

Electrical Retailing

A McGraw-Hill Publication

November 1923



10c A COPY

\$1.00 FOR 2 YEARS



Illustration shows the Beaver individual cartons, actual colors of which are blue, white and black.

Underwriters' Approved

List Price 75c



Here's how to sell more at Christmas

Lay in a quantity of the BEAVER Triple Duty Sockets. They are ideal for a Christmas gift, for they are handsomely cartoned in individual boxes as shown above. And then, we have prepared some wonderful sales helps for the dealer at Christmas time.

Appearing here, in miniature, is the handsome window

sticker printed in black, green and red, to advertise your store as headquarters for BEAVER Triple Duty Sockets at Christmas time.

The market is a big one. Thousands of people are seeking the inexpensive, useful gift to give to their friends, and the BEAVER Triple Duty Socket fills all requirements.

Order from your jobber now and specify all of the BEAVER window display material, booklets, folders, etc. to which you are entitled. Attractive discounts. Your jobber can quote you.

BEAVER TRIPLE DUTY SOCKET

BEAVER MACHINE & TOOL CO., 625 North Third St., Newark, N. J.

Bradleyleak

THE PERFECT GRID LEAK



The Dawn of Better Radio

The radio public is clamoring for a real adjustable grid leak. Many attempts have been made to produce an adjustable grid leak but without much success.

The Bradleyleak is a distinctive departure from the ordinary grid leak. The adjusting knob provides a smooth, unbroken range of grid leak resistance from $\frac{1}{4}$ to 10 megohms. That range covers all tubes now on the market.

There is a tremendous demand for a good adjustable grid leak and the Bradleyleak fills the bill. Use the coupon and get the latest information about this fast selling Allen-Bradley product.

Use the handy coupon.

The Bradleyleak contains two columns of special discs under the variable pressure of the adjusting knob. A small grid condenser can be mounted in the base.

Tell your customers to avoid guess work in building their radio sets by using the Bradleyleak instead of the cartridge-type grid leak. The Bradleyleak is a winner. Recommend it and have satisfied customers.

Allen-Bradley Co.

Electric Controlling Apparatus 489 Clinton St., Milwaukee, Wis.

We have been looking for a reliable adjustable grid leak. Please send us full information about the new Bradleyleak.

Name

Address



DAY-FAN

Profit For Radio Week— And All The Year



Mounted Variocoupler
A standard Day-Fan instrument; bank wound, with stator taps connected to switch points on a mounting dial.

The most enduring profit—the profit that comes from satisfied customers—can best be had by standardizing on Day-Fan products.



Balanced Vernier Condenser
A big improvement over the common Vernier Condenser.

Every item in our complete line has been developed, perfected and tested in our laboratories and is guaranteed to be the best of its kind on the market. There are no "come-backs" when you recommend to the trade a product of this character.

Jobbers—write for our cooperative advertising plan and general sales policy.

Everybody—write for our 1923-24 catalogue.

The Dayton Fan & Motor Co.
Established 1839
DAYTON, OHIO



Dayton Motors



Dayton Fans

Say you saw it in ELECTRICAL RETAILING



When Beauty meets Beauty—

You Ring Up A Sale

HOT SPOT'S beautiful appearance challenges attention and turns good lookers into good buyers. His quality is high, price is low and margin of profit is wide. Everybody can afford to buy him and no good merchant can afford to be without an adequate stock of Hot Spots to supply Christmas demands.

Get your order in now and ask for devilishly handsome display card to help you sell.

Approved by Good Housekeeping Institute.

\$3.85 Retail

\$4.20 West of Rockies

THE LIBERTY GAUGE & INSTRUMENT CO.
(Electrical Division)

6545 Carnegie Ave. Cleveland, Ohio
Pacific Coast Office—426 Byrne Bldg.
Los Angeles, Calif.



Liberty Hot Spot

LIBERTY USERS BECOME APPLIANCE BOOSTERS

Say you saw it in ELECTRICAL RETAILING

HUBBELL



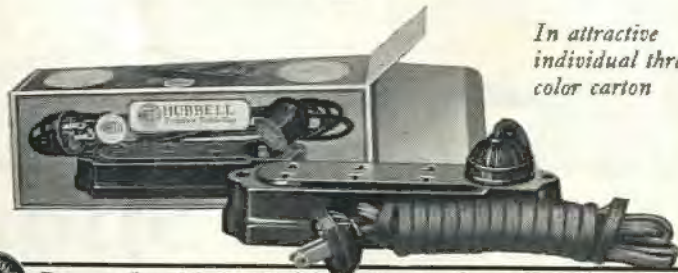
Triplex Table Tap

To show it is to sell it.

Have you enough for your holiday trade?

Electrical jobbers stock them.

HARVEY HUBBELL INC
ELECTRICAL WIRING DEVICES
BRIDGEPORT CONN. U. S. A.

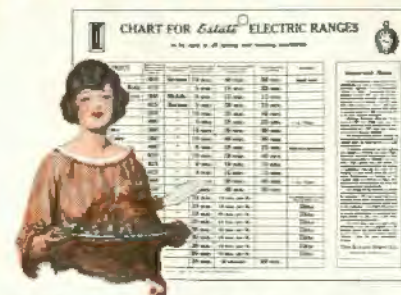


In attractive
individual three
color carton



Remember it's the TeSlots, that make outlets "Convenient"

Say you saw it in ELECTRICAL RETAILING



Can You Flatter a Woman and—Profit by it?

"You are a good cook."

Say that to a woman—and she is supremely flattered.

But since so many women are painfully aware that they are not good cooks, this has been a poor way of making a sale. Now, with the Estate Electric Range and the exclusive Estate method of Time and Temperature cookery, it is the *best* argument. For if a woman can read the chart—she can be a good cook the Estate way.

Thousands who have trusted to luck in preparing food have become resigned to their own cookery.

But, with electricity, measured and constant, the Estate Electric Range and the Time and Temperature method make cookery a "science by the clock"—and the printed word.

Estate ELECTRIC RANGES



Sell the Estate Electric Range to the women in your locality, and you sell them success. Their husbands will be quick to appreciate the difference in their meals.

The Estate franchise is as attractive to you as the Estate Electric Range is to your women customers.

The best way to get the details is to write us today.

THE ESTATE STOVE CO.
HAMILTON, OHIO

Say you saw it in ELECTRICAL RETAILING



Mr. I. M. Cawshus wanted to save money.

He put it in the bank.

