic phonographs (Capehart) receiving three counties as territory, including Jackson with a population of 58,000 and Lansing, with 100,000. To date, only Jackson and environs has been worked. The company has never had more than five automatic phonographs on hand at one time and started out with four, investing \$400 and giving trade acceptances for the balance. No floor display is made, or local advertising done. A warehouse serves as headquarters.

Believing that no man can sell two appliances at one time without losing his punch or dividing his attention, Seitz has had his five refrigeration salesmen carry on as before. Exception: he pays them a commission when they turn in a good location for an automatic phonograph—work particularly suited to commercial refrigeration salesmen. The sales force aids in planting suggestions wherever possible on the need for music in business. Seitz closes most of the automatic phonograph sales himself.



Seitz, though an independent dealer, is given office and floor space at the Consumers Power Company offices, Jackson, Mich.

Sales made on the floor go through the central station, although outside sales are optional, the customer being billed by either Seitz or the utility.



*His  
Business  
is  
Refrigeration  
And He Found  
a Good  
Side Line*



## FIRST

Contacting hot dog stands for refrigeration, Seitz saw good prospects for automatic phonographs.



— *But*  
they paid Seitz \$40,000 for automatic phonographs in six months

## NEXT

Getting across the idea that the machine soon earns its own price usually gets their signature.

FROM the standpoint of upkeep it has been found that the refrigeration service foreman is excellently equipped to handle the needs of automatic phonographs during his calls on refrigerator owners. The cost of attention in the six months that he has been selling the line could be covered by a ten dollar bill—according to Seitz.

The sales policy on automatic music machines is direct and to the point. First, it is in business to sell, not operate. Coin-controlled instruments are sold exclusively, the revenue derived being a great sales factor.

The primary step is in learning where instruments can be profitably placed. Locations are selected according to the number of young people who gather in the vicinity. Romance is peculiarly quickened by music and bashful swains are not loath

to shelling out nickels for the automatic phonograph. Given a spot that is liberally patronized by boys and girls, the company tackles the owner. He is frankly asked why he does not cash in on the musical appetites of the patrons. The soda fountain, covering 30 sq. ft. or more and costing from \$1,800 to \$3,000 makes an excellent wedge for a sales talk.

"Here you have 30 (Please turn to page 77)



## THEN

An average of three demonstrations on automatic phonographs brings a sale, he says.



## FINALLY

Music makes pleased, smiling customers and a cheerful atmosphere.

## More Reactions (Continued from page 45)

it? We just work here and if that is the way our superiors want us to proceed to secure this business—sales. It is true that we have added \$20 in the selling price to meet these connections costs and generally this amount seems to cover fairly well, not perfectly, of course, but reasonably.

The program does not provide for other dealers connections and perchance should. Will give this some study.

Do you firmly believe that the removal of these connections (\$20) costs will prove the "Open Sesame" or "Aladdin's Lamp" for range sales? I know that others are involved for nearer \$50 than \$20 but must confine my expressed opinions to things I know more about.

Personally, I doubt this. Only selling will sell and no matter how low these prices are reduced they are only low by comparison. To those unfamiliar with such costs the comparisons are not apparent. The stoves will still have to be sold by real selling methods sustained continuously—persistently and aggressively.

I still believe that human wants govern their decisions. They must be made to want the range. If this desire is developed strong enough they'll have it connections or no connections.

The job as I see it is to change ranges from a side line to a major issue and go get the business. This costs money, effort, skill and time. All must be applied generously if the business is to be secured. How these costs or losses are accounted is secondary.

C. A. NASH,  
Gen'l Sales Mgr., United Light & Power Eng. & Const. Co.,  
Davenport, Ia.

### Effort the Answer

Editor, Electrical Merchandising:

Increase in volume of sales of electric ranges will be in direct proportion to the initiative and effort of the power companies.

Wherever you find a utility that has thoroughly organized to actively and intelligently promote the sale of electric ranges, there you will find a large percentage of users per connected customer.

R. H. PARKER,  
Div. Mgr., General Electric Supply Corp., St. Paul, Minn.

### Local Company Sympathetic

Editor, Electrical Merchandising:

Your article under the name of "Remove the Barrier" as printed in *Merchandising* of May created such an impression that it was brought up as a discussion at our local Electrical Club.

We had the good fortune of having present some members of the Merchandising Department of the Virginia Electric & Power Co. This Company started about sixty days ago with a campaign on electric ranges, selecting one make which they have attempted to put over, through, what I might term a personal subsidy in this manner. They offer \$15 for an old range and give the electrical contractor \$45 for installation. Both these charges as well as their salesmen's salaries are absorbed by the company. This of course, has caused them to sell what they consider to be quite a large quantity of ranges, but which when you analyze the situation and the population in which they are working would really mean just scratching the surface. The electrical and other range dealers have not been able to compete with this sale and are therefore, as stated in your article, losing interest in electric ranges.

J. S. GOLDBACK,  
Vice-President, Atlantic Electric Co. Inc., Norfolk, Va.

### Dealer Needs Co-operation

Editor, Electrical Merchandising:

There is absolutely no question whatever as to the field for electric ranges, but we feel in a large measure that you have hit the nail on the head in endeavoring to have the light company, at least, absorb some of the load on new installations.

The writer is frankly of the opinion that the big job of any utility company is to sell current and if they do have a merchandising department to so establish leadership in a sane method of merchandising, instead of trying to kill off competition by reductions, premiums, and other catch-as-catch-can selling inducements that practically ruin the heart of any independent dealer or jobber.

I think the time is coming when the small dealer, especially if he is going to survive, has to have more co-operation, as evidenced by other large utilities throughout the United States who are trying to let the dealer, who is doing the real job of filling the home with electrical appliances, not only survive but make money as well.

Anything that you can do to further this idea along certainly has our enthusiastic approval, and we wish you and yours good luck.

F. X. MEEHAN,  
Mechan. Electrical Appliance Co., St. Louis, Mo.

### Cannot Capitalize All

Editor, Electrical Merchandising:

I am very much in accord with the general principle involved but I do not believe it is thoroughly practical for the power company to put into the capital account the entire installation. Some companies have already capitalized the entrance pipe and entrance switch, which is quite a large proportion of the total cost. I believe that if such practice is in accordance with the rulings of public utility commissions, it is a relatively easy solution to the breaking down of one of the barriers, which, as you say, one of the principal obstacles in the wide acceptance of electrical ranges, and also the sale by other than power companies.

PERCY J. WILSON,  
Sales Manager, The Narragansett Electric Co., Providence, R. I.

### Will Open the Field

Editor, Electrical Merchandising:

You are to be congratulated upon the stand you are taking as expressed in this article, and only when the utilities as a whole will realize the importance of eliminating the high cost of installation on electric ranges and open the field to competitive dealers, will the electric range business come into its own.

H. C. PRICE,  
Manager Stove Dept.—Sears, Roebuck & Co., Chicago, Ill.

### Entirely Sound

Editor, Electrical Merchandising:

I have read your editorial concerning a plan for increasing range sales. It just happens that we handle Universal range and our range business is, we believe, well above the average and a very satisfactory part of our business.

However, the proposed plan that you have seems entirely sound and we are heartily in favor of it. I would like, if possible, to have you send me one-half dozen additional copies of this message that I will distribute in the proper hands.

STARBUCK SPRAGUE,  
Pres., The Sprague Electrical Supply Co., Waterbury, Conn.

### Subject of Conference

Editor, Electrical Merchandising:

Regarding your editorial outlining the means of increasing the sale of electric ranges.

This will be one of the subjects of our next sales conference at which time it will be discussed by our sales manager as well as the balance of the sales department.

F. W. GREUSEL,  
Pres. G-Q Electric Co., Milwaukee, Wis.

### Hits the Nail on the Head

Editor, Electrical Merchandising:

I have read your editorials, "Remove the Barrier" and "Open Market for Ranges—and Our Competition," with a great deal of interest. They are splendid and I think you have hit the nail squarely on the head.

Paul Clapp called me on the telephone this morning about some matters pertaining to the Commercial Section and I took the liberty of quoting some of your figures and statements about electric range sales, and amplified them with some of my own notions. I think your editorials are splendid and should do much in stimulating sales of those companies already selling electric ranges, and in inducing those not now active to sell ranges.

J. E. DAVIDSON,  
Nebraska Power Co., Omaha, Neb.

Electrical Merchandising, July, 1932



# Outdoors— and Radio

Auto radio brings a new thrill to vacationing and summer profits  
to the electrical dealer

# ALL



*J. J. Donovan, manager of apartment house division of the Electric Refrigeration Department, General Electric Company, Cleveland (in the foreground) and George Kuck, Pacific Coast manager, General Electric Refrigeration Department, San Francisco, interview a deer in Yosemite National Park, Calif. Apparently the deer does not smoke.*



*Thousands of citizens of Tempe, Arizona attended the opening of this new office of the Central Arizona Light and Power Company in that community. The town had previously been served by a municipal system.*

# OVER



*(Below) When John W. Wrenn, manager, electric range sales for the Great Western Power Company, had a birthday recently, the occasion was made a celebration of his achievements. He was presented with a cake on which was inscribed a range and the figures 9,716, representing the number added to the lines of the company to date. When he went there in 1922 there were only 712.*



*Riding thoroughbreds on one of his farms in Pike County, Indiana, gives H. E. Capehart the necessary relaxation and physical energy to put over more automatic phonograph campaigns.*

*(Insert) Raising children is the acknowledged hobby of L. M. Nichols, comptroller, General Electric Supply Corporation, Bridgeport. There's now one more than shown in the picture.*



*No, this is not a crap game. It is the president of the P. A. Geier Company, Mr. F. J. Gottron, with some of his engineering staff in a huddle over a new vacuum cleaner development.*

*Some newsy pictures from here and there in the electrical field*

*The first Detroit-made "talkie." Fred Wardell, president of the Eureka Vacuum Cleaner Company, appears before the camera and Klieg lights in a short film championing Greater Detroit.*



# The ELECTRICAL

*(Right) Hyacinth is a goat—the particular goat, in fact, attaching herself to the salesman with the lowest record for the week in the water heater sales campaign of the Public Service Company of Denver, Colorado. C. A. Bigler, superintendent of the company's domestic gas division is responsible for the idea.*



*A couple of good "hobbies." E. S. Patterson, vice-president of the Premier Vacuum Cleaner Company, ready to shoot a round of golf with his daughter Jane. Another daughter, Barbara, is in the background.*



# MAP



W. S. McCLURE  
Merchandise Manager  
New York Edison Co.  
118% of Quota

# \$343,000<sup>00</sup>

worth of Eureka  
sold by New York  
*in great 60-day campaign*

Vacuum Cleaners  
Edison System  
*against quota of \$216,000*



E. A. HOLMBERG  
Mgr., Bureau of Appliance  
Sales  
Brooklyn Edison Co.  
225% of Quota

Again it has been demonstrated that previous sales records, competitive conditions and quotas mean nothing, when an aggressive, well directed organization places the full strength of a sound merchandising program behind the Grand Prize Eureka.

In the two months ending May 31st—in the world's most intensively worked vacuum cleaner market, Metropolitan New York—five allied power companies of the New York Edison System sold a total of \$343,605 worth of Eureka vacuum cleaners, against a previously set quota of \$216,000.

The figures mark this as the largest and most outstanding of all Spring vacuum cleaner campaigns. Its success is a tribute to the energy and ability of the heads of these five merchandising departments, and to the loyalty and enthusiasm of their organizations. To them, Eureka extends hearty congratulations!

An equal opportunity—in direct proportion



NEVA ATKINSON  
Manager Appliance Sales  
The Yonkers Electric Light  
& Power Company  
115% of Quota



D. V. SMITH  
Advertising and Merchandising  
Manager  
United Electric Light & Power Co.  
101% of Quota

to number of wired homes—is open to all organizations (whether power companies or individual dealers) which are willing and able to concentrate sustained sales effort upon the sale of Grand Prize Eureka.

The same line of cleaners is available to them—the finest products and greatest values in Eureka history. Public acceptance of Eureka is the same everywhere. Eureka offers to every dealer the same advertising support and close sales cooperation.

It will pay any dealer who is looking for a permanent source of substantial profit to investigate this franchise opportunity. Write or wire for an interview with the nearest Eureka District Manager.

**EUREKA VACUUM CLEANER CO.**  
DETROIT, MICH., U. S. A.

*Largest Manufacturers of Vacuum Cleaners in the World*  
Canadian Factory, Kitchener, Ontario. Branches: 8 Fisher St., London, W. C. 1, England; 299a-301 Castlereagh St., Sydney, Australia



A. F. RASSIGA  
Merchandise Manager  
N. Y. & Queens Electric  
Light & Power Company  
246% of Quota

*Grand  
Prize*

# EUREKA

VACUUM CLEANER

# Merchandise wash-wear prevention!

Let the powerful  
new Gainaday  
campaign build  
sales that need no servicing



An unusual advantage of Gainaday is its perfect safety in washing blankets, silks and other delicate fabrics.

Here is a striking new selling story that is now stimulating sales of the time-tested Gainaday Electric Washer. Rubless washing prevents wash-wear! And only in the Gainaday can you find the efficient water-action . . . free from moving parts in the tub . . . that insures this safe, modern rubless laundering!

Today, the Gainaday Rubless Washer offers unusual opportunities for volume profits to appliance merchants who tie in with this powerful merchandising campaign. The product is unique . . . with an exclusive, patented washing action . . . backed by sales promotion utterly different from anything else in the washer field.



Actual photographs like this in all Gainaday promotion material show housewives what wash-wear does to family clothing. Every washer customer will be interested in the wash-wear prevention afforded by the Rubless Gainaday.

In addition, Gainaday now offers you the important advantage of a complete line of full-sized models at prices to suit every class of trade. All possess the famous Gainaday sturdiness and quality that protect your profits against costly servicing expense. And convenient warehouses in every Gainaday sales territory afford short-haul shipments, low inventory and prompt, dependable fill-in service.

Write today for full details of the new Gainaday merchandising plans. Gainaday Electric Co., 3048 Liberty Ave., Pittsburgh, Pa.

**Gainaday**  
THE Rubless ELECTRIC WASHER  
... removes the dirt without rubbing the clothes

Two fast-selling Gainadays at popular prices are the Service Model listed at \$105 and the DeLuxe at \$129.50.



The Gainaday Combination Model is the finest value ever offered in a washing and ironing machine combined. Lists \$150.



# Eta Bita Pie—

The national fraternity of male cooks

THE Estate Stove Company believed that their dealers should know how to bake a cake in order to sell electric ranges. But men have always been inclined to dodge cookery—a problem which the company ingeniously surmounted by dressing up their instructions in an interesting way. Thus, the Greek letter order—Eta Bita Pie. More than 3,000 "brothers" are rapidly becoming as expert in making pies as in selling ranges.



Brother E. G. Nichols, Manager, Iowa Railway & Light Corporation, Cedar Rapids, Ia., doing his stuff under the critical eye of his daughter, Shirley.

(Left) Brother E. H. Huenefeld, manager, Electric Shop, Union Gas & Electric Company, Cincinnati, performing the elementary rites before Brother Walter Niederhelman.



(Upper Right) Walter Hansen, Jr., Utah Gas & Coke Company, first prize cake baker, Eta Bita Pie contest.



(Above) An initiation into Eta Bita Pie. The pledges, left to right: L. B. Heaton and Jack Sturdy, Iowa Railway & Light Corporation; M. L. Stauffer, Northwestern Light & Power Corporation; J. C. Vollintine and M. G. Lyon, also of the Iowa Railway & Light.

Electrical Merchandising, July, 1930

## Hot Dog! (Continued from page 67)

taken up by something that costs a lot of money, and the only profit you take in comes from the ice cream you pass out over the top. An automatic phonograph covers only 6 sq. ft. and the cash it brings in is almost pure profit."

So an automatic phonograph is set in the store to give a test of its drawing power. It is understood by the owner that all money taken in by the machine in the two weeks belongs to the Frigidaire Sales & Service Company for its investment. He will have the enjoyment of the music and profit by its drawing power. If he decides to buy, the cash taken in by the machine will apply on the down payment. With few exceptions, the automatic phonograph is never left more than a period of two weeks.

"Naturally we ran into the type of dealer who wished to have us put our automatic phonograph in on a commission basis. This we have consistently refused to do," Seitz said. "However, if after pointing out to the dealer that it is poor business for him to pass out 75c. of every dollar, we still cannot make him see it is to his advantage to own a machine, we take another tack. It is to meet situations of this sort that we have established an operator or man who is in the business of buying and locating machines on which he takes the operating profit.

"At the outset we sold a local operator four machines, since increased to eleven. Where an owner is financially unable to buy the installation or unwilling to do so, we bring in the operator. He puts a machine in spots where we can't sell, and takes 75% of the earnings. He works with us and does not cut in on sales possibilities. In return, we keep him supplied with locations. He makes it a point to pull out a machine wherever its earnings begin falling below a certain figure. This Jackson operator has signed up for \$7,000 worth of instruments. He has \$1,400 invested. Today he is \$187 ahead of his payments and works about five hours a week. Operating is a very good business but it is entirely foreign to our merchandising and we make it a policy to keep out of it."

The chief markets for automatic phonographs in Jackson are restaurants and road houses. Drug stores have not space enough, as a rule, to give them a play. It has been discovered that "hot dog" stands are excellent spots. Some of the best locations earn as much as \$50 a week.

Competition exists in Jackson. There are four other makes of automatic phonographs in the local field. However the distributing hook-up of the Frigidaire Sales & Service Company, covering the town as it does on electric

refrigerator business, has kept the business going ahead. The company has distributed 28 of the \$865 models and 14 of the \$1,220 models in six months. A volume of 60 to 70 in Jackson and 100 in Lansing is looked for.

At no time has the Frigidaire Sales & Service Company had more than \$500 cash tied up in phonographs. The \$40,300 volume done in the last six months represents an extraordinary turnover on the capital invested, compared to the turnover on the \$7,000 stock of refrigerators. There have been no reverts so far, Seitz says.

Mr. Seitz has sold 1,700 Frigidaires in Jackson, a city with approximately 10,000 meters. In 1929, \$152,000 worth of refrigerators were installed and sales are holding up in 1930.

Some innovations have been introduced in the display kept on the floor of the Consumers Power Company. Approximately \$5 a month is spent for fresh fruit. The refrigerators are loaded as Mr. Seitz does not believe that way; fruit lends itself to a convincing exhibit. A point is made of a lemon and an apple which have repeatedly been dried out and resuscitated by the moisture of the vegetable pan.

THERMOMETERS are part of a salesman's paraphernalia in demonstrating the greater cooling capacity of the electric refrigerator compared to natural ice. Because a thermometer's temperature so quickly rises when brought out in the open air, Mr. Seitz has devised a little invention to stop this. The thermometer is inserted through a cork into a bottle filled with lubricating oil. The oil holds the low temperature of the ice box from five to ten minutes before the outside change in atmosphere begins to show on the thermometer. This is long enough for the salesman's uses.

With the working classes, the Frigidaire Sales & Service Company salesmen employ this argument:

"A man may work in dirty clothes with no particularly bad effects. But the minute he starts putting dirty food into his stomach, he suffers. Food covered with bacteria and mold is simply dirty. An electric refrigerator prevents this moldy 'dirt' from accumulating, and acts as insurance to keep a man in good health. While there are plenty of insurance policies on the market that can be cashed if a man dies, an electric refrigerator is the one insurance policy for keeping a man in good health."

This talk of refrigerators is off the subject of automatic phonographs—but they have two things in common, Mr. Seitz maintains. Both are profitable and both take salesmanship.

## The Necessity for Commercial Action (Continued from page 43)

gentlemen stressed, in no uncertain terms, the necessity for commercial action and particularly commercial action looking to the development of our residence business, through continued energetic, enthusiastic and intelligent teamwork within our own branch and with every other major branch of the electrical industry. Indeed, we left the Commercial Session last year, confident of sympathetic accord with our plans for bringing about greater and more diversified use of our service, thereby assuring adequate return on our investment, rate advantage to our customers, and bigger and better opportunities for the

efficient and loyal army of men and women who so willingly devote themselves to our business.

It is conceded the principal prerequisite for market building is the maintenance of a high standard of service, courteously rendered, and that a high standard of service means something more than mere availability of electrical energy. It means maximum availability of energy and rates, economical for both the consumer and the company; it means adequate and reasonably priced wiring; and it means suitable energy consuming utilization equipment, readily obtainable at satisfactory prices.