This is what he got.



He saved money.

Mr. Ernest D. Lore wanted to make money.

He used his bean.



He put in a stock of Bryant No. 651 Appliance Switch Plugs.



Every time he sold a percolator, a grill, a toaster, an iron or whatnot, he put a No. 651 on the cord and charged accordingly.



He talked No. 651's to every one of the Christmas shoppers who came to his store.



He remembered that while people buy expensive appliances only occasionally, they use them all the time. No. 651 makes them easier to use.



This is what he got.

He made money.



Moral:—the difference between 30 and $4\frac{1}{2}$ is $25\frac{1}{2}$.

Christmas Suggestion:—your wife could use a new sedan this year.

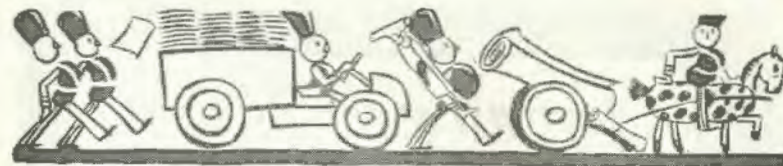


"A Superior Wiring Device for every Electrical Need"

THE BRYANT ELECTRIC COMPANY
1421 STATE ST., BRIDGEPORT, CONN.

NEW YORK 342 Madison Ave. CHICAGO 844 West Adams St. SAN FRANCISCO 149 New Montgomery St.

Say you saw it in ELECTRICAL RETAILING



Campaign Now for Christmas Business!

Send out your post cards! Tie up locally with the big national ads. Paste the magazine ads in your windows. Get up some good displays. Every active effort brings an active response. We'll help. We'll supply the return post cards. We'll supply leaflets—window displays—copies of ads. We'll pay for the local tie-ups through our advertising allowance plan. Do your Christmas campaigning early—and start your Christmas selling before the other fellow gets ready.

Double action—to clean cleaner!

Powerful suction plus motor-driven brush.

Ball-bearing motor that needs no oiling.

The double action of the Premier Duplex—the latest achievement in vacuum cleaner progress—makes it a Christmas best-seller. A life-time gift.

Premier Duplex

ELECTRIC VACUUM CLEANER CO.
CLEVELAND, OHIO

Distributed in Canada by
The Premier Vacuum Cleaner Company, Limited
and the Canadian General Electric Company, Limited



Say you saw it in ELECTRICAL RETAILING

Increasing the Value of Our Dealer Franchise

The larger the profit from the line handled, the greater the value of the franchise to the dealer.

Ceaseless effort to strengthen both our product and our selling plan has made the One Minute Franchise worth more than ever before.

The 1923 record of sales by dealers proves that.

What does this mean to you? It means a bigger business from a better washer with a better sales plan.

May we show you?

ONE MINUTE MFG. CO.
NEWTON, IOWA



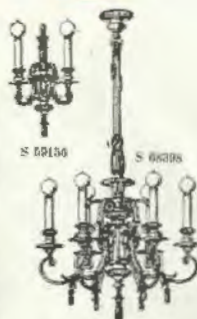
**ONE MINUTE
WASHER**

Say you saw it in ELECTRICAL RETAILING

The EDWIN F. GUTH COMPANY

DESIGNERS - ENGINEERS - MANUFACTURERS

Lighting Equipment



TYPE WF

300 watt size taking standard lamp bulbs will illuminate an area 15 feet square. Price \$30.00

Brascolites in less ornamental, less expensive types are available, all possessing the same efficiency characteristics.

S-68298 - Ceiling
5 Lights
S-69156 - Wall
2 Lights

With the Guth Line You Need Never Miss a Sale

THE Edwin F. Guth line of Lighting Equipment completely covers the lighting fixture market. With this line, you need never miss a sale. Selling such well-known fixtures as *Brascolite*, *Aglite*, *Aglite, Jr.*, *Magic-Lite*, *E-Lite*, *Concealite*, *Industrolite*, and *Maze Lite*, you have a type and style for every purpose—all marketed on a fixed policy which guarantees you a satisfactory profit.

In addition, you have the advise and counsel of Guth designers and engineers for working out special designs to conform to any style of architectural treatment, and a sales plan that really helps you sell.

Write or wire for full information and copy of our catalog No. 10.

THE EDWIN F. GUTH COMPANY, ST. LOUIS, U. S. A.

Formerly the St. Louis Brass Mfg. Co., and the Brascolite Company

BRANCH OFFICES (Sales and Service)

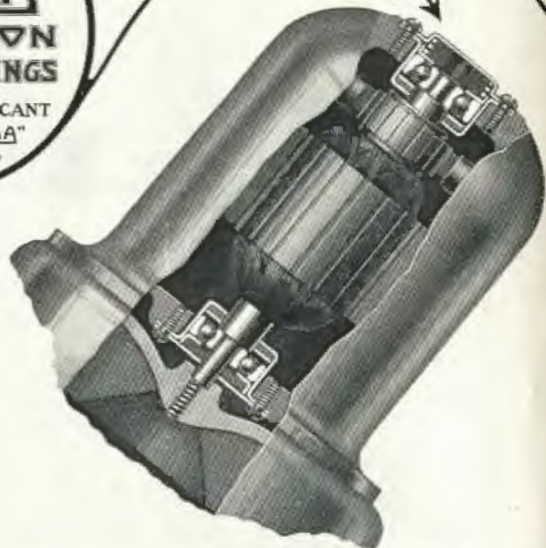
Atlanta Boston Chicago Cincinnati Detroit Los Angeles
Minneapolis New Orleans New York Omaha Philadelphia Seattle

Say you saw it in ELECTRICAL RETAILING

THIS VACUUM CLEANER MOTOR

IT IS
EQUIPPED WITH
"NORMA"
PRECISION
BALL BEARINGS
IN THE NEW LUBRICANT
PACKED **"NORMA"**
CUP MOUNTING

For Both
Vertical
and
Horizontal
Motors



Within each cup, surrounding the bearing it contains, is packed sufficient lubricant for years of running, without renewal. Machines thus equipped have run continuously for thousands of hours, under test, without oiling. Felt washers in each cup protect against the escape of lubricant and the effects of dirt in the bearings. A spring in one cup automatically maintains correct bearing adjustments.

These "NORMA" Bearings are the same bearings that are the accepted standards in hundreds of thousands of high-grade magnetos and lighting generators used on motor cars, trucks, tractors, airplanes and power boats, as well as in small motors for electrical utilities and machine tools—where their tremendous wear-resisting capacity at high speeds has been demonstrated in more than ten years of hard service.