Electrical Merchandising, July, 1930

# In OUR OPINION

## Will Sears, Roebuck Be the First?

COPIOUS quantities of printers ink and oratory have been expended in various attempts to speed the awakening of the Electrical Industry to the need for a co-ordinated nationwide effort to sell the idea of complete wiring and the complete electrically equipped home.

No one has found any fault with the idea, but few have tried to put it into practice.

If the plan has failed of support because its practicability has never been demonstrated, it appears that right now an opportunity might be created for making the test.

Sears, Roebuck & Company have announced a nationwide home-building service. If the customer owns the land, he may select one of the designs from their catalog, sign the necessary contract, go about his business, and in from 60 to 120 days they will deliver the front door key of his new home, then ready for occupancy. And he has 15 years in which to pay for it.

Always interested in increasing their sales volume, Sears, Roebuck & Company could readily add 10 per cent or more to the invoice value of many homes if they were to catalog each design at two prices. The one price would cover the cost of the house with the electrical wiring according to their own standard layout. The alternate price would cover the same house but wired to conform to industry standards of adequacy and with complete electrical equipment installed.

Unquestionably many prospective home owners would instantly see the practical advantages that accrue from buying the home as an up-to-date, completely-equipped unit. They would also welcome the opportunity of budgeting their income on the one-payment per month basis, instead of having to pay separate installments on each appliance bought from different concerns and under a variety of contracts.

Sears, Roebuck & Company have a policy of erecting these houses, wherever possible, through local contractors and by local labor. Therefore, this proposal if carried out would only serve to improve the opportunities for the local electrical contractors.

Manufacturers of appliances and their dealers would find an increasing interest in "complete electrical equipment for the home" among owners and tenants of already erected houses.

The central stations would enjoy higher revenue from an increased domestic load.

There is every reason to expect that this plan if undertaken would produce highly satisfactory results for all concerned.

The industry should induce Mr. L. J. Rosenwald of Sears, Roebuck & Company, to authorize the experiment.—A step that would give the movement its first real impetus.

## Generous Dealer

JAMES' RADIO STORE, radio dealer of Camden, N. J., recently had their automobile truck and several radio sets stolen.

Some time after the theft, the truck was returned surreptitiously to the James' store minus the radios. The next day the store inserted the following ad in the newspaper:

"We thank the thieves who stole and then returned our automobile truck. We compliment them upon their choice of radio sets—"The Atwater Kent"—which they kept. We are so thankful for the return of the truck—so flattered at their choice of good radio—that we will give them free installation and service upon request." Up to the present writing, the thieves have failed to take advantage of James' most generous offer!

## Not More But Better Credit

AT THE request of the National Retailers Credit Association, an interesting survey has just been completed by the Department of Commerce, on credit losses sustained by retail outlets. More than 1,000 credit bureaus and 25,000 merchants co-operated and the findings contain much the appliance trade generally might well take to heart.

It was found, for instance, that the average loss for had debts on open credit sales was  $\frac{1}{10}$  of 1 per cent. Electrical appliance stores, however, showed average credit losses proportionately  $2\frac{1}{2}$  times as great, or 1.5 per cent, next to the highest average loss of any of the retail lines considered. Radio stores, it was indicated were in practically the same boat, having lost approximately twice the average.

Instalment business, of course, is a foregone prerequisite of appliance merchandising. Without it we could not hope to maintain an adequate volume of sales. But there can be only one answer to a report of this nature—general tightening up of credit schedules. We are all familiar with the commonest abuses—long term extensions, ridiculously low down payments in proportion to market price, and waiving of interest charges. And the curious point of the situation, as has been pointed out in these pages before, is that, in most instances, particularly in the range and refrigeration fields, there is not the slightest necessity for the granting of any extenuated credit terms. Here, it must be admitted, the central station has been the most continual offender. Until these practices are overcome, we can only expect the poorest record for credit losses in the retail trades.

## What Happened in San Francisco (Continued from page 37)

ownership." Mr. Reid made a plea for more and better publicity to counteract such a tendency, quoting the elder Rockefeller to the effect that "next to doing the right thing, the most important thing in the world is to let people know you are doing the right thing."

E. N. Hurley reviewed the Government experience with shipbuilding and ship operation and made a strong plea for the efficiency of private ownership and operation.

F. W. Sargent, president, Chicago & Northwestern Railroad condemned government ownership.

William A. Prendergast, former Chairman, Public Service Commission of New York, discussed public commission control, and stated that public ownership cannot operate as economically as private enterprise.

Martin J. Insull, in an address on the holding company, said: "Regulation of the operating company with freedom of the holding company is in the best interest of the public."

W. J. Hagenah, vice-president, H. M. Byllesby & Company, said: "The interests of the people are best served by economical, sound legislation, as presented by regulation of the utilities."

M. S. Wilder, executive secretary, American Farm Bureau Federation, after stating that electricity in ten years had done more for the farm population than any other agency had contributed in fifty, said: "The American Farm Bureau emphatically believes that the farmers interest cannot be best served by government operation."

THESE are but samples of the theme that was again and again emphasized. The San Francisco newspapers, reporting the Convention, summarized it neatly in such headlines as the following: "Light chief urges utilities legislation be based on economic principles" and "Light men hear state utilities regulation lauded."

The reader may conclude from these quotations, that the general note of the addresses was defensive and directed to the general public, which is the impression made on this reporter. Also, that they were directed to the people of the Pacific Coast, where government ownership is still an issue, rather than to the country as a whole, where it is not. Certainly, the general sessions gave scant consideration to the commercial problems of the industry.

A. W. Robertson, Chairman of the Board, Westinghouse Electric & Manufacturing Company, spoke ably on the commercial day. W. A. Jones, president-elect of the Association, in a review of the achievements of recent years, called attention to the fact that commercial development has not been on a par with financial and engineering development in this industry. He made a plea for better commercial work and broader commercial planning. He said, in effect, that we have been commercially outstripped by many newer and less essential industries and indicated his sympathy for an industry program which would emphasize the importance of commercial progress.

The meeting of the Commercial Section was a disappointment. It occupied one afternoon session. It was all attended, but elements of constructive leadership in this vital phase of the industry were unfortunately lacking. The papers of Chairman Sampson, and the Bureau Chairman, were merely reports of committee activities. There has been great and growing interest in the program for complete home electrification. An active and important committee are at work on this problem aided by an

advertising agency retained to develop the details of the plan. This Committee was not ready to present its report, and in order to dramatize the idea and to maintain interest in the plan, the section was presented with a pageant. The pageant consisted of an introductory speech, a group of young ladies in kitchen aprons bearing cutouts, representing appliances, some highly dubious poetry and the Maine Stein song all complete. Of course, the Maine Stein song had a new set of words suitable to the idea of home electrification. These words were not sung so as to be understandable to the audience which was perhaps just as well.

TWO events of this Commercial Section meeting were important. President Sloan spoke briefly but very much to the point, on the importance of commercial work, and Martin J. Insull read a paper on load building possibilities, which contained a highly important suggestion. Mr. Insull suggested that there is an index to the commercial managers proficiency and value to his company that has not been generally accepted, and that index is the improvement in load factor, due to the merchandising of equipment that will spread utilization through the twenty-four hours instead of concentrating it in peak or near peak periods. This problem, and its importance, is of course, not new to commercial managers. Many of them have been working on this line for years, but better load factor through the sale of such corrective load equipment as off-peak storage-water heaters, involves rate making and other factors not controlled by the commercial department. It was encouraging, therefore, to have executive opinion as expressed by Mr. Insull, sympathetic to this development. So much for the formal meetings. The papers will all be published, and available to the reader who will form his own conclusions.

A CONVENTION, however, has another side in the informal gatherings of men interested in the same problems, and whose work is toward a common goal. There were many such meetings, of course, and commercial men, I dare say, got more from them than from the formal meeting of their section. It was the privilege of the writer to attend one informal gathering of commercial executives who came together to talk things over, and what did they principally discuss? They discussed co-operation with local merchants and the methods and plans by which it can be made most effective. I want to make it clear that these were all utility, commercial and merchandise executives that they had not been waited on by a deputation of dealers: that there was no specific situation to be met. They came together to talk over their own business, which is selling and load building, and they talked about cooperative plans and measures. Why? Because evidently they think that co-operation with the local trade is good business. That was the best thing I brought away from this convention. That is what I want to pass on to the readers of this magazine. That we are getting away from paternalism and subsidies extended to sooth a local ruction, and getting a recognition that sound policies of admitting all the retail trade to a partnership in promotion of appliances will pay the power companies. The co-operative idea has become firmly rooted in this industry.

The central stations will play their part in it when as and if the dealer plays his.



he customer, as proof of the company's integrity. The manner of the entire presentation is energetic and extremely persistent. Men are allowed to canvass without machines, but they are urged to carry them ready for instant demonstration.

Trade-ins are avoided if possible, accepted if necessary. The instructor suggested that we first appraise them at the weight of their metal. "\$1.62 or some such uneven amount." The company furnishes a "Schedule of Trade-in Allowances," however, which provides amounts up to \$12.50 for various makes, only two of them rating the \$12.50 allowance. Salesmen are not allowed to clean up their own trades, but must turn them in. I was informed that they sell them "as is" for about \$2.40 each to a contractor who insists on getting "the good with the junk." (!)

I asked the instructor point blank how they checked the bird who turns in \$10 of his own money to collect \$17.40 of the company's, but he quite properly dodged my uncouth curiosity in the presence of upright young men and I never found out. In view of their exceedingly prompt commission payments, they must check up quickly or take a long chance. I have a suspicion that supervisors check the new men, and the company takes a chance on older ones who have created a revert fund.

At the close of the morning session, we were escorted to another office where we found tables neatly arranged for us, each place set with bonding applications, dealers' franchises, individual pen and ink, blotters, etc. Any man not sold by the morning session was thus eased out before another half day was wasted on him. I regarded the proceedings as a mighty clever bit of forethought, both in arrangement and purpose.

The instruction given at the afternoon session was more individual in its nature. How to approach the door. How to greet the woman. How to start the talk. We were shown how to take the machine apart and each of us took a turn at putting it together again. We were instructed how to swing it gracefully, demonstrate its

light weight, remove and insert the paper-bag, and so on.

The Air-Way was compared in detail to its two principal competitors, one a famous brush machine, the other a well-known straight suction cleaner; e.g., the alleged inaccessibility of the adjusting screw at the bottom of the straight suction cleaner was emphasized; a pencil was spanned across the head of the brush machine and when its metal agitator burred a deep and ragged gash into the pencil wood, the machine's alleged destructiveness to carpets was stressed. The efficiency of Air-Way's self-adjusting vanadium steel wheel springs was then pointed out, together with the gentle fingering action of its Egyptian fibre agitator comb. The demonstration was made with a talc-like powder which the Air-Way did not entirely remove from the rug. I asked for a test with kapok, hair or threads, but none was made.

I said at the outset that Air-Way is preponderantly strong at two points on which the trade generally is weak.

First, it lends a certain dignity to its salesmanship by placing its new men in the category of "dealers," rather than of "cold turkey artists." Its undoubtedly strong financial position and unquestionable success of the past few years lend weight to this method of engaging men: there is something that is both substantial and flattering in its proposition, particularly so in view of its statement that 90% of its men have never sold before.

Second, the company is thoroughly organized for training. The preceding data gives but a brief idea of the truly great amount of training it packs between the hours of 9:15 and 4. It could not do this, however, without specializing instructors; the man who handled our class was evidently just that. He knew his stuff by heart and impressed on us an amount of training that would require two or three days of any non-specialist's time. He became parrot-like at times but his delivery was, on the whole, natural and sincere-sounding.

Whatever else the trade may choose to say about Air-Way it is bound, if it but knew, to hold its recruiting and training methods in very high respect indeed.

### Losing Money, by S. J. Ryan (Continued from page 49)

chandising leadership by force of example. The utility does not enjoy a monopoly of mistaken merchandising by any means, but in my opinion they must bear the burden of blame because they very definitely have the responsibility of leadership. All honor to the instances where the power companies have achieved merchandising leadership and dealer co-ordination. But these are exceptional cases. All too frequently we find a patronizing attitude toward merchandising activities upon the part of utility executives. Such a point of view will never get the utility anywhere.

The utility executive has demonstrated his ability as an engineer, and as a financier he has piled up huge corporate and individual fortunes. But insofar as I know, not a single one of the men of conspicuous achievement at the head of the great power companies has devoted any serious amount of time and attention to the activity of his organization which has to do with such an important thing as the utilization of the domestic load.

Maybe central stations do not want domestic load. I don't know. I do know, however, that there isn't a department store in the country which couldn't throw out its appliance business tomorrow and never miss it

after a few months. It is just merchandise to us, but it is something more than merchandise to the power company. Its contact with thousands of individuals. If these thousands are satisfied or dissatisfied customers, its public opinion, and public opinion will make or break even the enfranchised utility.

Now the utility people know all this. It seems quite probable that the very existence of the franchise accounts in a measure for the mental attitude of many central station executives; of the very men who could, if they would, encourage, organize and lead utility merchandising activities, to the great benefit of all factors concerned, the retailer, the manufacturer and the utility itself. Something should be done about this half-done job of merchandising besides talk about it, and who is in a better and a more natural position to "do something about it" than the central station? Perhaps the utilities need a merchandising czar for their merchandising activities as urgently as baseball needed Judge Landis and the movies Will Hayes—someone intelligent enough and strong enough and backed up enough to inaugurate and keep in effect a broadguaged, constructive coordination of manufacturer, utility and retailer.

# In Honolulu — You



Can't Cold Canvass

You

Can't Sell by Phone

You

Can't Give Free Shows

But

the W. A. Ramsay Company  
have installed 1500 refrigerators  
in the Islands to date

HONOLULU is a community with a small group of whites enjoying a high average of prosperity and a large group of Orientals with all degrees of adaptation to American standards of living. It has a warm climate the year round and a tradition of hospitality which give a position of importance in the household to those appliances which have to do with the preparation and preservation of food.

The W. A. Ramsay Company claim for themselves the distinction of being the first agents for General Electric refrigerators in the United States, having sold several before the article was even on the market, or pictures of it were available. They have some 1500 refrigerators to their credit in use on the Islands to date and have laid out a schedule for the coming year which contemplates very nearly doubling that figure.

P. S. Pell, merchandising manager for the company, says the way to sell electric refrigeration is to do it individually, each prospect treated as a special case.

He believes in advertising, but only as a foundation. Based on the good reputation of the equipment and of the firm itself, the way to sell is to find out who wants the appliance and to go out and sign them up.

This does not mean that the firm does house-to-house canvassing. Experience has shown that on the Islands, this will not lead to good results. Strangely enough, the reason for this is that front doors are too open. In many cases, there is no front door, but an open veranda and hospitable rooms into which the salesman may walk without hindrance. The housewife, schooled to courtesy, invites in the stranger at her door, asks him to sit down and listens politely, no matter how much the interruption may inconvenience her. But this does not sell her an appliance—rather it irritates her and violates a tradition of hospitality which prejudices her against sales.

In the same way, telephone selling has proved unsatisfactory. Experiments have shown that prospects like a personal call and resent the use of the telephone.

No premiums with purchases and no free shows to make a sale is also a tradition with the company. This is partly because of the presence of the Oriental element in the population, which flocks to an event where they get something for nothing and which keeps away the better class of prospect. Partly, too, it is against the policy of the company, who believe that merchandise should be sold on its merits for a fair profit, without other inducement.

THIS same attitude has led to the adoption of a policy of consistent selling without any special seasonal drive. Pell believes that the existence of a recognized sales period tends to create an attitude on the part of both public and salesman which tends to hinder sales at all other times. The customer, knowing from the experience of others that it is sometimes possible to secure special advantages at a given season, tends to wait until the special inducement is offered. In the meantime, as every salesman knows, conditions may arise which prevent the sale from ever coming to fruition.

Prompt and efficient servicing is looked upon as essential by the Company, who have built up a reputation along these lines in all the equipment which they handle.

Among the prospects are a number of apartment house owners. There are an unexpected number of apartment houses in Honolulu and more under construction, most of them being in the form of bungalow blocks, rather than single buildings. Sales to such clients have varied from 8 to 25 machines in a single installation. Here one sale leads to another, as rival owners must keep up-to-date in order to rent their properties.

# New Merchandise

A Review of the New Appliances that have recently appeared on the Market



## Schickerling Sun Lamp

The ultra violet, sun bath, incandescent lamp, recently announced by the Schickerling Electric Corporation, Newark, N. J., is a new feature in health devices, in that it provides ultra violet radiation and at the same time, general illumination. It is designed for ordinary lighting purposes anywhere. After approximately twelve years of research, this lamp was recently perfected with the use of special German quartzite glass. No sun glasses or goggles are required in the use of this lamp.

The list price for the 200 watt lamp is \$6 and for the 500 watt lamp, \$8.—*Electrical Merchandising*, July, 1930.



## Haag Twin-tex Washer

This double tub washer, Model 85, is the newest addition to the line of washers manufactured by Haag Bros. Co., Peoria, Ill. The new washer has double porcelain tubs, each equipped with an agitator of the safety submerged type, driven from segment gears instead of rack-bars. The washer is compact and sturdy in construction, with heavy cross bars in the base to insure rigidity and durability and to eliminate vibration. It has adjustable legs. It is equipped with a 1/2-hp. G. E. motor, and may also be had with gasoline motor. The list price on the electric model is \$165.—*Electrical Merchandising*, July, 1930.



## Westinghouse Automatic Iron

The new, low-priced automatic iron brought out by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, is in its features of design, a duplicate of the standard Westinghouse automatic iron.

This new iron is made to retail at \$6.95 and is made possible, the announcement states, by the development of the one-inch Spencer thermostat, a refinement of the famous Spencer thermostat used in Westinghouse automatic appliances. The iron is finished in highly polished steel nickel.—*Electrical Merchandising*, July, 1930.



## Collins Motor Dynamo Flashlight

Operation of the batteryless flashlight of the Collins Flashlight Corporation, 522 Fifth Avenue, New York City, is as simple as winding a watch. By turning a spring in the handle of this flashlight, magnets revolving through space generate electricity. Several minutes of continuous light are provided before it becomes necessary to rewind the spring. Pressing a button sets the motor in operation, producing sufficient current for a 2 1/2-volt light. The flashlight, it is announced, is not affected by exposure and dampness.—*Electrical Merchandising*, July, 1930.



## Electromatic Water Heater

"It Won't Burn Out" is the slogan carried by the Electromatic Manufacturing Company, Inc., 133 Kossuth Street, Newark, N. J., on its "Electromatic" automatic water heater. The heating element of this heater, the manufacturer explains, is practically indestructible and is immersed in a vacuum tube of oil which extends down through the center of the tank. The element heats the oil, the oil quickly heats the large surface of the tube, and the tube heats the water. The elements can be had in capacities of 1,000, 1,500, 2,000 or 3,000 watts, 110 or 220 volts, a.c. or d.c.

The heater is equipped with thermostatic control, operated by a mercury tube. Either full- or part-automatic operation of the heater may be had. The metal jacket encasing the heater is made of auto body steel, finished in white, pea green or gray.

Prices given are \$135 for the 18-gal. size and \$165 for the 30-gal. size.—*Electrical Merchandising*, July, 1930.

*Electrical Merchandising*, July, 1930

## New Electrical Merchandise

### Nu-Flor Polishing Machine

This floor polisher, manufactured by Skinner & Bridge Co., 67 Irving Place, New York, N. Y., has two major features. The first is the flat construction of the machine which permits its use under radiators and other furniture close to the floor. The other is the buffer which is made of lambs wool around the outer edge of the machine, which protects the furniture and also aids in polishing the floor, incidentally reducing motor noise.

The polisher weighs about 10 lb. and is driven by a universal type motor. The motor runs on two high-grade bearings, life time lubricated. The brush for polishing is made of horse hair, and is of the floating type. The housing of the machine is made of aluminum, die cast in one piece, which covers the brush and motor, and is finished in frosted lacquer in a choice of three colors; red, green and blue. The intended retail price of the outfit, which includes the machine, wax applicator, and one pint of floor wax is \$24.50.—*Electrical Merchandising*, July, 1930.



### New Philco Radios

In the new "Philco" line of radio receivers, just announced by the Philadelphia Storage Battery Company, Philadelphia, Pa., are included a Screen-Grid Plus Highboy of nine tubes; a Screen Grid seven-tube chassis in lowboy, console and table models; a new Screen Grid d.c. set in three models; an improved radio-phonograph; and an eight-tube Screen-Grid battery set. The a.c. models use a greatly improved electrodynamic speaker (built-in in the larger models) and an entirely new speaker for battery sets. The radio-phonograph uses the Screen Grid Plus chassis with nine tubes.