IT HAS THESE DISTINCTIVE ADVANTAGES

It runs better, more smoothly, because of the almost perfect rotating freedom of these bearings.

It lasts longer, because ample lubrication is assured and dust and dirt cannot get into the bearings.

It does more and better work, and uses less current, because there is almost no bearing friction.

It keeps cleaner and is more cleanly to use, because the lubricant cannot leak out.

It sells more easily, because its unique practical advantages have an instant appeal to users.

It costs the owner less to run, because it uses less current and practically no lubricant.

HAS SET A NEW STANDARD

CUTS DEALERS' SERVICING EXPENSE

Every dealer knows—his service man will confirm it—that one-half to two-thirds of the cleaner troubles he has to correct start in the out-of-date "sleeve" bearings in the motor. The user forgot to use oil at all, or used too much oil, or the wrong kind of oil. And the servicing expense resulting comes out of the dealer's profit on that cleaner. "NORMA" Ball Bearings in the motor save the dealer this expense.

BUILDS UP CUSTOMER GOOD WILL

Users of vacuum cleaners want a machine that is always ready for work—a cleaner that cleans—a strong suction that holds up—one that they needn't worry about as to lubricating—a reliable, smooth-running cleaner that doesn't lose its suction. When they have it, they tell their friends. And the dealer profits by their good will. "NORMA" Ball Bearings in the motor make a good cleaner better. All of which—

REDUCES SALES RESISTANCE

BISSELL NEW HOME

Made by
F. Bissell Co.
Toledo, Ohio

These Three
Modern Vacuum Cleaners
Have **"NORMA"** Bearings
In Their Motors

Cadillac

Master of Cleaners!

Made by
Clements Mfg. Co., Chicago, Ill.

The Manufacturer
Whose Cleaner You Sell
Knows of This Improvement.
Ask Him—or Us—for Details.

Premier Duplex

Made by
Electric Vacuum Cleaner Co.,
Cleveland, Ohio

THE NORMA COMPANY OF AMERICA

Anable Avenue

Long Island City

New York

BALL, ROLLER AND THRUST BEARINGS

Trade marks that are Quality marks!



BEST
TRADE MARK



BESTONE
TRADE MARK



HYLITE
TRADE MARK

Henry Hyman & Co., Inc., has for years concentrated on manufacturing and marketing quick selling specialties that are profit getters in every electrical department.

The "Best" line of EXTRA SERVICE PLUGS offer the dealer a good profit and quick turnover.

The "Bestone" Radio Line is complete. Let us show you how it will make your radio business more profitable.

The "Hylite" line of Fixtures, Fixture Parts and Flashlights are noted for their design and quality.



Write for
Catalogs!

HENRY HYMAN & CO., Inc.
MANUFACTURERS

476 Broadway, NEW YORK

212 West Austin, CHICAGO

Plan NOW for Xmas Trade

4

Appliances That You Will Sell at a Profit Before December 25th—

EVERY DEALER knows that it is easier to make two sales just before Christmas than to make one after the Holiday spirit has faded. To those dealers who would take full advantage of the wonderful sales possibilities of Gainaday Appliances, our suggestion is—order your requirements for December sales now. And be sure to include the entire line of Gainaday Appliances—four labor-savers that will make friends in every home.

If you are not selling Gainaday Appliances and would like to know more about them and their profit possibilities, tear off the coupon and mail it today.

GAINADAY ELECTRIC CO.
3012 LIBERTY AVE - PITTSBURGH, PA.

DISTRICT OFFICES:
CHICAGO BOSTON ST. LOUIS NEWARK
MINNEAPOLIS PHILADELPHIA

CANADIAN DISTRIBUTORS:
UNITED ELECTRIC CO., LTD. Toronto, Ontario
NORTHERN ELECTRIC CO., LTD. Montreal, Quebec



GAINADAY
CYLINDER
ELECTRIC
WASHER



GAINADAY
OSCILLATOR



GAINADAY
ELECTRICALLY
OPERATED IRONER



GAINADAY
SUCTION
CLEANER

**CLIP
and
MAIL THIS
COUPON
TODAY**

Gainaday Electric Company,
3012 Liberty Ave., Pittsburgh, Pa.

We are interested in your Gainaday Appliances. Mail complete information giving prices, discounts, etc.

Name _____

Street _____

City _____

Gainaday

Household Appliances

Jefferson Lamps are in The Saturday Evening Post

THE full page advertisement illustrated on the opposite page will appear in the first available issue of The Saturday Evening Post; that of December 1st, 1923.

It will inaugurate the largest national consumer advertising campaign ever undertaken by a manufacturer of portable lamps.

Having secured representation in most all metropolitan districts and trading centers, we are gladly discharging our duty to our dealers; namely, that of stimulating the demand in those places where Jefferson Lamps are well and favorably known, and of creating demand for Jefferson Lamps where no demand existed before.

To those dealers who have heretofore not been given the opportunity to carry Jefferson Lamps, and to those who, for one reason or another, have not found it advisable to order before, we will gladly send our new catalog (which is illustrated in actual colors), from which selections can be made; we have increased our stocks on hand and our production facilities, and therefore will be able to fill all orders for Christmas merchandise.

Your customers will ask for and will demand Jefferson Lamps.

Take, then, this opportunity to prepare for your share of the business which national advertising alone can build. Send for our new catalog, if you have not already done so.



The
Jefferson Company
Makers of the Jefferson Lamp
POLLARD, WEST VIRGINIA
704 Main Street

The Jefferson Lamp

Say you saw it in ELECTRICAL RETAILING

TO HELP YOU LIGHT YOUR HOME

Jefferson Lamp

Popular Home Lamps - the Ideal Gift

Send for this folder

THE SATURDAY EVENING POST

INCORPORATED in the United States and has a long record of successful operation. The company's products are sold in every part of the world and are highly regarded by the public. The company's products are sold in every part of the world and are highly regarded by the public. The company's products are sold in every part of the world and are highly regarded by the public.

The Jefferson Lamp

Say you saw it in ELECTRICAL RETAILING



Our Permanent Position in the Industry

THROUGH four decades, the skill of Sunbeam mechanics has sustained the unvarying precision of our operations in the manufacture of electrical equipment.

This makes the enduring performance of any one Sunbeam Electric Washer a criterion by which to judge the dependability of every Sunbeam.

It is the craftsmanship which translates our integrity of intention into integrity of action. Through it promise becomes fulfillment, unusual serviceability a common characteristic of every Sunbeam. Responsibility self-imposed by every craftsman and executive—this is the factor which has determined our success and established our permanent position in the washing machine industry.

You are invited to write for complete information about the Sunbeam and the comprehensive advertising and selling co-operation we provide.

SUNBEAM ELECTRIC MANUFACTURING CO.
EVANSVILLE, INDIANA

The SUNBEAM Electric Washer



Tested and approved by Good Housekeeping Institute and Modern Priscilla Proving Plant

Every One

The new name of the time-proven Surf. The one washer made which unites oscillating motion with natural vacuum suction, so that the action of the soapy water alone cleans the clothes, thoroughly and quickly.

There's a Sunbeam size for every need:

Model 6—Six-sheet capacity for small families.

Model 8—Eight-Sheet capacity for average family.

Model 18—Eighteen-sheet capacity for institutions.

A Product of Fine Repute

Say you saw it in ELECTRICAL RETAILING

The BUSS BUSINESS BUILDER

\$1,500
in Prizes for
Retail Store
Salesmen or
Proprietors

GET IN NOW!

This big sales contest is just getting under way. Hundreds have already entered. Dealers everywhere are encouraging and urging their own retail store salesmen to get in this Big Buss \$1500 prize contest, because they know it means big sales of Buss Lamps for them, regardless of the prizes. But the prizes are real—and everybody has an equal chance no matter in what size town you do business, because there are 3 sets of prizes for different sized towns.

30 CASH PRIZES

Class	A	B	C
1st Prize	\$250	\$250	\$250
2nd Prize	100	100	100
3rd Prize	50	50	50
4th Prize	25	25	25
5th Prize	15	15	15
6th Prize	10	10	10
7th Prize	5	5	5
8th Prize	5	5	5
9th Prize	5	5	5
10th Prize	5	5	5

In case of tie, each tying contestant will be given prizes equal that prize tied for. Contest closes Dec. 31st.

Now is the time to get in—the biggest Buss sales will be in the gift season between now and Christmas. Nobody is ahead of you. Don't wait for an entry card—just send us your name and address on the coupon—tear it out and mail it now.

"I'M MAKING A KILLING WITH YOUR LAMPS"

Again showing that life is just one sale after another with the dealer who has Buss Lamps

One sales record after another is being broken by retailers of Buss Lamps everywhere.

Little old Indiana comes along with a message that "I'm making a killin' with your lamps." Henry Ford's town of Detroit sends word to "rush us more lamps—all sold out in three days." Little old New York comes across with "Lamps going like wild-fire, send us complete set of 'Just show 'em you have it' material."

Remember we told you the Buss Lamp is not simply a lamp—it's a *selling idea* built from the retailer's standpoint to *sell* and from the Public's standpoint to buy. They grab it up at the \$2 price—and nothing else *will do*, because the BUSS is not simply a clamp lamp contraption, but a real artistic Stand Lamp that also Hangs or Clamps. It's the only lamp that adjusts in *any* direction, up or down, on a swivel ball joint.

Read the message on the next page—and get your order in now for the Christmas trade.



Dealers who are tying in with the big Buss "Tell us how you'd use it" campaign, are selling Buss Lamps in bunches. Send today for complete material on campaign and profit by it—read coupon on other side.

You'll sell hundreds for Christmas!

Just show 'em you have it!

Buss is the fastest selling lamp in the world any time. And now the biggest Buss Lamp season is here. Christmas! You never had a gift seller like it!

\$2! Remember that! Anybody can afford it for anybody. Everybody wants it—man, woman or even school-child. Nobody hesitates to buy for fear of duplication. Anyone can see that more than one is welcome in any home!

Three Finishes: Ivory, Bronze or Brush Brass
Each lamp in ideal carton, ready to mail without re-packing—address can be written right on carton.

Every case of ten Lamps contains display material to sell all ten quick. Poster, counter-card, card display stand and Buss dealer book shown here.

With a 3-case order, you get, on request, the big beautiful metal display stand described on other side. Order three cases—that's only 10 of each finish. They won't last a week when you "Just show 'em you have it".

Order NOW!



Gentlemen:
We want to get
in on the "Just show
'em you have it" campaign
and the "Tell us how you'd use it"
consumer contest sales plan.

Also ship us at once through

(Write name of Jobber here)

Buss Clamp-o-set Lamps as follows:

Ivory finish
Bronze finish
Brush Brass finish

Price \$1.33 each in Standard
package of ten F.O.B. Jobbers Ware-
house (Assortment of finishes permitted.)

Never order less than ten lamps or you will not get standard display material and lamps will cost more.

Signed _____ Address _____

We have BUSS Clamp-o-set Lamps in stock. Send me information on Buss Retail Salesmen's \$1500 Price Contest.
Send us some of the display material.

NOW

- stock ANYLITE Plugs and Sockets for Big Holiday Business

No other season in the year offers possibilities for profit equal to the Holiday season rapidly approaching.

And with the increased sale of every type of electrical appliance, there's a chance for important additional profit through the sale of Anylite plugs and sockets.

There's hardly an appliance buyer but can be sold a two-way plug if you'll just explain the extra convenience it will bring. This plan followed systematically during the Holiday season can easily double or triple your plug sales.

And when you're stocking plugs, get the best value your money will buy—Anylite. Large stocks in the six cities listed below insure prompt delivery on all orders. Write today to the office nearest you.

ANYLITE ELECTRIC COMPANY FORT WAYNE, INDIANA

A. Hall Berry, 71-73 Murray St., New York City.
Geo. Wells, 2014 Wabansia Ave., Chicago, Ill.
Wm. P. Johnson Elec. Co.,
8 North Sixth St., Minneapolis, Minn.
Robertson Sales Company, Birmingham, Ala.
United States Electric Company,
710 Polk St., San Francisco, Cal.



ANYLITE
REGULATOR



ANYLITE TP-1



ANYLITE TP-2



ANYLITE TP-3

Say you saw it in ELECTRICAL RETAILING

Horton

THE HORTON LINE

Horton (3-Cup) Suction Washer No. 40

Retail price, \$160.00 with copper tub; \$185.00 with white vitreous enamel tub.

Horton Home Ironer 20-in. Roll

Retail price, \$140.00 (gas heated); \$175.00 (electrically heated).