A feature of the new sets is the tone control with four positions of station reception. This control can be set to any one of four positions of tone quality—brilliant tone, bright, mellow and deep tone. Another important feature is the automatic volume control which eliminates fading of distant stations and the blasting of stations passed as the dial is tuned to reach the station sought.—*Electrical Merchandising*, July, 1930.



### Edge-Lite Bathroom Cabinets

A bathroom cabinet, light brackets and a mirror are all combined in the new "Edge-Lite" bathroom cabinet brought out by the Henkel Edge-Lite Corporation, 900 North Franklin Street, Chicago, Ill.

The light brackets are adjustable and slide in a slot at the edge of the mirror. Being closer to the mirror than wall brackets, these lights, it is pointed out, provide complete and intense illumination for shaving or make-up.

Several other features are incorporated in the new cabinets. The plate glass mirror is removable, resting in aluminum channels on the door frame. All wiring is enclosed. The box is of rust-resisting steel with door of die-cast white brass. Light brackets and trim are chromium plated, other parts lacquered.—*Electrical Merchandising*, July, 1930.



### United States Apex Receivers

For its 1930-1931 line the United States Radio & Television Corporation, Marion, Ind., is bringing out four new models. The outstanding features of these models are the "Tone Blender," remote control on model 31D, combination phonograph and radio in model 31C, oversize electro dynamic speaker in all models, attractive cabinets and new eight-tube chassis.

The control box of the remote control of 31D can be placed on bridge table or bedside. Its standard equipment is 25 ft. of the remote control tape.

The models are known as 28-A, 31-B, 31-C and 31-D. Model 28-A is enclosed in an American walnut cabinet and is listed at \$105 for 60-cycle operation, \$109 for 25 cycles; Model 31-B is listed at \$127.50 and \$131.50 for 60 and 25 cycles; Model 31-C retails for \$175 and \$179; and 31-D, \$185 and \$189. All prices include tubes.—*Electrical Merchandising*, July, 1930.



### Kopp Lighting Units

A new lighting unit to conform with modern architecture and furnishings, without sacrifice of efficiency in light output and at no increase in price over the older type units, has been brought out by Kopp Glass, Inc., Swissvale, Pa. The new units are known as the 950 line.

They are made of "Nico" glass, well known, it is pointed out, for its high transmission and fine diffusion as well as low expansion, with corresponding heat-resisting qualities and strength. In this glass, the manufacturer declares, efficiency in light transmission is not dependent upon the thickness of the glass and greater weight and strength are therefore possible. This new line can be had in ivory glass, Delica white cased glass and daylight blue cased glass on special request.—*Electrical Merchandising*, July, 1930.

*Electrical Merchandising*, July, 1930



**Edison Radios**

Two new models of "Light-O-Matic" receivers are being introduced by Thomas A. Edison, Inc., Orange, N. J. These new models, R-6 and R-7, represent the Edison development of the triple screen-grid circuit. Broadcast impulses are introduced through three tuned circuit input filters and then conveyed through three stages of r.f. amplification, two of which are tuned and one semi-tuned and utilizing three type '24 screen-grid tubes. The detector stage is of special two-element design, in which is used a heater type '27 tube. Audio amplification is accomplished by a system of three audio stages, consisting of two resistance coupled stages employing two heater type '27 tubes, and a final transformer coupled stage utilizing two type '45 power tubes in balanced push-pull arrangement. One type '80 tube for rectification completes the nine-tube equipment required for operation.

The new models have electro-dynamic speaker which is provided with adjustment for acoustic requirements of individual installations. They are also equipped with volume control. A phonograph jack and switch are also provided. Both cabinets are finished in walnut, with doors carved after a fine, old hickory motif. The intended list price of the R-6 is \$297 and R-7, \$268, less tubes.—*Electrical Merchandising*, July, 1930.

**Radiola Receivers**

Three new "Radiola" Superheterodyne receivers have just been announced by the Radiola Division of the RCA Victor Company, Inc., 233 Broadway, New York City. These new receivers include Model 80 which, it is announced, will be placed on the market at an unprecedented low price for a set combining both the superheterodyne and screen-grid features; Model 82, which, besides the superheterodyne and screen-grid features, is equipped with a new Tone Color Control feature; and Model 86, which contains an improved latest-type electric phonograph combination.

These new receivers are encased in attractive cabinets of five-ply walnut veneer. Model 80 has a lowboy cabinet and Models 82 and 86 are of the console type.

Specifications of all models include eight Radiotrons, comprising four screen-grid type UY-224, two UY-227, one UX-280 and two UX-245 tubes. The screen-grid Radiotrons are used in radio frequency, first detector and intermediate stages, while the UY-227 are employed in the oscillator and the power (second) detector and UX-245 are used in the push-pull power stage. The new Radiolas employ nine tuned circuits, four being variable. They are a.c. operated, from 25 or 60 cycles and 110-125 volts.—*Electrical Merchandising*, July, 1930.



**Graybar Screen-Grid Superheterodyne Receivers**

Two new radio receiving sets, designated respectively as Graybar-700 and Graybar-770 models, have been announced by the Graybar Electric Company, 420 Lexington Avenue, New York City.

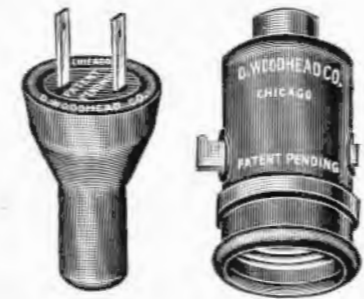
Outstanding features incorporated in both of these sets, the announcement explains, are the application for the first time of the powerful—224 amplifying screen-grid tubes to the superheterodyne circuit; the employment of a push-pull amplifier, and the use of two—227 tubes, one as an oscillator and the other as the second power detector; use of an improved local-distance switch for providing uniform reproduction from weak distant or strong local stations; and other features such as an illuminated, magnified dial calibrated in kilocycles. In addition to the foregoing circuit characteristics, the larger 770 model also features tone control, whereby the listener has available a medium for balancing the instrumental pieces of the broadcast program.

Each of the receivers is housed in an attractive low-boy console of Italian Renaissance design, Florentine motif. Both models are designed for 110-125 volt, A. C. operation of 25 or 60 cycles.—*Electrical Merchandising*, July, 1930.

**Walser Timer**

The Walser Automatic Timer Co., Chrysler Bldg., New York, N. Y., has placed on the market a new timer, model 660-H, with constant contact attachment. It has detachable inlet and outlet sockets, and its size is 4 1/2 in. x 3 1/2 in. x 2 1/2 in.

The clock movement contains a friction device on center arbor, which permits resetting of pointer; the movement never requires winding. When the pointer is turned to constant contact, the clock will stop and the circuit will be closed for an indefinite period.—*Electrical Merchandising*, July, 1930.



**Protex Rubber Socket and Plug**

Described by its manufacturer as practically indestructible and made of a high-grade salinium rubber compound to withstand the effect of oil and greases and to provide freedom from electrical shocks is the "Protex" rubber socket and plug, made by the Daniel Woodhead Company, 15 North Jefferson Street, Chicago.

The socket is available in push and keyless types and is furnished with shade holder groove. The "Protex Junior" plug is smaller in size than the rubber "Safeway" plugs made by this company for use in industrial establishments, and is especially suitable for use with electrical household appliances.—*Electrical Merchandising*, July, 1930.

*Electrical Merchandising*, July, 1930

**Superlectric Turn-Over Toaster**

A new turn-over toaster has been brought out by the Superior Electric Products Corporation, 1300 S. 13th St., St. Louis, Mo. It is known as model 44, and has solid panels with a diamond and double circle design in the embossed door. In this new toaster two pieces of bread are toasted at once. The toaster has a Nichrome ribbon element over high grade India mica, and is equipped with a separable cord set. The intended retail price is \$2.75 in nickel and \$3.75 in chromium.—*Electrical Merchandising*, July, 1930.



**Westinghouse Radio**

The new radio receiver announced by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., is a screen-grid superheterodyne receiver which is available in three models—WR-5, WR-6 and WR-7.

The WR-5 cabinet is a lowboy, open faced model of Early English Elizabethan design in walnut; WR-6 is a highboy with two doors, of Early American design in walnut and heartwood; and WR-7, the combination radio and phonograph, is also a walnut highboy with two doors, Early American in design.

Four UY-224 tubes are used, two UY-227 tubes, two UX-245 tubes and one UX-280 tube. The receiver has three tuning controls—a station selector, a volume control and a local-distance switch. WR-6 and WR-7 have an additional "tone control" for altering the character of the reproduction to suit the individual musical taste. The dial is so arranged that the readings are projected on a transparent window and are visible from any position.

The receiver makes use of a pre-selector of two tuned circuits, a stage of screen-grid radio frequency amplification, a screen-grid detector, two stages of screen-grid intermediate amplification, a power detector, a pushpull amplifier and a dynamic speaker. Model WR-7, the phonograph-radio set, has an electric pick-up of the low impedance type.—*Electrical Merchandising*, July, 1930.



**General Electric Radio**

The General Electric Company, Merchandise Department, Bridgeport, Conn., has announced three new receivers—Models 31, 51 and 71.

All three models employ a superheterodyne circuit, with nine tubes, four of which are screen grid. Two of the receivers are equipped with "tone control" and all of them have dynamic speaker and local-distance switch.

Model 71 is a combination radio, phonograph, in brown walnut cabinet of massive design, with narrow doors which do not project beyond sides of the cabinet when open. The phonograph embodies new improved electrical reproduction, employing same tone control as the radio.

Model 51 is a Duncan Phyfe highboy cabinet of walnut in satin finish and Model 31, a Duncan Phyfe lowboy of the open face type.—*Electrical Merchandising*, July, 1930.



**Adjustable Floor Lamps**

Announcement has been made by William R. Noe & Sons, 43 East 10th St., New York City, that lounge and bridge lamps are now available with adjustable feature. The lounge lamp may be converted, from the higher and more formal floor lamp to one of junior type, providing a two-in-one combination and adding novelty and flexibility to floor portables. In these new adjustable lamps the wiring is concealed by being run through the stem.—*Electrical Merchandising*, July, 1930.

**White-Cross Super Heat Stoves**

A new No. 201 White-Cross heavy duty electric stove has just been announced by the National Stamping & Electric Works, Chicago, Ill. The right burner is rated at 550 watts and the left burner at 1100 watts. The heat is controlled by a 4 station switch: The first station operates the 1100-watt burner; the second station operates the 550-watt burner; the third station operates both burners; and the fourth station turns off the heat.

The stove is made in triple baked black enamel to retail for \$5.50, and in white vitreous porcelain enamel for \$7.50.—*Electrical Merchandising*, July, 1930.

*Electrical Merchandising*, July, 1930

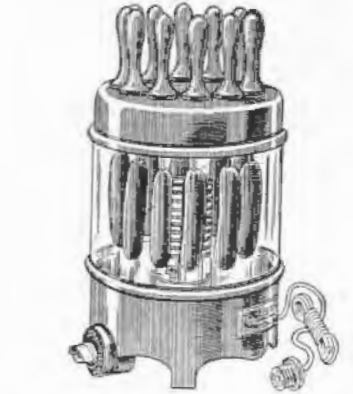


**Zerozone Refrigerators**

Two new electric refrigerators, made to sell to a low-priced market, have been announced by the Zerozone Corporation, Chicago. Model 25 is a single door model designed especially for small kitchens where space must be considered. It is known as a package job, and comes complete in a crate, ready for installation by merely opening three valves. The intended list price is \$149.50.

The compressor, described as a standard precision-built Zerozone product, is housed at the bottom of the cabinet. The freezing unit is of the flooded type. Model 25 has steel cabinet, 52 1/2 in. high, 24 in. wide and 23 in. deep, with porcelain interior and enameled exterior. Shelf area is 8 1/2 sq. ft. with 4.3 cu. ft. of food storage space. Temperature regulator is within easy reach. Other features are the Zerozone standard insulation, chromium plated hardware, broom high legs and two ice trays.

Model 35 is a two-door refrigerator of larger capacity but of the same general construction as Model 25. The steel cabinet is 54 in. high, 30 in. wide, 20 in. deep and has 10.65 sq. ft. of shelf area with 5.35 cu. ft. of net food storage capacity. Three ice trays are provided. The intended list price of Model 35 is \$179.50.—*Electrical Merchandising*, July, 1930.



**Presto Wiener Roaster**

In the new "Presto" wiener roaster of the Presto Electric Roaster Company, American Bank Building, Pittsburgh, Pa., twelve wieners can be roasted at one time.

The element, in this roaster, is contained in the center of a transparent glass cylinder. The handied spit is inserted through each wiener and the spit is then placed through the opening in the cover of the roaster. Extra spits can be obtained at small cost. The roaster operates from the lighting circuit and is listed at \$45.—*Electrical Merchandising*, July, 1930.



Star-Rite Percolators

A complete line of popular-priced Star-Rite percolators and urns with "finger-tip" control has just been announced by the Fitzgerald Mfg. Co., Torrington, Conn. The "finger-tip" control consists of a thermostatic switch that prevents damage to the percolator when it has burned dry, by automatically breaking the contact. One has an all copper body, nickel or chrome plated, with ebonized or colored dials and comes in 5-, 7-, and 9-cup sizes. The 7-cup size of this style, in nickel, retails at \$8.95. Another new model urn has handles of octagon base of Catalin in any of several beautiful colors. The price of this urn, consisting of 4-cup, 7-cup, 9-cup, sugar and tray, is \$35. Included in this new line are many other new models in 7- and 9-cup percolators with nickel or chrome finish.—*Electrical Merchandising, July, 1930.*



Rome Percolators

Two new percolators and an urn have been brought out by the Rome Manufacturing Company, Rome, N. Y. The percolators are of seven and nine capacity, respectively, and the urn is 9-cup size. These new percolators possess distinctive "eye appeal" because of attractive line and futuristic pewter spoutures are: Body and breast of one-piece, 20-oz. solid copper, large cover to provide for ease in cleaning, red spigot on urn, fast initial percolation and pump without moving parts. The percolators are equipped with 7-watt heating element and are furnished in two voltages, 110-115 and 125 volts. They are fused and provided with extra fuse. Six-foot blue gold rayon heater cord, paneled top, ebonized feet and handles standard. Intended retail price of 7-cup percolator is \$8.25, CE 9-9, 9-cup model, is \$8.75 and the 9-cup urn \$10.50. Prices Denver and West 50c. higher.—*Electrical Merchandising, July, 1930.*

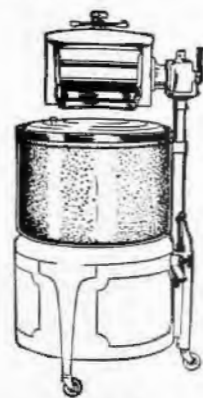
New Blackstone Washer

A new Model A Blackstone washer was recently announced by The Blackstone Mfg. Company, Jamestown, N. Y. It is equipped with a porcelain enamel tub, and an improved aluminum circulator of china-smooth surface which flushes the soap and water through the clothes. A special coiled spring motor suspension serves as an automatic belt tightener to eliminate vibration and noise. The mechanism is fully enclosed in an electrically welded base of non-corrosive rust-proof steel. The full open top Lovell wringer is provided with an instantaneous safety release which locks automatically in five positions. The washer is finished in two-tone ivory and green, and is made to retail for \$99.50. It is also available with the Blackstone attachment ironer which retails at \$49.50.—*Electrical Merchandising, July, 1930.*



Empire Percolator and Miniature Ranges

Among the new "Empire" items of the Metal Ware Corporation, Two Rivers, Wis., are a 9-cup percolator and a line of new miniature electric ranges, finished in color. The body of the percolator is of heavy, seamless drawn copper construction with patented "Empire" immersion type heating element, designed to start percolation in one minute. It is rated at 350 watts. The finish of the percolator is polished nickel and the intended retail price, \$9. The miniature ranges are finished in colors of cream, green and gray, with nickel-plated trim. Panels and switches are a shade darker. These ranges, while small in size, are made to actually cook and bake and can be used in the kitchenette for the preparation of breakfast or dinner. They are made in capacities ranging from 175 watts to 1,320, in one and two burner types. The intended retail prices range from \$2.50 to \$22.50.—*Electrical Merchandising, July, 1930.*



New Johnson Floor Polisher

S. C. Johnson & Son, Racine, Wis., has on the market a new improved household electric floor polisher, replacing the older household model. It is a sturdy machine with a longer brush and longer bristles. The housings are of cast aluminum and the motor is ball bearing. The keynote of the polisher, the manufacturer explains, is its simplicity—no adjustments, no attachments, or removable parts. It weighs but 11 lb. and is made to retail at \$39.50, including a Johnson wax applicator, a new Johnson wax floor duster, a lb. of Johnson's paste and a pint of Johnson's liquid wax.—*Electrical Merchandising, July, 1930.*



Solar Electric Clock

"Solar" electric clocks, manufactured by the Aerial Insulator Co., Green Bay, Wisconsin, operate on 50 or 60 cycle, 110 volts, a.c. They are equipped with a radio antenna which is electrically connected to the coil of the clock, and in the front of the case, directly beneath the clock dial, a small electric light is placed to illuminate the dial. Model 800, illustrated, is made of plastic composition, and is finished in either green or bronze. The intended retail price is \$14.50.—*Electrical Merchandising, July, 1930.*



Lionel Train

The "Blue Comet" is the latest addition to the fleet of famous trains of the Lionel line, made by the Lionel Corporation, 15-17-19 East 26th Street, New York City. This new train is a small reproduction of the fast train of that name of the Central Railroad of New Jersey which makes its daily run between New York and Atlantic City in three hours. This all-coach train with de luxe equipment features luxurious chair seat cars, an observation car, smoking and dining cars. Each coach is named for a famous comet. The Lionel reproduction of the train was authorized by officials of the Central Railroad of New Jersey, who worked closely with the Lionel Corporation. The toy train, like its namesake, is painted an ultra-marine blue with cream and gold striping. The locomotive is a speedy, steam-type, electrically-driven model.—*Electrical Merchandising, July, 1930.*

Electrical Merchandising, July, 1930

Our Platform: Better Dealers

Weather Forecast: Fine for Selling

The Fixing Fine News.



New York

"For the Man at the Sales Front"

July, 1930

Square D and Diamond Companies Merge

To Be Under Same Executive Personnel

DETROIT, MICH.—A merger which makes the Square D Company, of Detroit, Mich., one of the country's large independent manufacturers of electrical control and safety equipment was recently announced. The merger resulted in the consolidation of the Square D Company and the Diamond Electrical Manufacturing Company, Inc., of Los Angeles, Calif.

Under the new merger, the Square D Company will be controlled by the same executive personnel, with the addition of Vernon Brown and J. H. Pengilly of Los Angeles, as vice-presidents.

According to T. J. Kauffman, president of Square D, this consolidation with the Diamond Electrical interests adds to the Square D Company a very strong manufacturing and sales outlet to care for the needs of the Pacific coast industrial field. It is a particularly fortunate arrangement in that the Square D and "Diamond E" lines are closely parallel. It will naturally result, also in a broadening of the general Square D line and Mr. Kauffman anticipates that both companies will profit substantially from the merger.

This is the second merger which the Square D Company has brought about in a little over a year. The Industrial Controller Company, of Milwaukee, Wis., manufacturer of a complete line of automatic remote motor control equipment, was united with Square D, early in 1929.

Westinghouse Lamp Window Display Contest to Start Soon

NEW YORK CITY—The "Lamp Merchant," house organ of the Westinghouse Lamp Company, has announced that it will conduct a window display contest for dealers from July 1 to October 31. For the best photographs of the cleverest window display featuring Westinghouse lamps, there are three prizes of \$100, \$75 and \$50 respectively, and ten prizes of \$10 each.

The judges in the contest consist of L. E. Moffatt, Editor, *Electrical Merchandising*; James S. Minor, New York manager of the Dennison Mfg. Co.; and A. R. Romano, director of the Bark School of Window Display, New York.

Electrical Merchandising, July, 1930

Georgia Power Making South Like Refrigeration

Present Campaign Will Probably Pass \$1,000,000 Mark

ATLANTA, GA.—Latest reports from the Georgia Power Company's refrigeration campaign, the quota for which has been set at \$850,000, showed that it had passed the half point mark—67.8 per cent of the quota being sold.

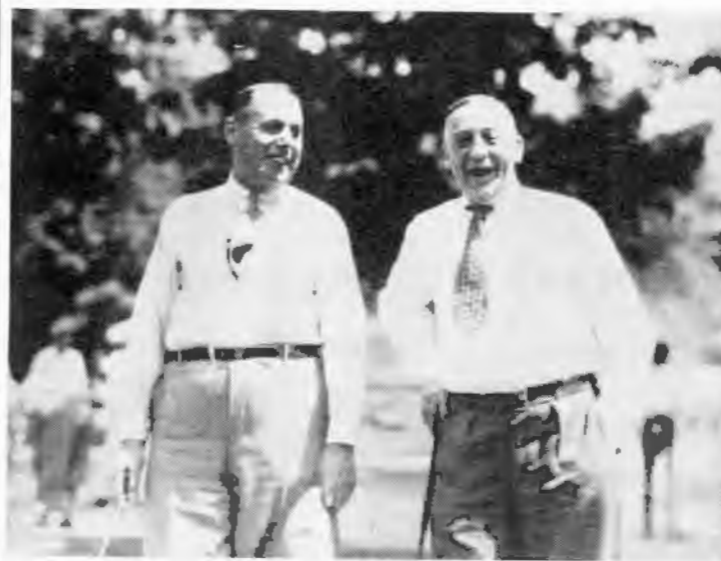
From all indications the aggressive sales tactics of the Georgia Power Company will put them well over the million dollar mark for the campaign, thus duplicating their effort of last year. The present campaign, which started May 5, will be over July 3.

St. Jo Do \$50,000 in Month

ST. JOSEPH, MO.—The new business department of the St. Joseph Railway, Light, Heat & Power Company have just broken all their sales records for a single month's business with the total volume of over \$50,000—\$8,000 larger than any previous month.

The outstanding feature was the sale of 128 refrigerators, according to H. C. Porter, new business manager. Carl Walter was the star salesman, with a volume of \$5,733.

No Pessimism Here



M. C. Rypinski, manager, radio department, Westinghouse Electric & Mfg. Company, and M. C. Morrow, sales manager, domestic appliance department, Westinghouse, enjoy a hearty laugh down at the golf links at Hot Springs, Va., during the Westinghouse Agents-Jobbers Meeting. We'd like to bet they are talking about the new radio sets.

\$350,000 Volume Achieved by New York Edison Companies in Cleaner Drive

Dealer Tie-in Brings Additional \$200,000

NEW YORK, N. Y.—The New York Edison System—comprising five companies have just completed their second successful vacuum cleaner campaign for the spring and summer season. During the six weeks' activity just completed in the metropolitan district a total of \$350,000 worth of cleaners (Eureka) were sold. In addition, during the same period, dealers, department stores and Eureka sales organizations, tying in with the central station activity, accounted for an additional \$200,000 worth of cleaner sales, bringing the total for the campaign period up to \$550,000.

During the drive more than 4,000,000 postcard announcements were sent to the homes of consumers on the lines of the five companies—the New York Edison Company, Brooklyn Edison Company, United Electric Light and Power Company, New York & Queens Electric Light & Power Company and the Yonkers Electric Light & Power Company. A radio broadcast over a New York station every morning during the campaign featured a junior cleaner free to a "lucky lady." More than 300 home service representatives aided in the work by giving demonstrations in homes and in the utility showrooms.

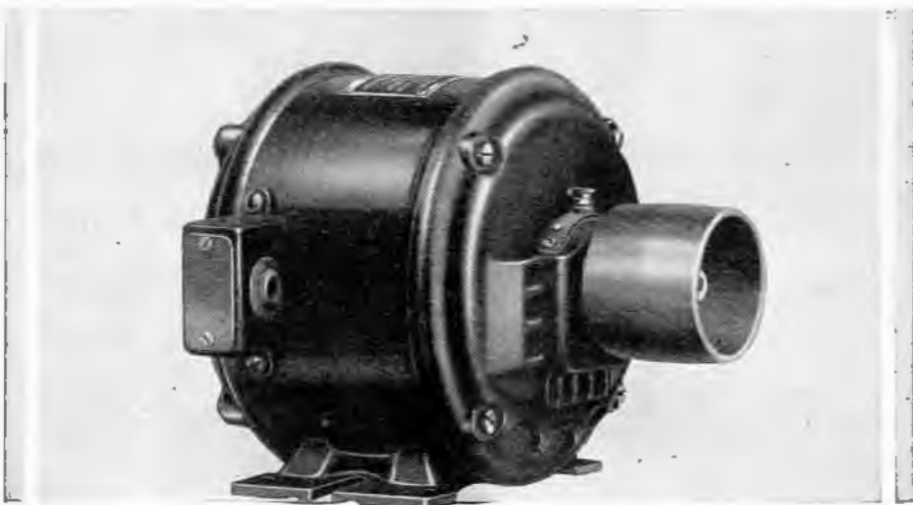
West Penn Succeeds in Cleaner Drive

FAIRMONT, W. VA.—With a quota of \$25,000, the Monongahela West Penn Public Service Company terminated their recent vacuum cleaner campaign with a total of \$25,881. W. H. Barnes of the Panhandle division was high volume salesman, with 64 cleaners to his credit. H. C. Drum was second.

Stahl Joins Arcturus as General Manager

NEWARK, N. J.—A recent addition to the staff of the Arcturus Radio Tube Company, Newark, N. J., is C. E. Stahl, elected to the Board of Directors and appointed general manager.

THEY KEEP A-RUNNING



1/4 Horse Power Type SP Split Phase Induction Motor

## FOR UNIT HEATERS

Because of their demonstrated ability to "Keep a-Running", Century Type SP Split Phase Induction Motors are especially recommended for unit heater installations.

They are built to give lifetime service... Bearings are of phosphor bronze—the highest grade bearing material obtainable... They are thoroughly insulated against dampness and humidity, with the armature and other important parts of the motor rust-processed... The louvered end brackets are designed to shed water.

Built in 1/8, 1/6 and 1/4 horse power sizes.

### CENTURY ELECTRIC COMPANY

1806 PINE ST. ST. LOUIS, MO.

40 U. S. and Canadian stock points and more than 75 outside thereof

## MOTORS

SINGLE PHASE,  
THREE PHASE,  
AND DIRECT  
CURRENT MOTORS

MOTOR GENERATOR SETS, ROTARY CONVERTORS, FANS AND VENTILATORS

OR MORE THAN 26 YEARS AT ST. LOUIS

### Clock Men Hold Annual Meeting

Ingraham Elected President of Association

FARMINGTON, CONN.—Representatives of all the important American clock manufacturers met at Farmington (Conn.) Country Club, June 12 and 13, for annual meeting of the Clock Manufacturers Association.

Officers elected were: Edw. Ingraham (E. Ingraham Co., Bristol, Conn.), president; Walter Herschede (Herschede Hall Clock Co., Cincinnati), vice-president, and W. S. Hays (Philadelphia), secretary-treasurer.

The following were present during the meeting: The E. Ingraham Company; Edw. Ingraham, H. A. Keller, F. W. Brown, H. P. O'Dea, H. S. Cubberly, D. S. Ingraham. The New Haven Clock Company: P. H. English, R. H. Whitehead, Edw. Stevens, Geo. A. Whitmey. Wm. L. Gilbert Clock Co.: N. F. Thompson, Jr., O. G. Williams, R. J. Leighton. Seth Thomas Clock Company: S. F. Ferguson, B. A. Weathers, A. D. Mellor, E. R. Kaiser, F. Gibbs, E. H. MacCoul, M. T. Adams, Western Clock Company: F. Keller, R. H. Matthiessen. The Lux Clock Mfg. Co.: H. A. Soper. Paul Lux, Fred Lux, Herman Lux. Sessions Clock Company: W. K. Sessions, C. B. Sanford, R. H. Jackson, J. A. Keane. Waterbury Clock Company: C. H. Granger, C. H. Hall, A. L. Daniels, O. M. Goge, G. A. Roskam. Warren Telechron Company: C. E. Davis, I. W. Kokins. Hamilton Sangamo Corporation: R. C. Lanphier, Jr., and W. S. Hays.

### Frigidaire Appoints Three New Vice-Presidents

Harlan, Godfrey and Newill Honored

DAYTON, OHIO.—Appointment of three new vice-presidents of Frigidaire Corporation was announced by E. G. Biechler, president and general manager, recently.

J. A. Harlan, for the last two years sales manager for the distributors' division, which represented approximately 70 per cent of domestic Frigidaire business, has been made vice-president in charge of sales, and E. R. Godfrey, formerly superintendent of the generator plant of the Delco-Remy Corporation at Anderson, Indiana, vice-president in charge of production.

Edward B. Newill, widely known electrical and mechanical engineer, has been appointed vice-president of Frigidaire Corporation in charge of engineering.

### Johnson Names Distributors

The S. T. Johnson Co., manufacturers of the complete line of oil burning equipment, announce the appointment of A. O. Wigglesworth of Madison, Wis., C.S.W. Oil Burner & Electric Co., of Princeton, N. J., O. C. Williams of Cloverdale, Calif., the Rogers Heating Co. of Champaign, Ill., Freeport Battery Service Co. of Freeport, Ill., C. J. Evelien of Elgin, Ill., Mr. H. C. McGlauffin of Petaluma, Calif., Phillip Eagar Inc. of Long Branch, N. J., the O'Hara Equipment Co. of New London, Conn.

### From the Chiller



When the Fiske Radio Supply Company, Albany, N. Y., decided to include refrigeration (Copeland) in their line, a representative from the factory, Mr. J. R. Smith, spent the day with them explaining all the points. There has been some doubt expressed as to whether the

chiller was water.. Reading left to right—kneeling—J. R. Smith, Max E. Hegleman, Charles H. O'Hara, C. Collins. Standing—left to right—Henry Kirker, Stan Miller, Royce Todd, E. L. Conklin, Gurney Hansen, Don Weed, Walton James, Sidney J. Lane.

### Flier



A. A. Trostler (left) sales manager, Brunswick Radio Corporation, will make any excuse to go up in the air.

### Alabama Power After Georgia's Record

Sell 2,203 Ranges in 6-Weeks Campaign

BIRMINGHAM, ALA.—In a recent electric range campaign recently concluded, the Alabama Power Company sold a total of 2,203 ranges, according to J. S. Sutherland, manager, Merchandise Sales Division. This is a new record for the company, which formerly held the world's record in electric range campaigns.

Earlier in the year, during the months of January and February, another campaign was concluded in which 1,006 ranges were sold, making their total for the year to date 3,200 ranges. The saturation on the lines of the company is estimated at 18 per cent of the total residential customers. The Westinghouse and Hotpoint ranges were featured in the campaign, in which a \$20 trade-in allowance was given. Other features of the campaign were a \$5 down-payment; an acceptance of time payments of 24 months.

### Master Quits Split Phase Motor Line

DAYTON, OHIO.—The Master Electric Company, manufacturers of electric motors, announce that they have discontinued the manufacture of their entire split-phase motor line.

This action was taken to give central stations support in the enforcement of the recommendations of the Joint Committee on Fractional Horsepower Motors.

This recommendation limits the starting current of all single phase motors operating on lighting circuits to 15 amperes and eliminates the use of the split phase type.

### Clark to Direct Wayne Sales

FORT WAYNE, IND.—The Wayne Home Equipment Co., manufacturers of refrigerators and oil burners, announced that Mr. Arthur W. Clark has been recently elected director of sales in charge of all branch offices.

### Philco Adds Auto Radio To Line

Takes Over Transitone

PHILADELPHIA, PA.—The Philadelphia Storage Battery Company, makers of Philco radios and the Automobile Radio Corporation, makers of Transitone, the automobile radio, are engaged here in working out details of a plan by which Philco will manufacture Transitone radio receivers.

Under the plan Transitone will be distributed through both Philco and Transitone distributors and dealers, and Transitone service stations will be available to all dealers for both installation and service. Announcement to this effect was made jointly here today by J. M. Skinner, vice-president and general manager of Philco, and C. Russell Feldmann, president of Transitone.

### Westinghouse Holds Organization Meeting

Election of Officers Held

At a meeting of the Board of Directors of the Westinghouse Electric and Manufacturing Company for organization, held in New York recently, the following were elected officers of the Company for the ensuing year: A. W. Robertson, Chairman of the Board; E. M. Herr, Vice Chairman; F. A. Merrick, President; L. A. Osborne, Vice President; Charles A. Terry, Vice President; H. P. Davis, Vice President; H. D. Shute, Vice President; H. T. Herr, Vice President; Walter Cary, Vice President; W. S. Rugg, Vice President; James C. Bennett, Vice President; T. P. Gaylord, Vice President; Harold Smith, Vice President; I. S. Tritle, Vice President; W. K. Dunlap, Acting Vice President; S. L. Nicholson, Acting Vice President; H. F. Baetz, Treasurer.

### Leonard Acquires Burke Controller

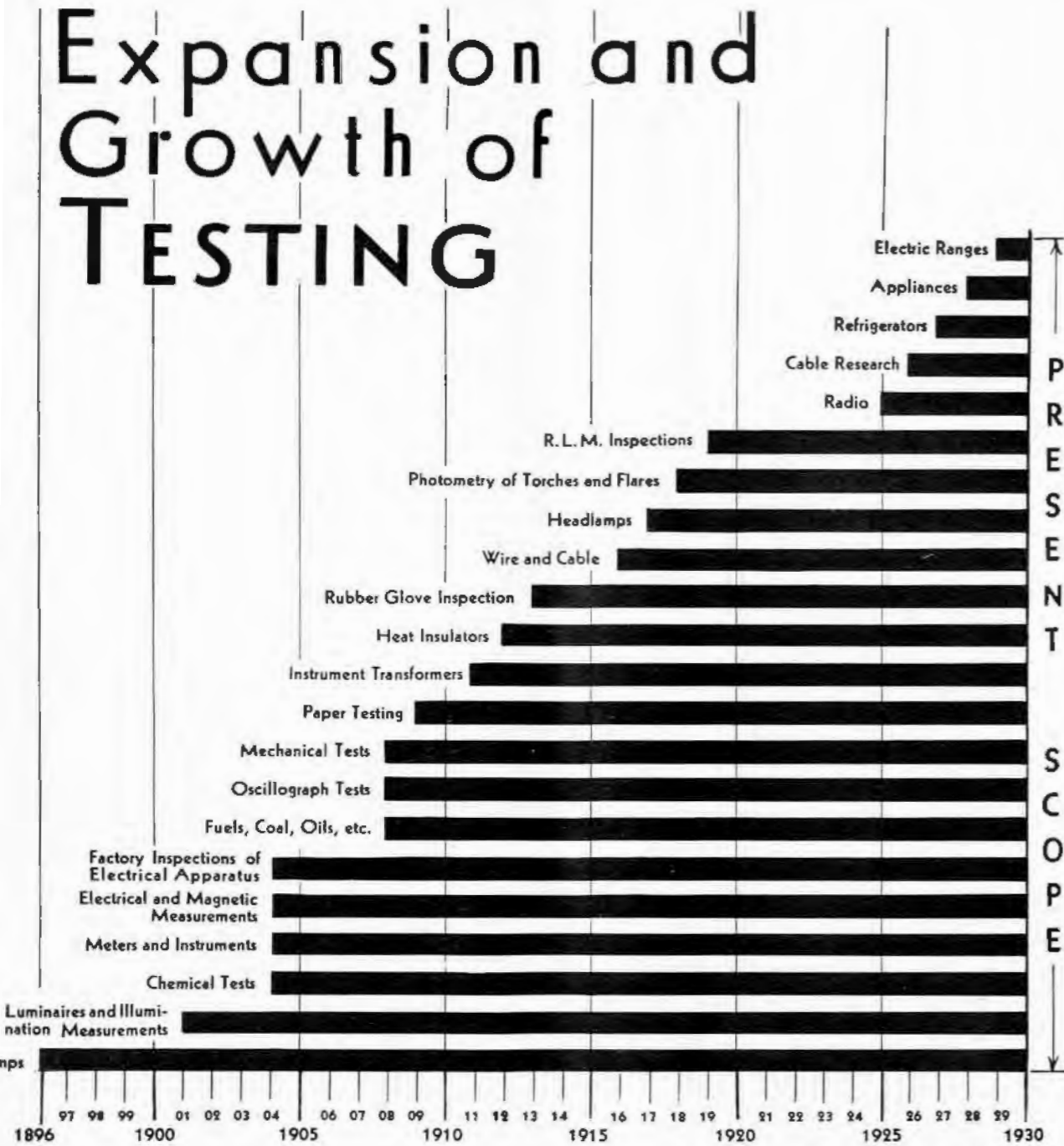
It is announced by Lee Skipwith of the Burke Controller Corporation and the management of Ward Leonard Electric Company that the entire physical assets of Burke Controller Corporation have been purchased by Ward Leonard.

The present factory of Burke Controller will be moved to the Ward Leonard plant at Mount Vernon, N. Y.

### Royal Ahead in Canada

The Continental Electric Company, Ltd., which manufactures Royal cleaners, reports more than 100% increase in retail sales for the first four months of 1930 over the similar period in 1929, according to L. A. Gilson, general manager of the company.

# Expansion and Growth of TESTING



For those who want to

**Know—  
by Test**

**Electrical Testing Laboratories**  
80th Street and East End Ave.  
New York  N.Y.

Maybe It Will



Viola Dana, who we hear has some kind of a job in the movies, says this new auto radio ought to make night driving more romantic.

### Newark Utility Wins Coffin Award

**Presented at N.E.L.A. Convention**  
SAN FRANCISCO, CAL.—The Public Service Electric and Gas Company, of Newark, N. J., has developed a system through interconnection and other engineering improvements benefiting both the company and its customers. As a direct result, the generating stations of the company were able to produce 65,000,000 additional kilowatt-hours of energy in 1929, compared with 1928, at a decrease in cost of \$565,000; and the benefit was passed on to the customers in lower electric rates.

This was one of the outstanding achievements which led to the company receiving the Charles A. Coffin Foundation award at the annual convention of the National Electric Light Association, at San Francisco on June 19. The committee which granted the award included M. S. Sloan, president of the N.E.L.A.; P. S. Arkwright, chairman of the Public Policies Committee of the association; and Dr. S. W. Stratton, chairman of the board of trustees of Massachusetts Institute of Technology. Thomas N. McCarter, president of the company received the award. The Charles A. Coffin prize, awarded annually to that central station company which has done most for the advancement of the electrical art, was established by the General Electric Company in honor of the company's founder. With the award goes a check for \$1,000 to be placed in the treasury of the company's mutual benefit association. The New Jersey company is the eighth to receive the award.

**Chicago Office for Sylvania**  
The Sylvania Products Company, who make radio tubes at Emporium, Pa., will in the future be represented in the Chicago territory by a factory branch office, located in the Williamson Bldg., at 605 West Washington Street, Chicago, Ill.

## The Voice Heard Round the World

### Edison Speaks to San Francisco and Berlin Simultaneously

At twenty minutes to five, New Jersey Daylight Saving Time, on June 18th, Thomas A. Edison, sitting at his desk in his laboratory at West Orange, New Jersey, concluded the most extraordinary program of international communications ever attempted. Speaking quietly into a microphone, he addressed, simultaneously, two gatherings being held 7,500 miles apart—the 53rd Convention of the National Electric Light Association at San Francisco, and the representatives of fifty nations attending a banquet in Berlin, Germany, held in honor of the World Power Conference by the German delegation. Others who preceded Mr. Edison on the trans-continental, trans-oceanic program were: Owen D. Young, Lord Derby, Senator Guglielmo Marconi, M. S. Sloan, Dr. Carl Koettgen and Dr. Oskar von Miller.

Mr. Edison's words went by land telephone wire to San Francisco to be reproduced by amplifiers in the San Francisco Auditorium. At the same time they went by wire to the International Telephone and Telegraph Company and from there sent out on a special trans-oceanic low wave length to an English receiving station. At this point they were turned into a submarine cable across the English Channel and

into land wires, to be reproduced in the banquet hall of the Sports Palace in Berlin.