Horton Ironer

Retail prices, 42-in. \$145.00 and 46-in. \$155.00 (gas heated); 46-in. \$200.00 (electrically heated).

The Famous Horton No. 32

Over 75,000 sold. In greater demand today than ever before. Retail price, \$80.00.

Horton Power Washer No. 31

Similar to No. 22 without electric motor. Operated by hand or by gasoline or farm motor. Retail price, \$47.50.

Horton Miracle Washer No. 22

The highest grade hand-operated washer. Retail price, \$18.00.

Fearless Water Power Washer No. 30

Requires only 25 lb. pressure. Trouble-proof and does the work. Retail price, \$22.50.

Horton Vacuum Washer No. 35

A vacuum type hand power machine for the farm or those who cannot afford higher priced machines. Retail price, \$20.00.

Horton No. 40
Original 3-Cup
Suction
Washer



Horton Home Ironer
30-inch Roll

All above models slightly higher in extreme east and west.
There is a high-class Horton Jobber or distributor conveniently near you.

This may be a WONDERFUL OPENING For You

Horton dealers and distributors feel as integral a part of our organization as any man in the shop. They feel as much pride in Horton products and Horton achievements as we do ourselves.

This feeling which our dealers share, is built upon the real leadership of Horton products themselves. Every appliance in the line has been brought up to the peak of perfection and maintained there—through the whole-hearted cooperation of every man who turns a wrench or runs a machine in the Horton plant.

Such a spirit is of very tangible value to you, Mr. Dealer. Naturally, it results in better products for you to sell. It results in the closest kind of cooperation. Horton dealers are cashing in on this **AND YOU CAN TOO.**

Isn't this a definite value to you? You cannot make the sales records you should and **CAN** make unless you have complete confidence in the line you represent.

It's hard to put this feeling of confidence and loyalty into a printed page. But take our word for it, it's there. We're all determined to see Horton stay at the top. It will be worth your while to help in your locality.

We offer more than a Dealership—we offer a Fellowship in Horton. You'll surely be enough interested to drop us a line requesting full information. Or may we have a Horton Representative call and demonstrate all we've said?

HORTON MANUFACTURING CO.
FT. WAYNE, INDIANA

Established 1871

Pioneers for 50 Years



Horton Ironer
42 or 46-inch Roll



Horton Electric
No. 32

Say you saw it in **ELECTRICAL RETAILING**

Genuine Arnold

Cut to—
~~\$18.75~~
\$13.75



Think of It!

THINK what this slashing price reduction means to you! You know the famous Arnold vibrator—so does your trade. For years it's been the outstanding value in its field. Complete as shown—case and six applicators. One model and big production makes this price possible.

You can't buy a better vibrator, so why stock a higher priced one?

You can't sell a cheaper one, if the buyer sees it alongside the Arnold.

Meet all your competition in price and efficiency with the Arnold—a better vibrator.

The same drastic reduction, too, on the popular Arnold Hair Dryer. Five dollars lopped from its already low price of \$18.75.

Sell these two business getters! Make them leaders at \$13.75 apiece. Write for illustrated matter, terms, discounts.

ARNOLD ELECTRIC CO., Racine, Wis.




The Sheraton

Look at the Chandelier Above You

Imagine in its place this graceful Sheraton chandelier, with sparkling crystal pendants, and soft, silk-shaded lights. No other change in the furnishing of the room will so greatly improve its appearance—and at so little expense.

We would like to send you a little brochure that describes and illustrates modern lighting equipment suitable for each room in the house. It is intended for people who take pride in their homes—who love beautiful things. Every design shown is a work of art, yet very moderately priced.

To what address shall we mail your copy of "Distinctive Designs for Home Lighting."

The foregoing gives you an idea of the kind of a "copy" we are using in national publications to arouse interest in lighting fixtures and to locate likely prospects for electrical dealers. The illustrations, too, are the same as used in one of the national ads. The resulting inquiries (and there are hundreds of them) are referred to dealers for closing, and preferably to those who have a stock of Sheraton and Minuet designs. Don't you want some of this nice business—usually the better homes? We'll gladly co-operate. Write today for full particulars.

BEARDSLEE CHANDELIER MANUFACTURING CO.

220 South Jefferson Street, Chicago, Ill.



Say you saw it in ELECTRICAL RETAILING



Request your dealer to show you fixtures with the Beardslee Fleur-de-lis trade mark. Its your guarantee of quality.





Ivory Wavette \$4.00
Electric
Curling Iron
& Waver-Rod

Your Most
Profitable
Holiday
Leader

With Detachable Plug
in the Handle

Feature the new Ivory Wavette as your holiday leader and watch sales and profits climb.

Invite your customers' comparison of Ivory Wavette with irons costing as much again; compare the beautiful composition white Ivory handle and plug, as well as the white cord and attachment-plug to match, and the highly nicked finish. Compare the construction as well as the appearance!

It is easy to see how Ivory Wavette, selling at \$4.00 and Wavette, and Wavette, Jr., with black ebonized handle at \$3.00 and \$2.75 respectively (all with detachable plug in handle) is the fastest selling line of electrical appliances in the world!

If your Jobber cannot supply you, write direct

The FRANK E. WOLCOTT MFG. CO.
Hartford, Conn.

Pacific Coast Agents—Western Agencies, Inc., San Francisco, Calif.
Southwestern States—The Folsom Company, Dallas, Texas
Southern States—The Robertson Sales Co., Birmingham, Ala.

Say you saw it in ELECTRICAL RETAILING

With The Corrugated
"Tub That Rubs"
of The



No Wonder these machines sell so rapidly! No wonder we can point to so many other instances where retailers sell from 25 to 100 in a single month! No wonder some of our larger retail distributors have been able to put on sales running from 300 to 1200 in a single month.

Here in one washer we have combined the three primary actions that get perfect results—

- The rubbing action
- The flushing action
- The whirlpool action

AutoMatic
Washer

The soapy water surges through the mesh of each garment, loosening and flushing to the surface every particle of dirt, which is then gently removed by the washboard sides of the Corrugated Copper Tub.