At the same time they went by wire from Walker Street to Station WGY of the General Electric Company, and Station KDKA in Pittsburgh, where they were also broadcast over low wave lengths so that they could be heard in Japan, Australia, New Zealand, European countries, and, in fact, theoretically anywhere in the world. The British Broadcasting Company, the German Broadcasting Company, Holland, etc., picked up and re-broadcast the program. The National Broadcasting Company broadcast it over the Red and Blue Networks, the Pacific Coast and Northwest regular hook-up of the National Broadcasting Company and affiliated stations, supplementary stations to which the program had been offered, and also from its short-wave station at Bound Brook, New Jersey. Almost anybody in the world who had a receiving set was able to hear him just as he was talking, but in many countries his voice traveled back and forth over continents and oceans, two or three times.

### O.P.S. End Refrigerator Drive with 1,507 Units

**H. S. Foster High Scoring Salesman**

CLEVELAND, OHIO.—A recent all-employee refrigerator campaign of the Ohio Public Service Company terminated recently with the total of 1,507 refrigerators accounted for on a quota of 1,500.

The results of this campaign bring the refrigeration saturation upon the lines of the company above 15 per cent.

H. L. Foster, Sandusky, led all territory men in the number of refrigerators sold—a total of 49. G. C. Rubinson, Warren, and J. M. Roberts, Massillon, together with Foster, all sold more than 200 per cent of their quotas.

### Crosley to Make Amrad Radio Sets

The Crosley Radio Corporation has taken over the receiving set manufacturing business of the Amrad Corporation, together with the exclusive right to use the name Amrad in producing and marketing radio receiving sets.

The set engineering staff of Amrad, headed by Fred Johnston, has been moved to Cincinnati as a division of the Crosley Engineering Department.

### RCA Radiotron Appoints Mulvany for Pacific Coast

**Hayes Clarke Takes Over Central District**

HARRISON, N. J.—Frederick A. Mulvany, whose wide experience in the electrical and radio industries relative to both buying and selling has made him a prominent figure, has just been appointed sales manager of the RCA Radiotron's Pacific Coast District, Headquarters for this territory will be in San Francisco, Calif. The territory covers the states of Arizona, Idaho, Nevada, Oregon, Utah, Washington, Wyoming, Montana and California.

Hayes Clarke has been appointed district sales manager of the Central States district and will be located in Chicago, Ill. The territory covered by this district office included the states of Colorado, Illinois, Indiana, Kansas, Kentucky, Michigan, Wisconsin, Minnesota, Missouri, Nebraska, Ohio, North Dakota and South Dakota.

Previous to Mr. Clarke's coming with the RCA Radiotron Company he was with the Atwater Kent Mfg. Company, of Philadelphia, Pa., as a district sales manager.

### Chubb Heads Westinghouse Research

L. W. Chubb, former manager of the Radio Engineering Department of the Westinghouse Electric & Manufacturing Company, returned to the company yesterday as director of the Westinghouse Research Laboratories. For some months past Mr. Chubb had been located in Camden, W. Va., as assistant to the vice-president of the Radio Victor Company.

### Northland Electric Celebrate 10th Anniversary

MINNEAPOLIS, MINN.—The Northland Electric Supply Company of Minneapolis, Minn., celebrated their 10th anniversary in the way of a formal opening of their new home at 309-311 South 5th Street.

### Hudson's Range Department



We published an article recently on the appliance merchandising of the J. L. Hudson Company, Detroit. They did not, at that time, have their electric range department (Standard) under full swing. Take a look at it now—one of the largest in the country.

New Jobs

Wire and Cable Company appointed C. J. manager of their Office to succeed Pettee, who will be to the head Office

son Sales Company, quarters in Seattle, announced that J. H. as been placed in s Portland (Ore.) of fourth St.

Electric Corporation the addition of Her- r to its Philadelphia es office. He was with the Potomac wer Company which has just left to con- tes of North Carolina ia as a member of r Electric Corpora- force. Also the ap- of H. W. Petty as s manager for Pitts- bury with office in

ey, Sales Manager, nounced that H. G. has been appointed ales Manager for the ic Coast, taking over n, Oregon, Idaho and

ement is made at f the appointment of r as sales manager of s Television Cor- Jersey City, N. J. has had wide experi- io merchandising and mainly with the Fada n.

rdue, formerly repre- of the Westinghouse mpany in Denver, been transferred to any's Kansas City here he will be in miniature and large . L. W. Noble, of y, has been appointed d Mr. Perdue in

n Resigns From N.E.M.A.

nder Manufacturer Trade Service

N. Clarkson has re- assistant to Director of al Electrical Manufac- tion, and established 22 Fifth Avenue, New he purpose of rendering trade association serv- groups of competitive ers. Mr. Clarkson in a similar manner as Secretary of the Elec- Club for five years and oduct sections of the lectrical Manufacturers since its formation in ng the past three years nized into co-operative ation groups, manufac- furnaces, refrigerators, shes, molded products, tipment.

A Touring Refrigerator



The latest thing in de luxe touring equipment is the refrigerator pictured above. Attached to the rear of the automobile, it keeps foods in healthy condition over long stretches.

Claude Neon Enters New Illumination Field

Show Case Lighting New Development

NEW YORK, N. Y.—Claude Illumination Company has been incorporated by Claude Neon Lights to manufacture and market illuminating devices which have been perfected in the low voltage field of gaseous tube lighting.

Mr. Leroy P. Sawyer will be president. Mr. Sawyer's entire career has been in connection with General Electric Mazda Lamp interests. Later he was chairman of the sales organization of the national lamp works in the New York office of the company in connection with administration and executive direction. Later he became vice-president of the R. C. A. Photophone, Inc. Other officers and directors will be men prominently identified with the Claude Neon interests.

Among the developments to be handled by the Claude Illumination Company are full spectrum or true color display lighting for show cases, etc., also a variety of lighting devices for moving pictures.

Royal Celebrates 25th Birthday

CLEVELAND, OHIO.—The P. A. Geier Company, Cleveland, manufacturers of Royal electric cleaners and other motor driven appliances, has just celebrated its twenty-fifth anniversary.

Under the guidance of P. A. Geier, founder of the business and present chairman of the board, and F. J. Gottron, president, the capital of the company has grown during twenty-five years from \$10,000 to \$1,500,000 and it is reported never to have passed a dividend. The company has been particularly active in the engineering development of vacuum cleaners and according to Mr. Geier fully ninety per cent of all the cleaners made in the United States are licensed under one or more of the company's patents.

1,095 Ranges in 6 Weeks

Tennessee After Other Southern Utilities

CHATTANOOGA, TENN.—The Tennessee Electric Power Company has just broken its own record on electric range campaigns. In the six weeks' campaign recently concluded, 1,095 ranges were sold, 320 more than in any previous equal length of time.

Cumberland led all other districts with 190.6 per cent of its quota. Middle Tennessee was second, with 158.5 per cent. Usual intense competition between Chattanooga and Nashville saw the former break away at the finish with the scant margin of 2.67 per cent increase over its old rival.

Westinghouse Creates Three Vice-Presidents

Three new executive positions, the office of commercial vice-president, have been created by the board of directors of the Westinghouse Electric & Manufacturing Company. President F. A. Merrick announces. C. E. Stephens was selected to occupy the new position for the Atlantic division with headquarters at New York City, N. G. Symonds for the Central division in Chicago and W. R. Marshall for the Pacific division at San Francisco. All of the new commercial vice-presidents have been district managers and will continue their duties in that capacity in addition to those of the new position. The commercial vice-presidents will report to Vice-President W. S. Rugg, who is in charge of sales and engineering.

Weaver New Sales Manager for Bryant

New Boston Office Opened

William J. Weaver, formerly northeastern district sales manager, has been appointed general sales manager of the Bryant Electric Company, succeeding Robert M. Eames, recently made general manager.

Coincident with this change, the Bryant company has opened a northeastern district office at 50 High Street, Boston, Mass. This office will be under the direction of Edward L. Durgan, newly appointed district sales manager.

The company has also moved its New York office from 342 Madison Avenue, to the Lincoln Building, 60 East 42d Street, this office being under the direction of George H. Williams, district sales manager.

SHOWS and CONVENTIONS Coming

Camp Cooperation Association	Island, Henderson Harbor, N. Y.	July 31-Aug. 4
Illuminating Engineering Society Convention	Richmond, Va.	October 7-10
Ironing Machine Mfgs. Assn. Fall Meeting	Cleveland, O.	October 3
National Association Fan Mfgs. Meeting	Detroit, Mich.	October 17
N.E.L.A.—New England Geographic Division Meeting	Swampscott, Mass.	Sept. 29-Oct. 1
N.E.L.A.—North Central Divis'n Conference	Rapid City, S. D.	September 5-6
N.E.L.A.—Rocky Mountain Divis'n Meeting	Albuquerque, N. M.	October 20-22

# Man . . . how this "Listening Test" is selling washers!



## So Quiet . . . "women lifted the lid to make sure washer was running"

Watch the amazement of housewives when first they give this washer the "listening test."

"Is it actually running?" "Hasn't it stopped?" "I can hardly believe it's going." These are some of the exclamations that spontaneously spring from excited lips!

But let this well known dealer tell his experience in his own words: "So silent in operation is the new Model 22 Automatic Washer that in several cases, while demonstrating it, women have lifted the lid to make sure it was running. In fact, the

washer operates so quietly that three different purchasers have reported lifting the lid several times, even after starting the washer themselves, to make sure it was actually in operation." (Dealer's name on request.)

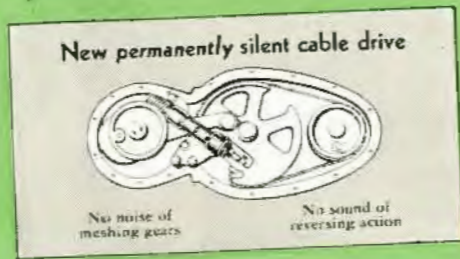
Such "Silence" is today's most powerful appeal in washing machine selling. Women want quiet washers, just as they insist on quiet refrigerators and quiet oil burners.

The new Automatic eliminates all noise of meshing gears, all sound of reversing action. It offers, for the first time, real silence in a washer. It is permanently quiet.

Retail Price  
**\$99<sup>50</sup>**  
EAST OF ROCKIES  
SLIGHTLY MORE ON EASY TERMS

**AutoMatic**  
**DUO-DISC**

# 2 Big features sweeping "Automatic" to the front!



World's only washer with Invertible Agitator!  
World's only washer with Silent Cable Drive!

Two of 5 outstanding features that are smashing sales records for Automatic Washer Dealers!

Experienced Washing Machine men are quick to recognize that here is a washer which embodies, to the supreme degree, all those elements that spell success and profit.

The new Automatic commands instant attention because of two outstanding and exclusive features. First—It is the world's only washer with Invertible Agitator. Second—It is the world's only washer with the Silent Cable Drive.

The new "Automatic" offers even more. It embodies, all told, five distinct selling advantages:

1. New Silent Cable Drive—permanently quiet.
2. New Glistening Porcelain Tub
3. New Balloon-type Wringer Rolls
4. Duo-Disc two-way washing
5. Popular Retail Price—\$99.50

Last but not least, the new Automatic offers amazing dependability. Not a single serious mechanical complaint from the first 20,000 shipped!

But mail the coupon! Get all the details . . . the discounts . . . the complete proposition for Dealers. Learn also how "Automatic" advertising is backing up your local sales efforts. Mail the coupon to Automatic Washer Company, 178 West Third Street, Newton, Iowa.



"Start the week with a smile."

**AutoMatic**  
**DUO-DISC**  
ELECTRIC WASHER

Retail Price  
**\$99<sup>50</sup>**  
EAST OF ROCKIES  
SLIGHTLY MORE ON EASY TERMS

NAME \_\_\_\_\_

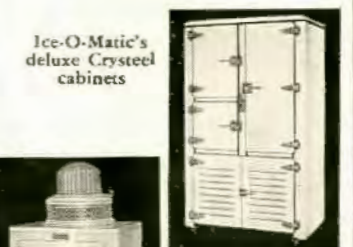
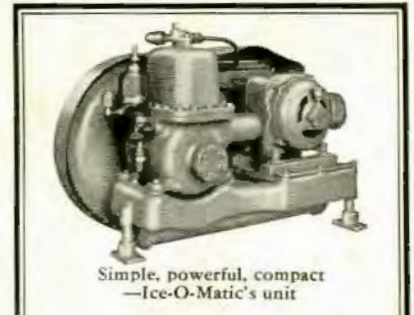
ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

# Convince yourself that WILLIAMS ICE-O-MATIC will make you more money

## YOU KNOW MECHANICS

—Examine this new Williams Ice-O-Matic. The line is complete with compressors from 1/6 to 1 1/2 H. P. Convince yourself that this quality-built unit will give better electrical refrigeration. Test its reserve cooling ability. Compare these roomier cabinets with hardwood frames that separate interior and exterior porcelain. Make your own tests of insulation and refrigeration efficiency. Let your own test kit be our Williams Ice-O-Matic salesman. Let its accurate readings show you that Williams Ice-O-Matic is carefully built to protect your profits.



## YOU KNOW MERCHANDISING

—Think of the added money to be made with the protection of an exclusive direct-factory franchise on this nationally advertised and nationally recognized Ice-O-Matic. This Williams line offers you complete coverage of the electrical refrigeration field from a 4.7 cu. ft. domestic cabinet that lists at \$175 to commercial installations. Williams offers you practical sales help on profitable merchandise.

## GET THE FACTS ON WILLIAMS ICE-O-MATIC

—Wire or write for a demonstration machine right now. Put it on test side by side with any other make. Convince yourself that the Williams Ice-O-Matic is the one to sell.

Ice-O-Matic Division  
**WILLIAMS OIL-O-MATIC HEATING CORPORATION**  
Bloomington, Illinois

RADIO—Williams Oil-O-Matics—SUNDAY EVENING, 7:30 to 8:00 (Eastern Daylight Time) NBC Chain, WJZ, WBZA, WBZ, WLW, WHAM, WJR, WGN, KWK, WREN, KOA, KSL. WEDNESDAY EVENING, 7:30 to 8:00 (Eastern Daylight Time) KDKA. WEDNESDAY EVENING 7:00 to 7:30 (Pacific Time) KJR, KEX and KGA. SATURDAY EVENING, 8:00 to 8:30 (Pacific Time) KERC, KMJ, and KHJ.

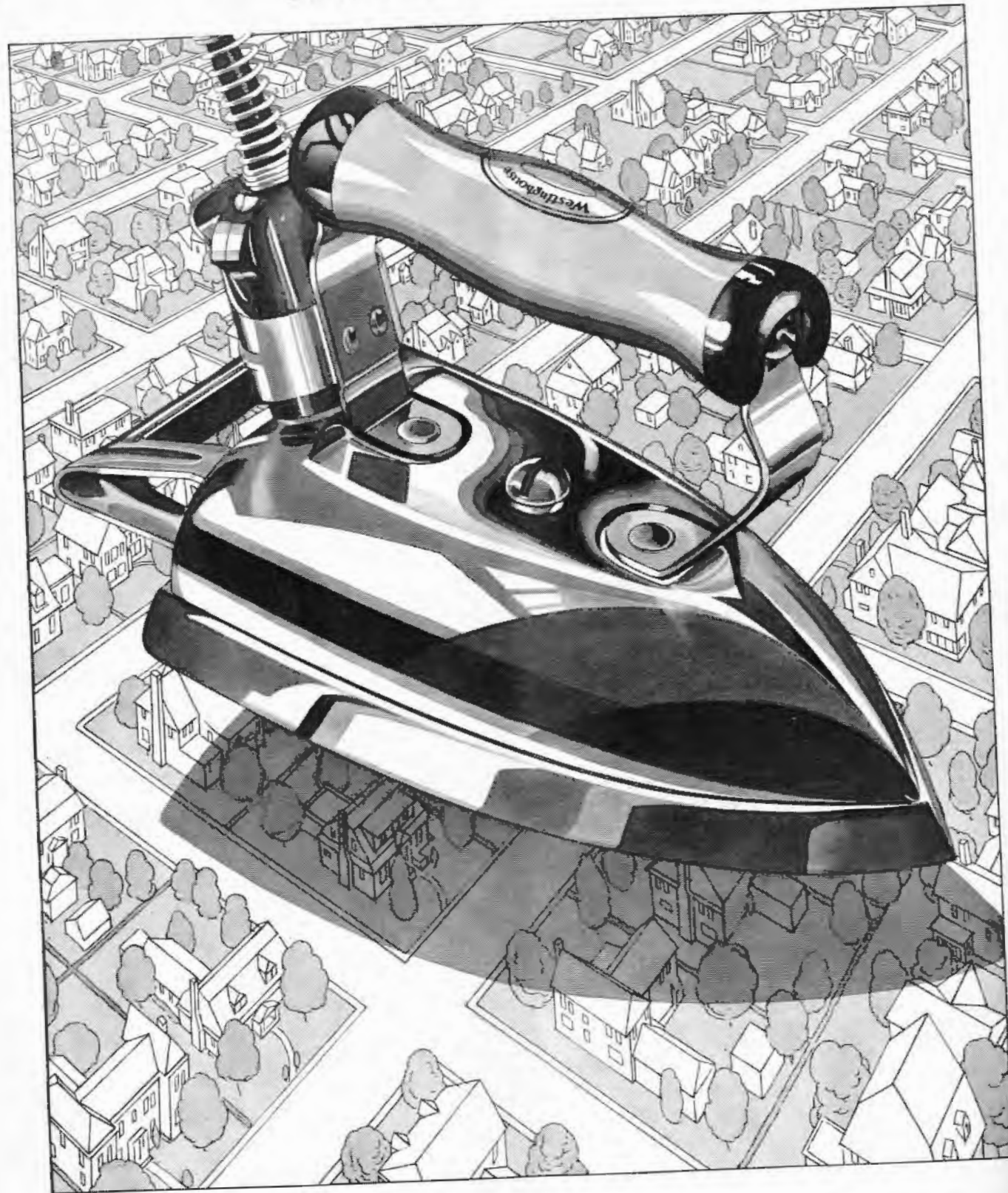
WILLIAMS OIL-O-MATIC HEATING CORP.  
Bloomington, Ill. EM-7-50  
Please explain Williams Ice-O-Matic and the Williams Franchise.

Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_





» » » Send this coupon today for all the facts « « «

This Iron will be announced to the public on the first of July. Assure yourself of having the information you need by sending us the coupon without delay.

Note: The new Automatic is for operation on alternating-current only.

Westinghouse Electric & Manufacturing Company,  
Mansfield, Ohio.

Gentlemen: Please see that I receive complete information about your new Automatic Iron and the special sales offer you are prepared to present.

Name.....Company.....  
Address.....City.....State.....E.M. 7-99

# T HOUSANDS of HOMES added to your Automatic Iron Market ... with this new *Low-Priced* WESTINGHOUSE AUTOMATIC

The iron shown on the opposite page is the new Westinghouse Automatic, priced to retail at \$6.95, the lowest price at which a Westinghouse Automatic has ever been offered. This new iron is made possible by the development of the one-inch Spencer thermostat... a refinement of the famous million-dollar thermostat which has placed Westinghouse Automatics in more than a million homes during a six-year period. In its features of design, the new Automatic is a duplicate of the most popular heat-controlled iron of the day, the standard Westinghouse Automatic. It is finished in highly polished nickel, has the familiar beveled base and tapered point, the large ironing surface and even heat distribution, by which Westinghouse Irons have been distinguished for years.

When we say that thousands of homes will be added to your automatic iron market by this new iron, it is no exaggeration. The original Westinghouse Automatic, selling first at \$8.75 and then at \$7.95, created a market which astonished

iron retailers. On the fringe of this market, however, have always been thousands of women ready to buy a high-quality automatic at a lower price. *Here is that automatic!* On one point alone... its safety... it will sell to that great class of women who have already shown their willingness to pay from \$6.00 to \$7.00 for a *non-automatic* iron. Many others can easily be stepped up from a lower price range on the strength of this much-desired feature of safety! Can you afford to neglect such an opportunity in iron selling?

*Send the coupon today!*

The coupon on the opposite page will bring you complete information about the special sales offer Westinghouse is making to introduce this new iron. Clip it today, and get ready to open up an untouched market for an iron that needs no introduction to millions of American women!

WESTINGHOUSE ELECTRIC & MFG. COMPANY  
Domestic Appliance Department  
Mansfield Works Mansfield, Ohio

*Service, prompt and efficient, by a coast-to-coast chain of Distributors*

# Westinghouse



# » You who have wished for a really virgin electrical market . . . ELECTROCHEF\*

LESS than 5% of wired homes cook their meals electrically. Over 95% still use antiquated methods. They "cook with a bonfire." This is the nearest thing to a wide open market you will ever see again in the electrical industry. In fact, when you compare Electrochef with previous devices, you will see that the Electrochef market actually is untouched. Nothing like Electrochef has ever been seen before, in appearance, performance, economy, and everything you want under the heading of salability.

The market consists of over 18 million wired homes. Seventeen out of every eighteen wired homes in your vicinity are your prospects—perhaps all eighteen are.

This is a unique opportunity.

Electrochef meets every objection ever raised against electric cooking. It is the first really modern and perfected electric cooking device. It was developed at the request of the Detroit Edison Company, and is made and marketed by an independent, adequately financed company owning a modern factory in which the latest production methods are used.

The merchandising plan includes intensive cooperative local newspaper advertising of proved effectiveness. The day the first advertisement appeared in Lincoln, Neb., 70 Electrochefs were sold, demonstrating conclusively the resultfulness of the advertising and the remarkable sales appeal of Electrochef itself.

Architects, builders, and real estate men are installing this new cooking machine to increase the salability and rentability of houses and apartments. Dealers in electrical appliances are finding it an especially attractive profit-maker. Write for full information to Electromaster Incorporated, Detroit, Michigan.

### MAIL THIS TODAY!

ELECTROMASTER INCORPORATED,  
DETROIT, MICH.

Please send me full information on Electrochef and how the Fire Bowl helps sell it.

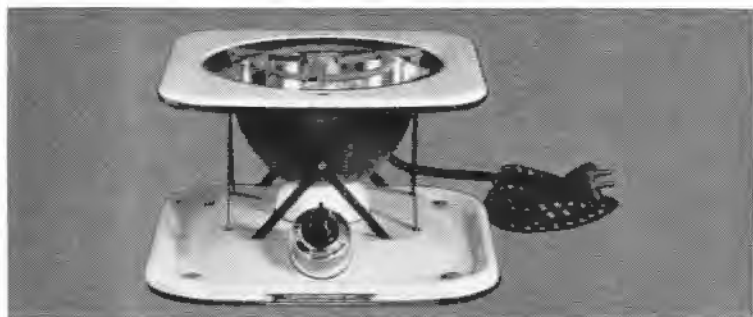
Name .....

Address .....



A unique, new and really modern cooking machine that offers electric cooking with all its great advantages, without imposing a penalty on any purse. Swift and sure, sweet and clean, efficient and economical. Full white porcelain and chrome plate. Will cook for two to ten persons.

**TURN THE SWITCH AND START TO COOK!  
ELECTROCHEF FIRE BOWL**



Electrochef Fire Bowl, made in single and twin models at \$10.00 and \$17.50, slightly higher west of the Rockies. A great door opener for canvassers and a ready seller too.

\*Reg. U. S. Patent Office. Tested by Electrical Testing Laboratories and listed by the Underwriters' Laboratories.



# Perfect Protection for the "Perfect 36"

"Timken Bearing Equipped" means a great deal to the prospective buyer of a washing machine—and a great deal to the dealer who handles such machines.

To the former it is an indication of long, trouble-free service. To the latter it represents easier sales and relief from the burden of excessive service costs.

The Horton Manufacturing Company, Fort Wayne, Indiana, had both of these benefits in mind when they decided to equip their line of Perfect 36 Horton washers with Timken Tapered Roller Bearings. The keenness and accuracy of their judgment is proved by the results as summed up in the following excerpt from a recent letter

written by them. "We have found, after over a year and a half of use of Timken Roller Bearings in the mechanism gear box of our Perfect 36 Horton Washer, that the bearing has proved to be very efficient and quiet in operation.

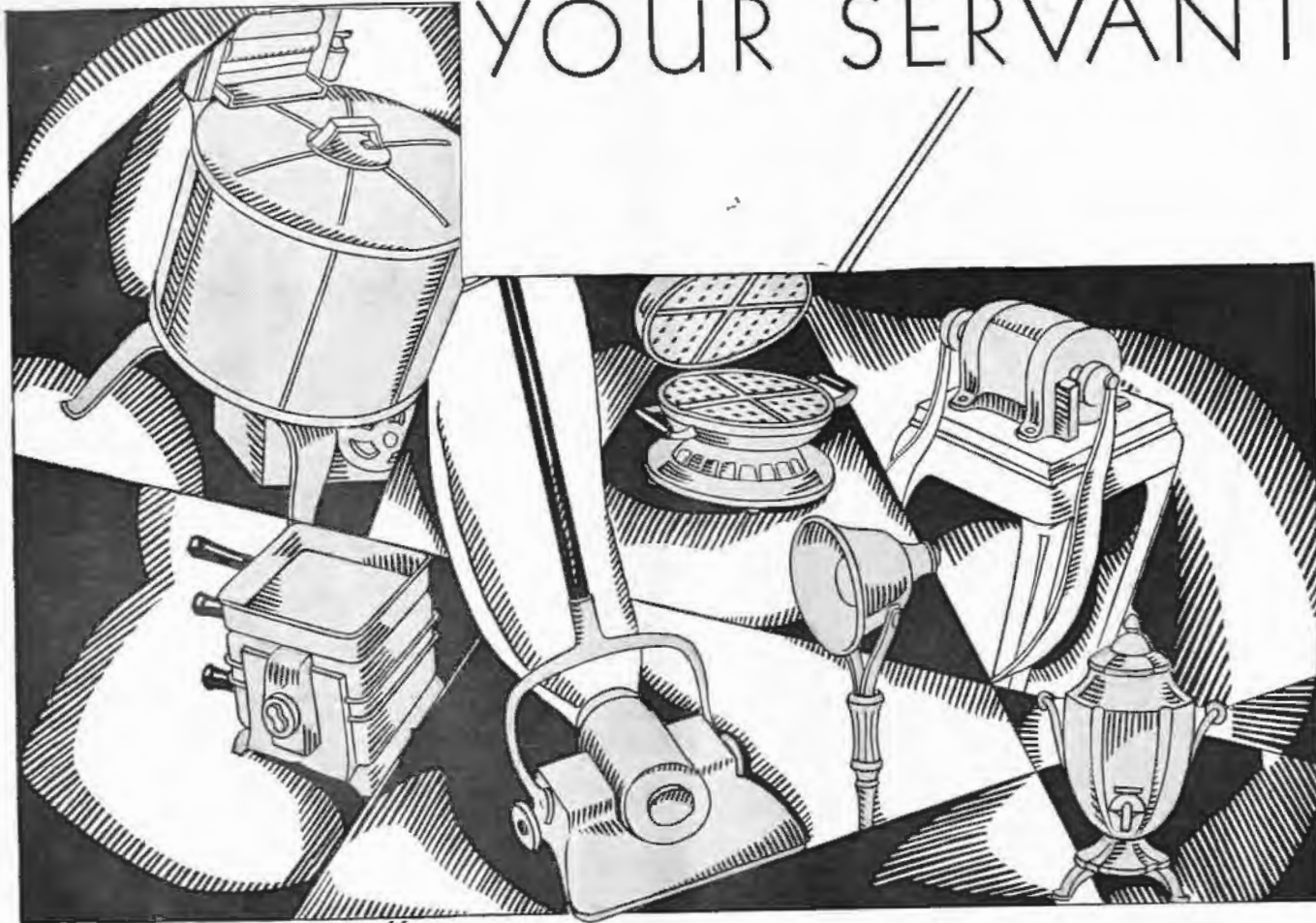
"There has been absolutely no trouble of any kind experienced in the thousands of machines that have been put into operation.

"The adoption of Timken Bearings has meant a great deal to us not only in the increased efficiency of our mechanism gear box, but also in the extreme satisfaction we have received through the mention of Timken Bearings as one of the units of our gear box assembly."

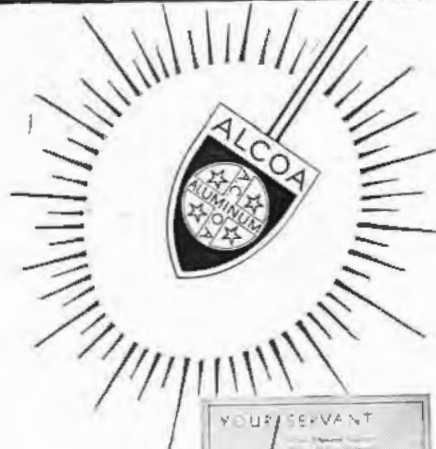
THE TIMKEN ROLLER BEARING COMPANY, CANTON, OHIO

# TIMKEN *Tapered* *Roller* BEARINGS

# YOUR SERVANT



▲ ▲ ▲ favorably known  
is half sold ▲ ▲ ▲



In any line of business the best known—the most favorably known—merchandise sells fastest.

Few customers understand, or want to understand, the intricate mechanics of the washing machine, ironer or vacuum cleaner that they buy. But they want to know what it is made of and who made it.

Link your name with materials of known worth and your reputation and sales grow.

Say "aluminum" to a housewife and she thinks of "a bright metal—light in weight—easy to keep clean—that wears forever—keeps its lustre—will not rust". Alcoa Aluminum is the housewife's servant. In some of its

many forms she uses it many times a day. She knows it, is familiar with its qualities, will buy products made of it.

Furthermore, she is reading much about Alcoa Aluminum these days. Consistent advertising in Good Housekeeping, Saturday Evening Post, Country Gentleman and other papers gives her concise, interesting facts about this metal. This advertising is helping to sell your products—if they are made of Alcoa Aluminum. Our nearest office will gladly tell you how Alcoa Aluminum can be used to advantage in your selling. ALUMINUM COMPANY of AMERICA: 2460 Oliver Building, PITTSBURGH, PENNSYLVANIA.

## ALCOA ALUMINUM



These advertisements recently appeared in national magazines.

## Of More Interest to Women than any other Electrical Appliance



THE very appearance of KitchenAid makes it a point of extreme interest to women who enter an appliance display room. Its appeal is so universal and its operation so interesting that many sales are closed outright.

But this is only the beginning. The real profits of KitchenAid lie in the home, where women show it to friends; where neighbor tells neighbor; and prospects seek the dealer. We believe that delighted owners play a bigger part in the sale of KitchenAid than of any other appliance.

Dealers who are taking the pains to investigate the practicability of KitchenAid, upon which its tremendous popularity is based, are finding profit and satisfaction through their cooperation in its increased sale. The selling price of \$120.00 and up, depending on attachments, makes it worth while for dealers of foresight to participate in its growing popularity.

To you who see the possibilities in KitchenAid's almost non-competitive market, we have an unusually practical proposition involving liberal factory cooperation. Write for details.

**KitchenAid**  
REG. U.S. PAT. OFF.  
*Electrical Food Preparer for the Home*

The KitchenAid Manufacturing Co.  
Troy, Ohio

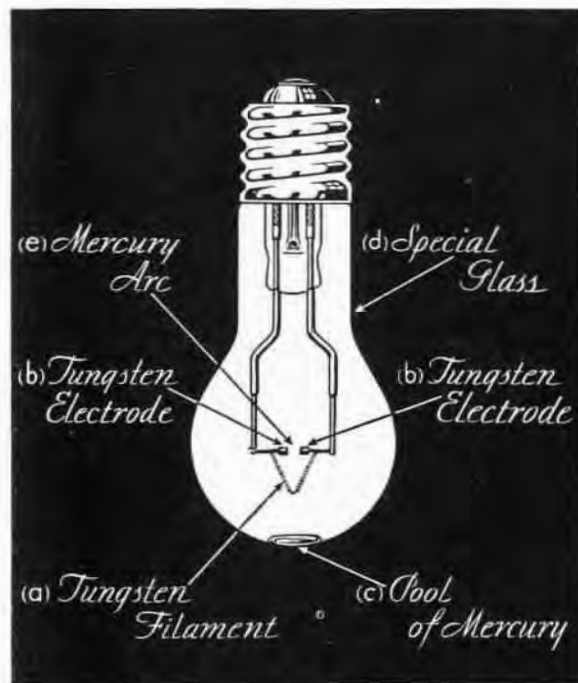
Subsidiary of The Hobart Manufacturing Company, long established manufacturers of electric coffee mills, meat choppers, food preparing machines, potato peelers, slicing machines, dishwashers, etc.

### MORE THAN A "MIXER" — A COMPLETE FOOD PREPARER — KITCHENAID

- |  |   |   |  |
|--|---|---|--|
| Beats—eggs (1 or 10), icings, batters for cakes, waffles, etc. | Grinds—coffee and cereals                               | Chops—meats (cooked or raw) nuts, raisins, figs                               | Shreds and Grates—vegetables, cheese, coconut, chocolate, etc. |
| Whips—cream (little or much)                                   | Strains—fruits for butters, jellies, sauces             | Freezes—ice cream, sherbets and other frozen dainties                         | Chips Ice—Shreds Cabbage—Mashes Potatoes—Creams Butter         |
| Mixes—dough for bread, rolls, biscuits, pies and pastries      | Sieves—vegetables for soups and purees; pumpkin, etc.   | Makes—mayonnaise, candies, fruit whips, applesauce (without paring or coring) | <i>All these things — and many more</i>                        |
| Extracts—juice from oranges, lemons, grapefruit                | Slices—potatoes (thick or thin) vegetables, firm fruits |   | (141)  |

# Cash in on ultra-violet with the new

## GENERAL ELECTRIC SUNLIGHT (TYPE S-1) LAMP



The new G. E. Sunlight (Type S-1) Lamp provides 40 times more of the most desirable ultra-violet per foot candle than mid-summer sunshine. It can be used only in special equipment such as that made by G. E. and other manufacturers.

LESS than three years ago, ultra-violet was largely a laboratory plaything, one portion of a light spectrum. Few people knew *anything* about its virtues.

Today hundreds of thousands know something of the health-maintaining properties of ultra-violet and of Vitamin D which it produces. News items in the papers and feature articles in magazines, bringing the public more information about the rapidly multiplying discoveries of science on this subject, constantly add to this group.

Some of these informed people have already experienced the benefits of artificial sunshine. Many others are eager to do so.

That you may capitalize on the desires of this swiftly growing group, General Electric now offers you the G. E. Sunlight (Type S-1) Lamp—the first generator of health-preserving ultra-violet

which embodies, with an adequate supply of the most desirable radiation, the simplicity, efficiency and economy of a modern MAZDA lamp.

Its simple practicality, plus the firm faith of the public in the name G. E., invests this new Type S-1 Lamp with a powerful selling appeal on which you can cash in handsomely.

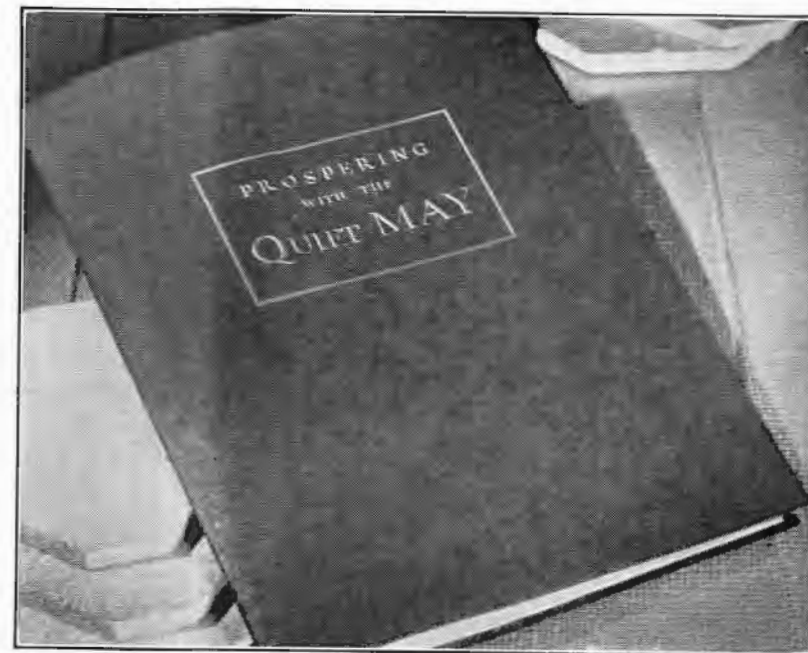
**National Advertising will help you**  
The story of the new health-maintaining G. E. Sunlight (Type S-1) Lamp is already being told to almost every physician through the chief medical papers. Early in the Fall it will be fascinatingly, yet authoritatively, put before the millions of readers of THE SATURDAY EVENING POST, NATIONAL GEOGRAPHIC, PHYSICAL CULTURE, THE PARENTS' MAGAZINE and POPULAR SCIENCE MONTHLY.

Don't overlook the fact that the sale of each Type S-1 Lamp pays you an attractive, ample profit. And that the possibilities of repeat sales are excellent.

To take full advantage of this rich, profit-making opportunity, get the new G. E. Sunlight (Type S-1) Lamp in your store and on display. Your MAZDA lamp distributor can serve you promptly. Also, write today for your copy of "The New Summer" and other interesting facts about the Sunlight (Type S-1) Lamp. Incandescent Lamp Department of General Electric Company, Nela Park, Cleveland, Ohio.

Join us in the General Electric Program broadcast every Saturday evening on a Nationwide N. B. C. Network.

**GENERAL ELECTRIC  
SUNLIGHT (TYPE S-1) LAMP**



HERE'S A BOOK  
THAT SHOWS YOU  
HOW TO

# Make More Money in the OIL BURNER BUSINESS

IT doesn't make a great deal of difference what you're selling *now* — electric refrigerators, washing machines, vacuum cleaners or even oil burners—this little book will show you how to make *more profit* on your sales operations.

"PROSPERING WITH THE QUIET MAY" presents in clear, understandable language a complete picture of the marvelous opportunities existing today in the oil burner industry. It's a boiled-down collection of *facts* that any dealer can grasp in a moment. And it dwells particularly on the QUIET MAY Profit Sharing Plan which each year enables hundreds of dealers to increase greatly their normal earnings by a participation in the profits from the worldwide business of the May Oil Burner Corporation.

Here's a book you ought to have! It's free for the asking, and the coupon below will bring it to you by return mail.

MAY OIL BURNER CORPORATION, BALTIMORE, MD.

MAY OIL BURNER CORPORATION  
Dept. 7-B—Baltimore, Md.  
"Prospering with the QUIET MAY" sounds like it ought to be interesting. Please send me a Free copy.  
Name.....  
Address.....  
City..... State.....

*OK-ed* by Architects and Contractors everywhere



**The BRYANT new enclosed Cup Switches SERIES No.3961**

The switch cup, cover and handle are made of Bakelite.  
 The supporting yoke is separate and insulated from the ears.  
 Quiet operation is accomplished by improved construction of the mechanism.  
 These switches incorporate the latest improvements, and tests, under actual service conditions, have shown them to be equal or superior, on Type C Lamp Loads, to any other switches on the market.



**THE BRYANT ELECTRIC COMPANY**

BRIDGEPORT, CONNECTICUT

NEW YORK

PHILADELPHIA

CHICAGO

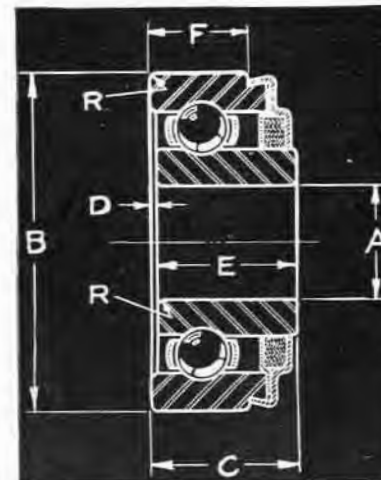
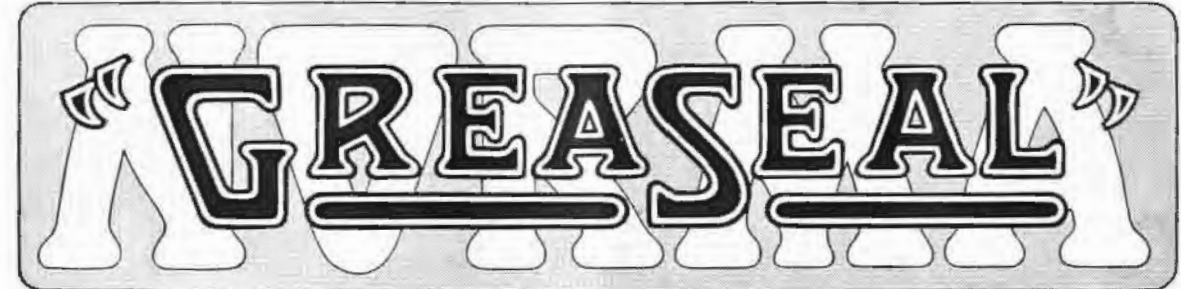
SAN FRANCISCO

MANUFACTURERS OF "SUPERIOR WIRING DEVICES" SINCE 1888

Manufacturers of HEMCO Products



Another "PRECISION" Bearing



Write for the "Greaseal" Data Sheets, showing details of application

**BALL BEARING**

*A Notably Better Bearing With Distinctive Economic Advantages*

A self-contained, self-sealed, grease-packed, dirt-proof bearing with a larger grease capacity, ready for years of service without renewal of lubricant.