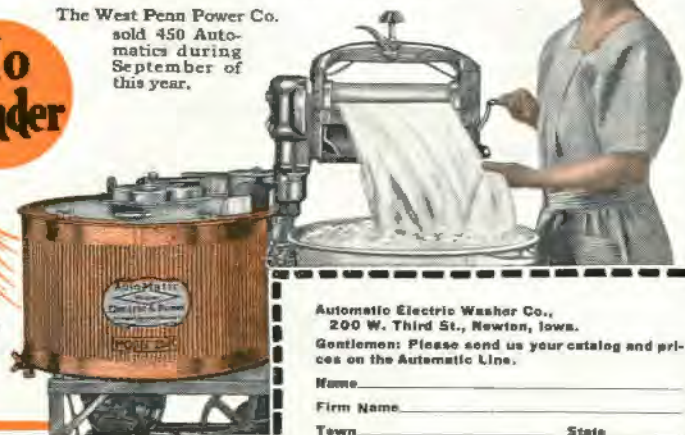
Unusual washing results mean unusual sales and practically no demands for "service" after Automatics are sold. You will place yourself under no obligation whatever by writing or sending the coupon.

AUTOMATIC ELECTRIC WASHER CO.
200 West Third Street NEWTON, IOWA

The West Penn Power Co.
sold 450 Automatics during
September of
this year.

No
Wonder

Ball and
Socket Drive
An exclusive
Automatic
feature



Automatic Electric Washer Co.,
200 W. Third St., Newton, Iowa.

Gentlemen: Please send us your catalog and prices on the Automatic Line.

Name _____
Firm Name _____
Town _____ State _____

Say you saw it in ELECTRICAL RETAILING

GREIST Lamps

Xmas Time in Your Town

—and here's a gift for each member of every family



The JUNIORLITE

Father and mother can better enjoy the comfort of their easy chairs with a Greist Lamp adjusted to reflect light on book or paper at just the right angle. Sister can read in bed without eye strain by the aid of a Juniorlite. Brother finds his home work easier with a Wallace Lamp to shed light on his problems. Even baby appreciates the "directed" light that is shaded from its little eyes.

The Greist line is the only complete line of adjustable lamps on the market. It offers four distinct styles and a variety of pleasing patterns with which to tempt the Christmas giver. Made to retail for \$2.50 and up.

Write for Window Display and Advertising Matter

Show the Greist line from now on

The Greist Mfg. Co.
New Haven, Conn.

Dept. R

Precision Manufacturers Since 1871



The GREIST Lamp



The DO-ALL-LAMP



The WALLACE Lamp

Say you saw it in ELECTRICAL RETAILING

Make More Money on Two-Way Plugs



Locater
Cat. No. 77



Locatap
Cat. No. 1000



Duolet
Cat. No. 122



Pull Plug
Cat. No. 292



Two-Way Plug
Cat. No. 92

You can sell more Benjamin Two-Way Plugs, because you can give your purchaser a choice of plural socket devices which meet every need for extra electrical outlets in the home, office or factory.

You can make more money, because you can assort and combine your purchases of Benjamin Two-Way Plugs to make up 5 standard packages (50 plugs) and get the maximum dealer discount.

Sell the Plug that Suits the Need—with the Benjamin Line and the prestige that surrounds Benjamin Two-Way Plugs you can give your customers the best service and make big sales and profits for yourself.

Sell an American Product made by Americans—the originators of the Two-Way Plug.

Attractively Cartoned. Effectively Displayed. Our nearest office will be glad to tell you of many sales helps available to dealers.

BENJAMIN ELECTRIC MFG. CO.

847 W. Jackson Blvd., Chicago

247 W. 17th Street
New York

580 Howard Street
San Francisco

Toronto and London

Assort and Combine Your Purchases of Two-Way Plugs to Obtain Maximum Discount Use These Dispenser Displays to Sell Two-Way Plugs. A New Stand With Every 10 Plugs



Say you saw it in ELECTRICAL RETAILING

MOE BRIDGES LAMPS



B16-128

The base pictured above is cast in solid bronze and is beautifully finished in Statuary Bronze, Copper Bronze or Verde. The shade is hand-painted by artists of wide experience in this particular work. The lamp is truly representative of the high standard which characterizes the Moe-Bridges line.

Feature Moe-Bridges lamps in your store as Christmas gifts.

No gift is more appreciated,—none more complimentary to the taste of both giver and recipient.

Our line this year has been augmented by many new styles of bases, beautifully finished, and new shades of exceedingly good character. A representative assortment will lend wonderful attractiveness to your store and will add greatly to your source of profit.

Write today for catalog and full particulars.

MILWAUKEE **MOE BRIDGES CO.** SAN FRANCISCO

Say you saw it in ELECTRICAL RETAILING

Toledo
Cooker Co.
Announces

The Ever-Hot Electric TABLE STOVE

Two Burner Ever-Hot With Two Heats

Type T-2; length over all 18 3/4 inches; nickel-plated; porcelain burners wired with the best nickel chromium resistance wire. Each burner operates singly or half of both at same time; maximum consumption in either case 200 watts. Six-foot cord with connections included.



Sensationally priced at - **\$8.85** RETAIL

Dealers write for discount

One Burner Ever-Hot With the Detachable Handle \$4.85 Retail

Type S-1; diameter of burner 9 3/4 inches; diameter over all 9 3/4 inches; height 4 1/2 inches. Made of 20-gauge steel, highly nickel-plated. Porcelain burner insulated with pure asbestos, and encased in a steel jacket. Wired with nickel chromium resistance wire, detachable handle. Cheapest table stove on market, having separate attachment feature and six feet of heater cord. Either 110 or 220 volts at same price. Maximum consumption 200 watts.



NOTHING like this two burner table stove has ever been offered before even at twice the price. It will be, we believe, the largest seller on the market. Not simply because the price is low, but also because, regardless of price, it is the best electric table stove produced. It generates more heat at less cost than any other table stove, and sets a new standard in appearance as well as in efficiency.

The Ever-Hot is a beauty—graceful, harmonious in design, richly nickel-plated. Durable material is used throughout. Pressed steel construction. Insulated porcelain burners, wired with the highest quality nickel chromium resistance wire, deliver greater heat than any other lamp socket table stove.

Dealer discounts are liberal. Investigate this quickly. Write to-day and have a stock ready for Christmas trade.

The TOLEDO COOKER COMPANY, Toledo, Ohio
Makers of Appliances for the Home

Say you saw it in ELECTRICAL RETAILING



putting
YOU
in Tungar
Advertising

Tungar
BATTERY CHARGER

Tungar advertising this fall is putting YOU in Tungar sales—getting YOU in on the profits.

Advertising in six of the leading radio papers is making Tungar mean "good battery charger" to radio set owners—and also those who have automobile batteries to charge.

Attractive new window cards are yours for the asking—to tie your window up to the national advertising and attract the sales it develops.

Ask your nearest G-E distributor



General Electric
Company
Merchandise Dept.
Bridgeport, Conn.

GENERAL ELECTRIC

35A-109D



How Much Lamp Cord Are You Selling?

There is a market for lamp cord worth going after. It is roughly estimated upon competent authority that over 125 million feet of lamp cord is sold each year. The dealers who sell it are the ones who try by keeping it in sight, on the principle that "well displayed is half sold."

G-E Lamp Cord is a quality product. It offers a wide selection of colors in silk or cotton and it stands up in service. Packaged attractively with the blue and orange label it makes excellent shelf merchandise with which to go after *your* share of the annual lamp cord sales—and there is a G-E display cabinet that is a sure "silent salesman" for silk cord and keeps it in perfect condition. It can be purchased by any dealer at a nominal figure.

All G-E Lamp Cord is packed in the convenient blue and orange labelled carton shown above. For prices address any G-E distributor or

General Electric Company
Merchandise Department
Bridgeport, Conn.

Get your lamp cord out from under the counter—AND KEEP IT OUT.

GENERAL ELECTRIC

4113

List of G-E Factories

Connecticut Bridgeport Windsor	Indiana P. Wayne Decatur
Maryland Baltimore	Massachusetts East Boston Everett Gloucester Hudson Lyons Pittsfield Tannock West Lynn
Missouri St. Louis	New Jersey Aspen Belleville Harrison Roseland Routt Park Newark Lark Ferry Weehawken New York Schenectady Massena, L. I. Essex Ohio Cleveland Sandusky Pennsylvania Erie York New Kensington Philadelphia Scranton Rhode Island Providence



Get G-E Service From these Jobbers

Alabama, Birmingham	Mathews Elec. Supply Co.
Arizona, Phoenix	Southwest G E Co.
California, Los Angeles	Pacific States Electric Co.
California, Oakland	Pacific States Electric Co.
California, San Francisco	Pacific States Electric Co.
Colorado, Denver	The Heald & Bolhoff Mfg. & Sup. Co.
Connecticut, Hartford	Southern N. Eng. Elec. Co.
Connecticut, New Haven	Southern N. Eng. Elec. Co.
Connecticut, Waterbury	Southern N. Eng. Elec. Co.
District of Columbia, Wash.	National Elec. Supply Co.
Florida, Jacksonville	Florida Elec. Supply Co.
Florida, Tampa	Florida Elec. Supply Co.
Georgia, Atlanta	Carter Electric Co.
Georgia, Savannah	Carter Electric Co.
Illinois, Chicago	Central Electric Company Commonwealth Edison Co.
Indiana, Evansville	Crescent City Electric Co.
Indiana, Indianapolis	Indianapolis Elec. Sup. Co.
Indiana, South Bend	South Bend Electric Co.
Iowa, Des Moines	Mid-West Electric Co.
Kentucky, Louisville	Belknap Hardware & Mfg. Co., Inc.
Louisiana, New Orleans	Wesco Supply Company
Maryland, Baltimore	Southern Electric Co.
Massachusetts, Boston	Pettigell-Andrews Co.
Michigan, Detroit	Frank C. Teal Company A. T. Knowlson Co.
Michigan, Grand Rapids	C. J. Litscher Elec. Co.
Minnesota, Duluth	Northwestern Elec. Equipment Co.
Minnesota, Minneapolis	Peerless Electrical Co.
Minnesota, St. Paul	Northwestern Elec. Equipment Co.
Missouri, Kansas City	The B-R Electric Co.
Missouri, St. Louis	Wesco Supply Company
Montana, Butte	Butte Elec. Supply Co.
Nebraska, Omaha	Mid-West Electric Co.
New Jersey, Newark	Tri-City Electric Co., Inc.
New Jersey, Paterson	Tri-City Electric Co., Inc.
New York, Albany	Havens Electric Co., Inc.
New York, Buffalo	Robertson Cataract Elec. Co.

New York City	E. B. Latham & Company Royal Eastern Elec. I Sup. Co. (Also Borough of Brooklyn, Long Island City and Jamaica, L. I.) Shibley Pittman Elec. Corp. (Also Boro. of Brooklyn)
New York, Rochester	Robertson-Cataract Elec. Co. Wheeler Green Electrical Supply Co.
New York, Syracuse	Robertson Cataract Elec. Co.
New York, Utica	Robertson Cataract Elec. Co.
North Carolina, Charlotte	Elec. Sup. & Equip. Co.
Ohio, Akron	Republic Electric Co.
Ohio, Canton	The F. D. Lawrence Elec. Co. The Post-Glover Elec. Co.
Ohio, Cincinnati	Republic Electric Co.
Ohio, Cleveland	Republic Electric Co.
Ohio, Columbus	The Erner & Hopkins Co.
Ohio, Dayton	The Wm. Hall Elec. Co.
Ohio, Toledo	W. G. Nagel Electric Co.
Oklahoma, Oklahoma City	Southwest G-E Co.
Oklahoma, Tulsa	Southwest G-E Co.
Oregon, Portland	Pacific States Electric Co.
Pennsylvania, Philadelphia	Philadelphia Elec. Co. Supply Department Frank H. Stewart Elec. Co.
Pennsylvania, Pittsburgh	Union Electric Company
South Carolina, Columbia	Perry Mann Elec. Co. Inc.
Tennessee, Chattanooga	James Supply Company
Tennessee, Memphis	Wesco Supply Company
Texas, Dallas	Southwest G-E Co.
Texas, El Paso	Southwest G-E Co.
Texas, Houston	Southwest G-E Co.
Texas, San Antonio	Southwest G-E Co.
Utah, Salt Lake City	Capital Electric Company
Virginia, Norfolk	Southern Electric Co.
Virginia, Richmond	Southern Electric Co.
Washington, Seattle	Pacific States Electric Co.
Washington, Spokane	Pacific States Electric Co.
West Virginia, Charleston	Virginian Electric, Inc.

For Canadian business: Canadian Electric Company, Ltd., Toronto, Canada.

Distributors for the General Electric Company Outside of the United States
INTERNATIONAL GENERAL ELECTRIC COMPANY, INC.
120 Broadway, New York, N. Y. Schenectady, N. Y.