Needs only the most simple and inexpensive mounting, with the very minimum of machining and assembling cost.

AN ALL-STEEL BEARING, WITH A SOLID, ONE-PIECE OUTER RING.

Bearing Number	Bore "A"		O. Dia. "B"		Width "C"	Offset "D"	Length "E"	Width "F"	RAD. "R"	
	M. M.	Inches	M. M.	Inches					M. M.	Inches
GS-96	6	.2362	19	.7480	.3543	.016	.3383	.2362	1	.039
GS-97	7	.2756	22	.8661	.4060	.016	.3900	.2756	1	.039
GS-98	8	.3150	22	.8661	.4060	.016	.3900	.2756	1	.039
GS-98246	6	.2362	24	.9449	.4060	.016	.3900	.2756	1	.039
GS-98247	7	.2756	24	.9449	.4060	.016	.3900	.2756	1	.039
GS-9824	8	.3150	24	.9449	.4060	.016	.3900	.2756	1	.039
GS-99	9	.3543	26	1.0236	.4527	.016	.4367	.3150	1	.039
GS-200	10	.3937	30	1.1811	.5118	.016	.4958	.3543	1	.039
GS-201	12	.4724	32	1.2598	.5512	.016	.5352	.3937	1	.039
GS-202	15	.5905	35	1.3780	.5905	.016	.5745	.4330	1	.039
GS-203	17	.6693	40	1.5748	.6693	.016	.6533	.4724	1	.039
GS-204	20	.7874	47	1.8504	.7480	.016	.7320	.5512	1	.039
GS-205	25	.9843	52	2.0472	.7874	.016	.7714	.5906	1	.039

**NORMA-HOFFMANN BEARINGS CORPORATION STAMFORD, CONN., U.S.A.**



## LIGHTING NEW YORK'S GREAT OFFICE BUILDINGS

Office buildings going up to dizzy heights to outrival the cave dwellers of ancient times.

Safety is paramount in all phases of construction and equipment.

In the matter of lighting fixtures for these buildings of great floor area, only the best materials can safely be used.

Consider the heat from the modern electric bulb. 180° is not unusual.

Ordinary insulation deteriorates rapidly and breaks down under such heat.

There is one fixture wire that is built for such service—**Rockbestos**.

This 53 story Lincoln Building is fixtured with Full-O-Lite Vitro Fixtures wired with Rockbestos—the asbestos insulated fixture wire.

For the modern commercial lighting unit, Rockbestos can be used with assurance that it will never deteriorate.

*Let us send sample of Rockbestos Fixture Wire and Bulletin No. 50, which completely describes it.*

Full-O-Lite F. S. P. 0515 Vitro-Lincoln Green  
manufactured by Full-O-Lite Company Inc.,  
New York City  
J. E. D. CARPENTER, Architect.  
DWIGHT P. ROBINSON & CO., Inc., Builders.

### ROCKBESTOS PRODUCTS CORPORATION

402 NICOLL STREET  
NEW HAVEN, CONN.

5942 Grand Cent. Term. Bldg., New York

903 Clark Bldg., Pittsburgh, Pa.

718 Madison Term. Bldg., Chicago

2143 Railway Exchange Bldg., St. Louis, Mo.

On the Pacific Coast—Anaconda Wire and Cable Co.

# ROCKBESTOS

*—the wire with permanent insulation*

## “Silent” Sales Reach— New Heights



. . . *Even Higher Than*  
**1929**

Winning new customers . . . satisfying old ones . . . strengthening public preference . . . Silent Automatic has sold more oil burners during the first five months in 1930 than during the same period last year.

More and more business men, the country over, attracted by Silent Automatic's commanding position of leadership, are finding that selling “Silent” is highly profitable.

The opportunities afforded by a Silent Automatic dealer franchise were never better. Actual sales figures definitely point to the conclusion that 1930 will be Silent Automatic's biggest year . . . far surpassing 1929, when world leadership was achieved.

This is the sort of organization to “hook up” with. Progressive business men who seek a rich field for the investment of their capital and ability . . . will do well to investigate the unusual opportunities offered by Silent Automatic.

SILENT AUTOMATIC CORPORATION  
12001 East Jefferson Avenue  
Detroit, Michigan

(310)  
**SILENT AUTOMATIC**  
THE NOISELESS OIL BURNER



Sweltering offices « « « «  
« « « « Stuffy homes « « « «

# Everyone a prospect for better Ventilation

THERE'S money for you in selling fresh air! Winter and summer—but especially in summer—the Emerson line of ventilating equipment helps you get a bigger share of these easy, steady profits. Emerson exhaust and ventilating equipment is made by the makers of the famous Emerson fans and motors. Air removal capacity is large. Improved blade design insures maximum efficiency and extreme quietness. Construction is sturdy yet light. An engineering service department is provided to help you plan prospective installations.



Emerson Ventilating Fans—available in 9-inch to 16-inch sizes. Mounting boards—plain or translucent panels available for 9 and 12-inch sizes.



Emerson Exhaust Fans—12-inch to 36-inch, inclusive. Pressed steel construction and welding insure extra strength, light weight and freedom from vibration. AC and DC models.

Write for bulletin No. 3519-A and 3520-A giving full data.

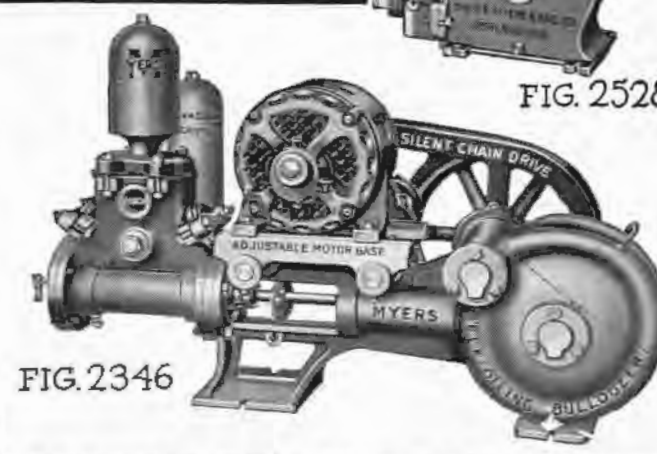
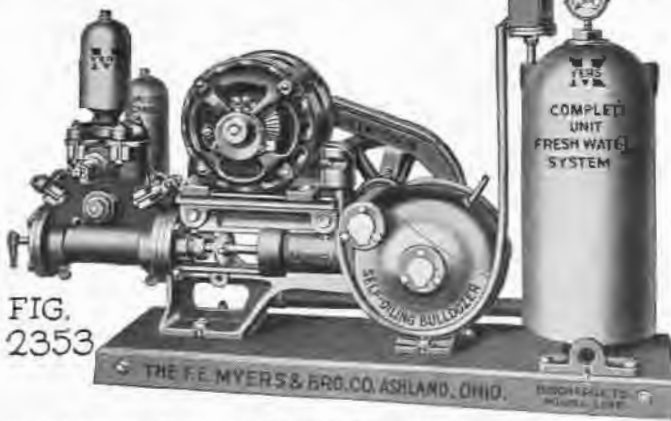
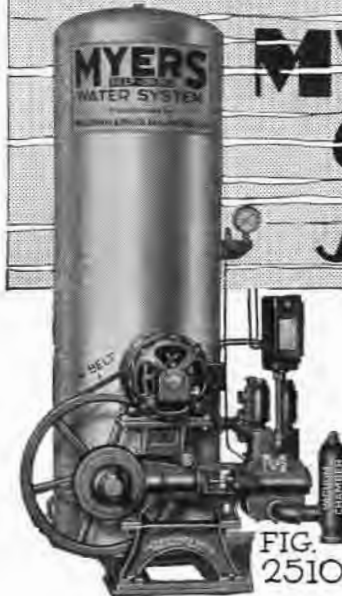
THE EMERSON ELECTRIC MANUFACTURING COMPANY, 2018 Washington Avenue, Saint Louis 806 W. Washington Boulevard, Chicago, 155 Sixth Avenue, New York City

# EMERSON

## Exhaust and Ventilating Fans

Made by the makers of Emerson 1/30 to 2 h. p. motors

**200 to 10,000**  
**GALLONS OF WATER**  
*per hour*  
**MYERS WATER SYSTEMS**  
*Offer Unlimited Possibilities for Profitable Business!*



EVENTUALLY, there comes a time when it is necessary to tell a customer that he will have to look elsewhere for a water system. But occasions like this are few and far between for those who sell Myers Water Systems—the complete line for most any requirement up to ten thousand gallons of water per hour. And when you pause and think it over, few, if any, are the demands throughout the year for water service beyond the Myers capacity range.

From the standpoint of broader dealer sales activities, increased business and better profits, it remains to be seen that Myers Advertising, Myers Sales Policy and Myers Water Systems lead the way. There is no magic in this—two hundred to ten thousand gallons of water per hour turns the trick for progressive dealers. Write or wire.

**THE F. E. MYERS & BRO. CO.**  
ASHLAND, OHIO.

**PUMPS FOR EVERY PURPOSE - WATER SYSTEMS - HAY TOOLS - DOOR HANGERS**

# DO YOU KNOW?



**H**  $\frac{1}{8}$   
**O**  $\frac{1}{6}$   
**R**  $\frac{1}{4}$   
**S**  $\frac{1}{3}$   
**E**  $\frac{1}{2}$   
**P**  $\frac{3}{4}$   
**O** **1**  
**W**  $1\frac{1}{2}$   
**E** **2**  
**R** **3**

That Leland Motors are found in the shadows of the Pyramids, in the sweltering heat of Singapore, in the Arctic regions of Alaska, in the undeveloped wilds of China!

Do you know that Leland Motors operate quietly, carry their loads unobtrusively year in and year out, require almost no attention; that bearing failure is almost unknown in Leland Motors, and that short-circuiting trouble never occurs!

A.C. Repulsion Induction  
 D.C. Compound Wound  
 A.C. Polyphase  
 All in Interchangeable Frames.

THE LELAND ELECTRIC CO.  
 DAYTON • OHIO • U.S.A.



# Leland Motors

# Gearing—

*should seldom be seen  
 and never be heard*



Gear driven products featuring *silence* have a distinct sales advantage.

Manufacturers now realize the selling power of silent operation. They know that gear silence is golden, especially when there's no need to "talk down" gear noises.



Appliances driven by Perkins Gears are permanently quiet. Perkins Engineers are specialists in the production of accurately matched appliance gears that drive smoothly and mesh quietly.

Take up your gearing problem with Perkins Engineers. They will help you reduce gear noises to a minimum.



No obligation. Write today.


**PERKINS**  
 Machine & Gear Co.  
 130 Circuit Ave.  
 Springfield, Mass.



**Perkins High Speed  
 Ground Thread Worms**

Designed to function quietly. Cut and finished ground to close limits, by the most modern methods on special machines.

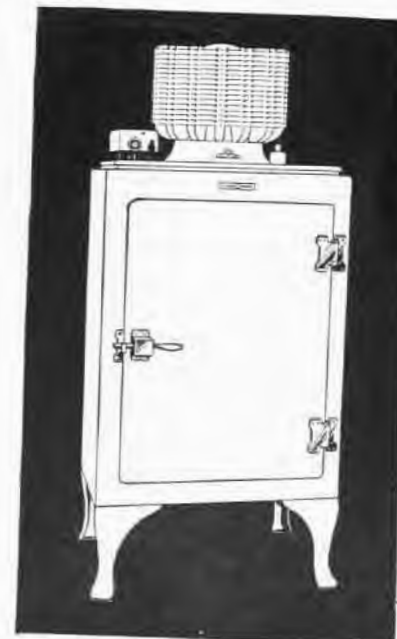
Once assembled, Perkins Worms will seldom be seen—they do not require frequent servicing. If properly assembled, they will never be heard.

The  **MONITOR TOP**  
 saves money  
 for General Electric  
 Refrigerator owners



*"Just see... How much  
 it has saved us!"*

*Tell your prospects*  
**WHY!**



Let them know what it will mean to them to own the refrigerator with its entire mechanism *hermetically sealed* in the Monitor Top. Let them know the saving in dollars and cents—the true *economy* in owning the General Electric.

In the Monitor Top, all the moving parts are powerfully protected—barricaded with *sealed walls of steel*. The dependability, the durability and economical efficiency of the General Electric *sealed-in-steel* mechanism account for the overwhelming popularity of the General Electric Refrigerator fully as much as its attractive appearance and individual modern design.

The Monitor Top saves money. Tell your prospects **WHY**. They'll BUY!

**GENERAL  ELECTRIC**  
**ALL-STEEL REFRIGERATOR**

ELECTRIC WATER COOLERS • COMMERCIAL REFRIGERATORS • ELECTRIC MILK COOLERS

Electric Refrigeration Department, General Electric Company, Hanna Building, 1400 Euclid Avenue, Cleveland, Ohio



# Your



### Type CAH Motor

These motors are especially designed for use on household machinery such as washing machines, ironers, dishwashers, vibrators, etc. They have many desirable features:

**Drip-proof Brackets:** Ventilating air openings are so protected that falling material cannot enter the motor.

**Straight Side Frames:** Lend neat appearance to the motor, and give added strength to the feet.

**Leak-proof Bearings:** Unique design of the bearings and of the oil reservoir prevent escape of the lubricant. This feature appeals strongly to housewives.

**Wall or Ceiling Mounting:** Brackets may be turned through 90 or 180 degrees. The rotor is always in perfect alignment.



# star salesman

## ...Mrs. Brown

THERE are thousands like Mrs. Brown. They send you prospective customers, many of whom already are sold on your machine on the strength of their recommendations. They are your star salesmen.

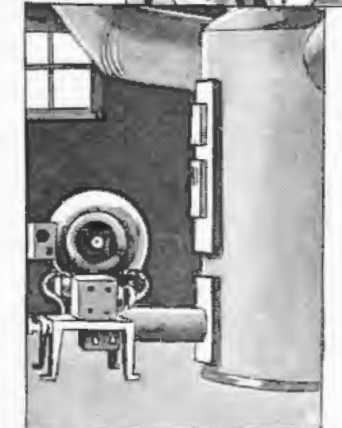
It is only when housewives are satisfied with their machines that they recommend them to their friends.

It is obviously of prime importance that your machines are equipped with highly dependable motors. In the eyes of the housewife, if the motor fails, the manufacturer of the machine and the dealer who sold it are responsible, because she considers the machine as a unit.

In hundreds of thousands of homes, Westinghouse fractional horsepower motors are giving satisfaction. They are built to do this. They are a specialized product embodying the most modern features of design and construction. They have the research and engineering facilities of a great company behind them.

When you sell Westinghouse motor-equipped appliances, the Westinghouse motor engineering departments are working for you.

And the motors themselves, through Mrs. Brown, are building good will for you.



*Service, prompt and efficient, by a coast-to-coast chain of well-equipped shops*

# Westinghouse



T 31365

TUNE IN THE WESTINGHOUSE SALUTE OVER THE N. B. C. NATION-WIDE NETWORK EVERY TUESDAY EVENING.

Here's a *better-faster-*  
**TOASTER**  
bread and <sup>FOR</sup> sandwiches



**TOASTS**  
2 slices or  
2 sandwiches  
both sides  
at Once

The new **Hewitt**  
**TOASTER**  
*A profitable sales leader~*

Another Hewitt Product—by the makers of the famous Hewitt Heating Pad.  
Satisfies the Big Demand for a Bread Toaster and a Sandwich Toaster in the one device. A revelation in speed—requires no preheating—produces quickly from a cold start—2 slices of toast or 2 three-decker sandwiches TOASTED on BOTH SIDES AT ONCE.  
Truly handsome in appearance; styled in a modern jewel box design, unique—yet simple in construction; handy to use; needs little table space. Mail the coupon today for details and discounts.

**IN CHROMIUM PLATE**  
at only **\$10.00** list

HEWITT ELECTRIC & MANUFACTURING CO.  
1169 Massachusetts Ave., Arlington, Mass.

HEWITT ELECTRIC & MANUFACTURING CO.  
1169 Massachusetts Ave., Arlington, Mass.  
Send details and discounts at once on your Better-Faster, Chromium Plated Toaster.

Firm Name .....

Street .....

City .....

State .....

Attention of .....

**Not a Single  
Burn-out**

Available in any combination of wattage and storage . . . in all types.



**CLARK**  
**ELECTRIC**  
**WATER HEATER**

Division of  
**MCGRAW ELECTRIC COMPANY**  
Omaha, Nebraska

ONE of the most important features of the Clark Electric Water Heater is its freedom from service calls. The Clark has never had a single burn-out. It is trouble-free, and, therefore, makes friends for your company.

A letter or wire will bring one of our trained electric water heating specialists to discuss this important subject with you.



**Veriflex**

Flexibility is the essential in Good Heater Cord . . . It is the basis of Driver-Harris Central Station Cord.

Write for booklet, "How to Judge Heater Cord."  
Driver-Harris Company  
Harrison, N. J.

**Sturtevant Super-Silent  
Electric Motors**



for driving

Domestic Oil Burners —  
Gas Furnaces — Domestic  
Refrigeration — Adding Ma-  
chines — Ventilating Fans —  
Unit Ventilators, etc.

*The logical choice where  
quietness is essential.*

FURNISHED in fractional H.P. sizes for either A.C. single and polyphase or D.C. Particularly well adapted for driving domestic appliances and small machinery.

**B. F. Sturtevant Company**  
Hyde Park, Boston, Mass.  
Branches in principal cities.

**Question!**  
How to keep  
appliances  
in use?



**Answer—Equip with TIREX**

THERE are no "come backs" when appliances are equipped with TIREX S or TIREX SJ cords.

Many manufacturers, having tried TIREX S and TIREX SJ Cord now regularly equip their appliances with it.

TIREX Portable Cord, Type S, is a heavy duty cord, one that is made for particularly hard service. Type SJ is a lighter type of cord for service where the more rugged Types S is not required.

Cleanliness, freedom from dust and fraying, smooth outer surface, no kinking, light weight and long life are TIREX Cord advantages worth considering.

Type S Cord is made in one, two, three or four conductors. Type SJ is made in two conductors only. Both cords consist of rubber insulated conductors surrounded and protected by an outer sheath of tough, wear-resisting rubber.

If you are not acquainted with TIREX Portable Cords we will be pleased to send you more complete information and samples.



**SIMPLEX WIRE & CABLE CO**

MANUFACTURERS  
201 DEVONSHIRE ST., BOSTON

BRANCH SALES OFFICES  
CHICAGO, 564 W. Monroe St. SAN FRANCISCO, 390 Fourth St.  
NEW YORK, 1328 B'way CLEVELAND, 2019 Union Trust Bldg.  
JACKSONVILLE, 1016 Barnett Nat'l Bank Bldg.

# TELL YOUR CUSTOMERS! HOW NEW B-H RECTIFYING TUBES

IMPROVE  
RECEPTION



Carton of four  
Eveready Ray-  
theon B-H Tubes.

## EVEREADY RAYTHEON B-H

MILLIONS of "B" eliminator units have been sold in the last few years. Giving satisfaction, making friends, for those who sold them.

Few dealers realize the extent of the replacement market in their communities. Have you thoroughly combed *your* community?

New Eveready Raytheon B-H Tubes give a vast improvement in reception. Suggest them to customers who are using "B" eliminators.

They come in handy cartons of four tubes. Always have at least one carton on hand!

\* \* \*

The Eveready Hour, radio's oldest commercial feature, is broadcast every Tuesday evening at nine (New York time) from WEAf over a nation-wide N. B. C. network of 30 stations.

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City  
New York San Francisco

Unit of Union Carbide **UCC** and Carbon Corporation



### A NEW LEADER

in the Lighting Field

### WILLIAMSON SHADE-LYTE

Series 60

UTILIZING for the first time, in a perfect modern setting, the large single lamp efficiency of Commercial Lighting. Made with exclusive features of superiority—features that mean easier sales, more sales and more profits for you.



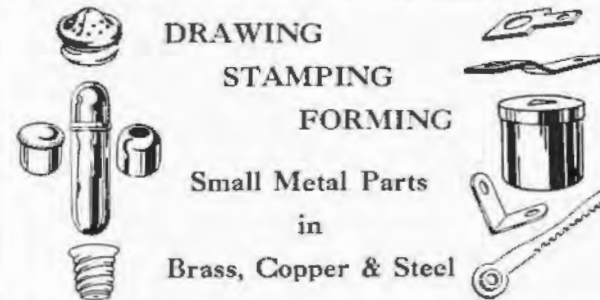
### WILLIAMSON SHADE-LYTE

Get going before your competitor does. Get acquainted with WILLIAMSON SHADE-LYTE, Series 60. Write for attractive folder showing all six styles and name of your nearest jobber.

### WILLIAMSON DIVISION

Beardslee Chandelier Mfg. Co.  
220 South Jefferson St., Chicago

### METAL STAMPING SERVICE



DRAWING

STAMPING

FORMING

Small Metal Parts

in

Brass, Copper & Steel

### PATTON-MACGUYER COMPANY

17 Virginia Avenue, Providence, R. I.

### SALES FOLLOW LIGHT AS MOTHS THE FLAME!

And good wiring contracts on a satisfactory profit basis follow the presentation of this argument to your store-keeper prospects. The current issue of Wiremold Business Builder tells how to present it effectively. Send for your copy.



### WIREMOLD

WBB HEADQUARTERS  
HARTFORD, CONN.

only \$94<sup>50</sup>  
for a  
spinner-washer



AND it's a Graybar! Never before, dealers, has there been such a washer under \$100! Here are the interesting features for you:

Besides the low price—that fits it into any one's budget—there's Graybar quality and Graybar efficiency. Think of telling your customers that this washer will do two things at once... right in the same tank, that it will fit in anywhere and can be used with or without set tubs!

But there's still more! It's good-looking, easy to manage, compact. Write for details today! And find out about the complete Graybar line of radios and appliances, too!

## GraybaR

OFFICES IN 76 PRINCIPAL CITIES.  
Executive Offices: GRAYBAR BLDG., NEW YORK, N. Y.

Tune in on the Graybar Program at 10 P. M. Eastern Daylight Saving Time, every Tuesday... Columbia Broadcasting System



**N**ATIONAL advertising is keeping the Ray-O-Vac family... radio tubes and batteries, flashlights and batteries... before thousands—millions of buyers. Here is a popular, fast-selling line that people are asking for every day... will they find it on *your* counter? Why not drop an order to your jobber today?

**FRENCH BATTERY COMPANY**  
MADISON, WISCONSIN

General Sales Office: 20 North Wacker Drive, Chicago, Ill.

**RAY-O-VAC**

"A", "B", and "C" Radio Batteries; Aircraft and Autoradio Batteries; Ignition, Telephone, and Flashlight Batteries; Rotomatic and Standard Flashlights; and Licensed Radio Tubes.



### ½ Watt NEON GLOW LAMP

*Its Uses are Almost Limitless*

**A**s a pilot light, a handy test lamp, an indicator of direct or alternating current and for scores of other uses, including many connected with radio work, the little ½ watt Neon Glow Lamp is unsurpassed. Fits standard socket. Runs directly on 110 A. C. or 220 A. C. or D. C. lines. Has no filament to break or burn out. Gives more than 3,000 hours of service. For further details and prices, address: General Electric Vapor Lamp Co., 889 Adams St., Hoboken, N. J.

*Join us in the General Electric Hour, broadcast every Saturday evening on a nation-wide N. B. C. network.*

**GENERAL  ELECTRIC  
VAPOR LAMP COMPANY**

*(Formerly Cooper-Hewitt Electric Company)*

4514a G. E. V. L. Co. 1939

### CARRY A Test-O-Lite In Your Pocket — ALWAYS



*The First Practical Pocket Tester  
For Testing High Resistance Leaks*

**YOU ALREADY KNOW—**

THAT TEST-O-LITE, with its tiny Neon lamp, instantly detects trouble in electrical circuits, locates burnt-out fuses, light and motor troubles, faults in electrical appliances, auto spark plugs and radio sets.

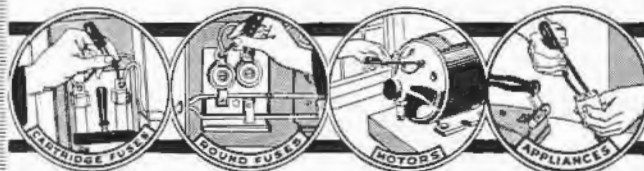
**BUT, DO YOU KNOW—**

THAT TEST-O-LITE has the remarkable characteristic of becoming illuminated at 110 volts through resistance of 20,000,000 ohms (20 megohms) and frequently as high as 50,000,000 ohms (50 megohms). The advantage of this feature will be appreciated by all engineers and electricians who desire to test insulations of wires or instruments. It rivals the bridge, megger and other electrical testing apparatus in determining the presence of a leaky insulation.

LIST PRICE \$1.50

**L. S. BRACH MFG. CORP.**

Specialists in Electrical Protective Devices for 24 Years  
Newark, N. J., U.S.A. Toronto, Canada



# Electrical Merchandising

is now the ONLY electrical appliance trade publication that is a member of the A.B.C. or the A.B.P. . . . it is a member of BOTH!

**F**OR 23 years Electrical Merchandising has had the largest number of subscribers (the largest *paid* circulation) in the business of distributing electrical appliances for the home, and has carried the largest volume of appliance advertising.

# The Business Paper . . . and the Open Mind

"SHOW me a business that has ceased to think" says John Moody, famous economist and investment advisor, "and I'll show you a firm that is on the down grade. Show me a concern where ideas are no longer welcome and I'll show you one that is getting ready to die of dry rot. Show me a company that has cut itself off from the stimulation of other men's thought and other men's knowledge and I will show you a firm whose days are numbered."

And on the other hand, wherever you find a healthy, progressive corporation you will find the open mind. You will sense an alertness to know and use the experience of others. Almost inevitably you will discover that executives regularly and systematically read the business papers of their own and related fields. Indeed, it is a fact, striking in the frequency of its recurrence, that outstanding firms make a policy of requiring executives to follow business papers for new ideas, new facts, new developments. From such a policy springs the perennial resourcefulness that brings success.

The business press of today does more than any other single factor to keep business on its toes. Leading thought, improving methods, continually adding to the available store of exact working information, the business press performs a very real service to the Nation.

To that service the business paper of today owes its influence with business men. To that influence it owes its position as a strong, independent organization; commanding a sound, paid circulation; courting no favors; truckling to no influence; earning its advertising revenue because it is the kind of publication in which advertising is both read and believed.

This publication is a member of the Associated Business Papers, Inc. . . . a cooperative, non-profit organization of leading publications in the industrial, professional and merchandising fields, mutually pledged to uphold the highest editorial, journalistic and advertising standards.

**THE ASSOCIATED BUSINESS PAPERS, INC.**  
TWO-NINETY-FIVE MADISON AVENUE · NEW YORK CITY



John Moody is among the best known of economists and financial advisors. As a writer on business subjects he is scarcely less well known than as President of Moody's Investors' Service, investment counsel to many great financial interests. A keen analyst of businesses as investments, few men have better opportunity to evaluate progressive management as a factor in success, or to observe the outstanding part played by technical, industrial and merchandising papers in the development of modern business.



THIS SYMBOL identifies an ABP paper . . . It stands for honest, known, paid circulation; straight-forward business methods, and editorial standards that insure reader interest . . . These are the factors that make a valuable advertising medium.



## Here's a Hot Plate you can sell!

An investment in permanent satisfaction for your customers! — Good looking, finished in lustrous Nile Green porcelain enamel. Hot enough to cook quickly! Large enough for many uses? Handy and convenient—dependable and quick. Retains its beauty and lustre for years.

And priced right!

Send for our latest price list.



**Rutenber Electric Co., Inc.**  
**Marion, Indiana**

Sales Offices in all principal cities

# ROYAL GLASSTOP FUSES

the original  
glasstop fuse  
NOW with the  
hexagon head



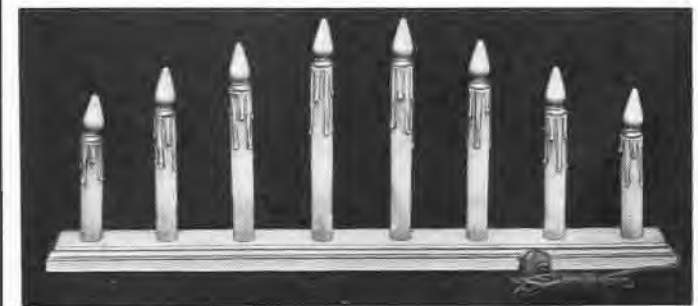
Two years ago Royal Glass Top Fuses revolutionized the fuse industry—they definitely eliminated all guesswork as applied to blown fuses! Royal Fuses show without a doubt when blown—the glass top tells instantly!

NOW!

Royal engineers offer still another development, the glass top with the HEXAGON HEAD for fuses of 15 amperes or less! By redesigning the glass top so that the entire head is hexagon (rather than the window only, as required by National Code) the question of fuse selection is definitely simplified for trouble men, sales people and electricians. A combination of convenience and visibility never before possible is now obtainable—only with Royal Glass Top Fuses!

ROYAL ELECTRIC CO., 186 THIRD ST.,  
CHELSEA STATION, BOSTON, MASS.

ROYAL CANDELITES and  
ROYAL INDOOR and OUTDOOR  
CHRISTMAS DECORATIVE  
LIGHTING OUTFITS



Patented Christmas novelties which mean actual profits to you. Send coupon below for complete information.

ROYAL ELECTRIC CO., Chelsea Station, Boston, Mass.  
 Please send me samples of Royal Crystal Glass Top Fuses with Hexagon Head.  
Please send me information on  Royal Candelites  Royal Christmas Lighting Outfits.

Name .....  
Street .....  
City .....  
State .....

# Electrical Merchandising's

## 4<sup>th</sup>

# ANNUAL APPLIANCE INDEX ISSUE

will be published  
**October 1st**

20,000 Dealers and Jobbers . . . the whole electrical appliance trade and industry . . . are looking forward to this . . . it is their business encyclopedia.

Electrical Merchandising has been the leading appliance paper for 23 years . . . in editorial contents, advertising volume, and paid circulation.

It is the **ONLY** paid circulation monthly serving jobbers and retailers and specializing on electrical appliances for the home.

## To electrical workers who want to succeed . . . an invitation to examine this big Library—



Thousands and thousands of men in every part of the country have used the six big books of this Library to make their work easier and to push themselves ahead. If you, too, are determined to go further in electrical work, no matter what your position is now, you are invited to examine the American Electricians' Library for 10 days without any obligation to purchase it. Furthermore, if after you have examined these books you decide that they can help you as they have helped countless others, you can have Braymer and Roe's *Rewinding Small Motors* absolutely free.

### Terrell Croft's **American Electricians' Library**

6 volumes—over 2000 pages—fully illustrated  
\$1.50 in ten days and \$2.00 monthly for 8 months.

Send no money—see these books for 10 days

Let us send you these fact-packed books for ten days' free examination. There is no charge for the examination—no obligation to buy the books unless you want them. These books have helped, and are helping, so many men that it is no longer a question of "Will they help you?"—the question is "Will you let them help you?"

We could fill several pages with arguments telling how so many thousands of men have profited by the American Electricians' Library. But, our arguments won't increase your salary—so we'd like to leave it to the books—and we'll stand or fall on the outcome of your examination. You will agree that this is a liberal offer; and, frankly, we couldn't afford it if this examination offer didn't usually convince. We know how good these books are—we want you to see them for yourself.

#### A Valuable Book Absolutely Free

After you have seen these books at your leisure—after you have used them in your work—decide whether or not they are going to help you. Then, return the books or remit only \$1.50 and then \$2.00 a month until \$17.50 has been paid. On receipt of your first payment Braymer and Roe's *Rewinding Small Motors* will be sent you absolutely free.

Fill in and mail this coupon now

### McGraw-Hill FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Ave., New York.

Gentlemen: Send me for 10 days' free examination, all charges prepaid, the AMERICAN ELECTRICIANS' LIBRARY, 6 volumes. If I find the books satisfactory, I will send you \$1.50 in ten days, and \$2.00 a month until the Special Price of \$17.50 has been paid. If they are not what I want I will return them postpaid. Upon receipt of my first payment you agree to send me a free copy of Braymer & Roe's *Rewinding Small Motors*.

Signature .....

Residence Address .....

City and State .....

Firm or Employer .....

Occupation ..... E.M. 7-36

#### What the six big volumes of this Library offers you!

Terrell Croft prepared this subscription library for practical electricians. The six volumes bring to you exact step-by-step directions for the installation of every type of conduit wiring job—they tell you how to handle every kind of lighting circuit and switch problem—they give you short cuts to saving time on maintenance routine—they give you useful tips on electrical machinery erection—they offer you practical, clear explanations of all kinds of A.C. armature winding jobs—they bring you a thousand armature winding, electrical machinery, and control diagrams—they show you the surest, quickest methods of locating and remedying circuit troubles. They cover the countless problems you are confronted with daily.

#### More than 10,000 wiring diagrams—

The thousand wiring diagrams in these six books are alone worth the price of the entire library to any practical electrician. Many of these diagrams are unobtainable elsewhere; many more are very hard to get from any other source; all of them are much clearer and more helpful than most wiring plans available. They include:

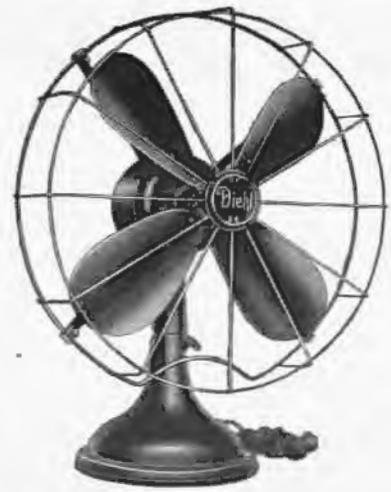
- 300 lighting circuit diagrams, and a number of other practical working drawings.
- 300 conduit-wiring diagrams
- 9 single-phase armature winding diagrams
- 52 two-phase armature winding diagrams
- 100 three-phase armature winding diagrams
- 570 electrical machinery and control wiring diagrams

This Library contains all the useful hows and whys and wherefores for wiremen, trouble shooters, armature winders, electrical maintenance men, and electrical contractors. It gives you the practical information that has earned for these books the friendship of countless successful electrical workers. With these six books you'll step ahead faster and you'll go further than the man who relies on his own limited experience. They offer you a complete mastery of electrical installation, maintenance and repair.



#### FREE! if you act now

Braymer and Roe's *REWINDING SMALL MOTORS* comes to you absolutely free if you act now in getting your AMERICAN ELECTRICIANS' LIBRARY. This book will give you much practical information about rewinding all types and designs of fractional horse-power motors.

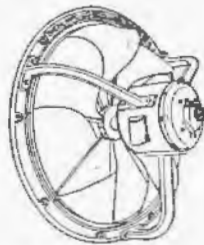
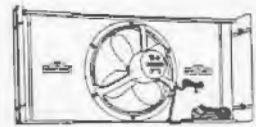
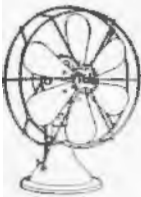


Picking up the slack with Diehl fans . . . .

**D**IEHL dealers welcome the good old summer time—the hotter it is, the better—because it brings in a bunch of good fan business to offset the so called "summer slump." And Diehl fan business is highly satisfactory to the dealer because it is dependably profitable.

Requirements for fans vary widely but the Diehl line provides a size and type for every practical need.

Put your Diehl fan sales helps to work to help you have a better fan season than ever before.



**DIEHL MANUFACTURING COMPANY**

Electrical Division of  
THE SINGER MANUFACTURING CO.  
Elizabethport, N. J.

Atlanta—Boston—Chicago—New York—Philadelphia  
Columbus—Dallas—Pittsburgh—St. Louis

**DIEHL**

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Sheets, Discs, Washers, Cylinders, Tubes, and Mica Tape  
Flexible Moulding and Segment Plate  
Shade Plate and Torchieres  
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Box 5, Plumtree, N. C.  
Miners and Manufacturers Established 1908

# EASIER WASHER . . . . . SALES WITH THIS . . . . . WRINGER EQUIPMENT



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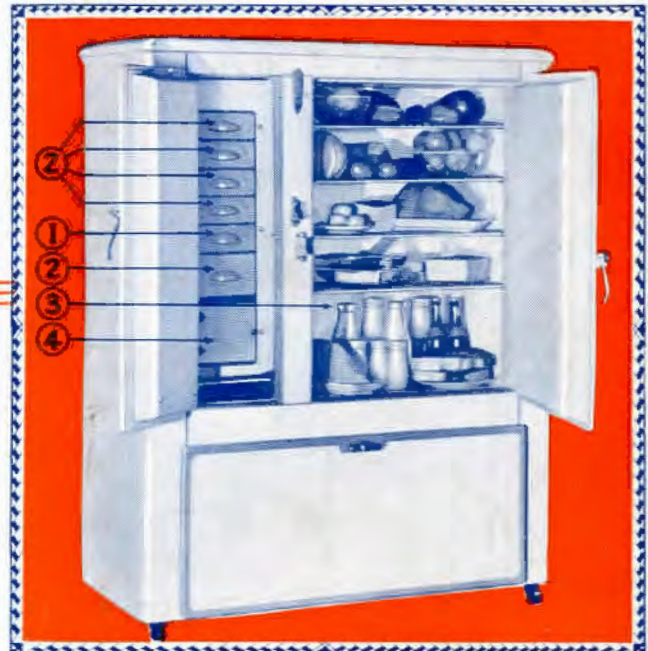
Washer Buyers are demanding these American Wringer Company 2 1/4-in. rolls. Soft enough to prevent button breakage—firm enough to do an efficient wringing job. Available in combination of two black rolls—lower white and upper black or both white.

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Manufacturers of Wringer Rolls since 1845  
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The **Only** Electric Refrigerator  
that provides  
**Four Automatic**  
Refrigeration Services

1. Automatic Fast Freezing of Ice and Desserts
2. Automatic Normal Freezing
3. Automatic 40 to 50 Degree Food Compartment
4. Automatic Cold Storage Compartment

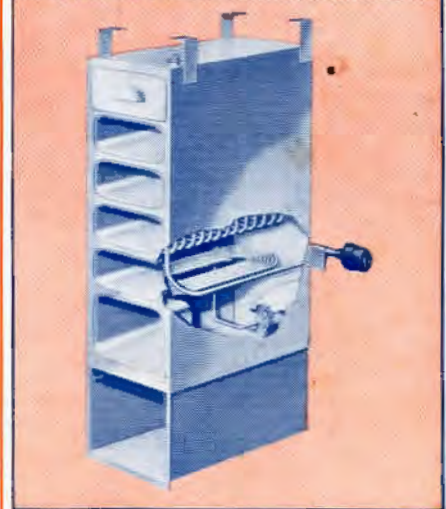


**K**ELVINATOR dealers occupy a unique position in the industry in selling the only electric refrigerator that provides the four refrigeration services essential in the home. The Super-Automatic Kelvinator is literally *four* refrigerators in one—each operation completely automatic and independent of the others. No other electric refrigeration manufacturer has so closely approached the ultimate goal of convenient, reliable, automatic electric refrigeration for the home, as has Kelvinator in this new line.

With its new and exclusive features, plus the reliable, time-tested, *quiet* Kelvinator com-

pressor unit, plus the unique Kelvinator Cold-Keeper which cuts down the number of operating periods fully a third, plus Kelvinator's all-porcelain-lined cabinets that will last a lifetime—it is easy to see why Kelvinator dealers stand in an impregnable position in the sale of domestic electric refrigeration.

Backed by the oldest and greatest name in electric refrigeration, the Kelvinator franchise represents a selling opportunity without a parallel in the industry. Write or wire for complete information on the Kelvinator line.



### *Iso-Thermic Tubes for Automatic Fast Freezing*

Here is a feature that will appeal to every user of electric refrigeration—a special Kelvinator compartment that gives extra-fast freezing, automatically. Note the spiral coil of Iso-Thermic Tubes. This is, in effect, a Cold Plate, in which intense cold is concentrated. Ice cubes and desserts are frozen in half the usual time. Yet food compartments are not affected.