GENERAL ELECTRIC

Electrical Retailing

A McGraw-Hill Publication

November 1923

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For Electrical Retailing
J. M. RODGER Managing Director STANLEY A. DENNIS Editor C. W. CLEWORTH Business Manager
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JAMES H. MCGRAW, Jr. H. A. LEWIS O. H. CALDWELL

The Editors' Bulletin Board

Help Them to Give Electrical Gifts

During the holiday buying season, people welcome any suggestions that will help them answer the question, "What shall I give as presents this Christmas?" Here-



The November issue of The Home Electrical carries the picture message "Give Electrical Gifts This Christmas." Every page helps build sales for the dealer. Note that this business building little paper is also a part of Electrical Merchandising, the companion electrical trade paper of Electrical Retailing.

in lies a big opportunity for the dealer in electrical goods. Proper suggestions will help people to see that no Christmas gift will be more welcome than an electrical appliance.

Yet these suggestions must be

made tactfully, for during the holiday season people are flooded with literature and advertisements asking them to buy every conceivable sort of article as a Christmas gift.

The November and December issues of The Home Electrical offer a tactful approach for the electrical merchandiser who wants to reach prospects before they have made up their Christmas lists.

The Home Electrical is not a piece of advertising literature. It does not contain the name of a single manufacturer of electrical appliances. It arouses no antagonism in the reader. But this consumer magazine is a big sales builder for the retailers who use it. It builds sales because it tells its story in the universal language—the language of pictures.

Inclosed in this issue of ELECTRICAL RETAILING is a copy of the first of the two Christmas issues of The Home Electrical. Look it over and then order a package to distribute to your customers. Also reserve a package of the second Christmas gift issue which will be available early in December. The cost is small, and your satisfaction with increased sales will be large. Send your order to ELECTRICAL RETAILING, 1570 Old Colony Building, Chicago.

Here are the prices for "The Home Electrical:"

Less than 1,000 copies,	4	cents per copy
In lots of 1,000 copies,	3½	cents per copy
In lots of 5,000 copies,	3	cents per copy
In lots of 10,000 copies,	2½	cents per copy
In lots of 20,000 copies,	2	cents per copy

Prices include mailing envelopes and are f. o. b. New York.

Men Who Write for Electrical Retailing

Frank Stockdale

One of the pleasant things about being an editor is the opportunity to introduce a man worthwhile to thousands of readers for whom he has a worthwhile message.

Such a man is Frank Stockdale, whose lively and helpful messages to electrical retailers have appeared in cartoon form in Electrical Retailing for many months. Read Mr. Stockdale's latest "Minute Message," page 63.

Mr. Stockdale is an expert in retail management. He has conducted business institutes on this subject in every state and in many parts of Canada.



You Have the Floor, Gentlemen

Do we not sometimes fail to remember that, from one point of view at least, the editor is very much in a position of a presiding officer during a debate? He is not an advocate for either side. He gives the floor fairly to both sides of the question and usually casts his ballot only when the floor vote is tied. The reading pages of Electrical Retailing are a platform, if you will, on which accredited persons may stand and present their views on both sides of a question and on which other persons may take up the discussion.

Practically every article carries debatable questions, and because the editor thinks an article submitted by a contributor is of sufficient interest and value to be published it does not necessarily mean that the editor himself un-

qualifiedly approves the positions taken on a debatable question by the writer. On all articles submitted by contributors and published, the editor reserves his opinions on the points raised. Usually the editor's point of view is expressed in the "editorials" and the "bulletin board" or in an article carrying his name.

Every reader is invited to send in his comments and if it seems desirable to both the reader and the editor the comments on an article may be published.

To Help Christmas Sales

Tucked away in this issue of Electrical Retailing are a score or more of suggestions which if given a fair chance by electrical dealers will greatly help them build up their Christmas sales. Search every page carefully.

S. A. Dennis

Editor.

Steinmetz Has "Gone West"



Charles Proteus Steinmetz
1865—1923

A GREAT leader has passed on. His work remains. In the language of the boys who fought to victory in the Great War, he has "gone west." And yet all that he did is still here. Charles P. Steinmetz, one of the world's greatest scientists, one of its foremost engineers, a greater teacher,

and author died at his home in Schenectady, N. Y., on October 26. For thirty years he had been connected with the General Electric Company and had long been its chief consulting engineer. The tasks he has laid down must go on. "Carry on, young man, carry on."

Electrical Retailing

A McGraw-Hill Publication

Volume 4

NOVEMBER, 1923

Number 5

Electrical Retailing's Better Business Program

*If These Twelve Things Are Accomplished in 1924 They
Will Mean Better Business for Every Retailer of
Electrical Merchandise and Will Increase
the Service of Electricity to the Public*

By Stanley A. Dennis

Editor of Electrical Retailing

ELECTRICAL RETAILING exists for the purpose of increasing sales for all retailers of electrical goods and for all electrical contractors. Just as the service rendered by a chain is made up of the services rendered by all the links of a chain, so the fundamental editorial purpose can be accomplished only by the completion of many tasks that make the final result possible.

What are these tasks? A few days ago I wrote down a long list of things which I honestly think ought to be done by the sellers of electrical goods in order to improve selling conditions for everybody concerned. From this list I



"I Want You"

If I could sit down and write a personal letter to every one of the thousands of readers of Electrical Retailing today, I would write just what I have said in this article. If I could make a speech and address all of you in one vast audience, I would drive home what I have said in this article. So, I want you to read it now.

—The Editor

selected certain definite tasks, "jobs to be done," if you will, on which I believe Electrical Retailing can and should concentrate its efforts during the coming year. If these tasks are worked out, I believe it will mean better business for all retailers and all contractors who handle electrical merchandise. That is why I am calling this list of worthwhile tasks a "Better Business Program." This program is printed on the following page. Please read it thoughtfully.

Every man who has a hand in the retail selling of electrical merchandise or in the installation of electrical equipment in the home, shop, store, office or factory wants

Electrical Retailing's Better Business Program

During 1924, Electrical Retailing will try to:

1. Increase the number of electrical men who live in electrical homes.
2. Implant better selling methods and better management methods among electrical retailers of all kinds and among electrical contractors.
3. Encourage the training of employees for better service all along the line.
4. Build better co-operation among contractors and dealers on the one hand and the local central station on the other.
5. Push the wider use of better accounting and better estimating methods.
6. Persuade electrical men in the retail field to invest a portion of their savings in central station securities.
7. Strengthen the demand for a standardization of appliance plugs similar to the present standardization of outlet plugs.
8. Reinforce the demand for a domestic meter that will indicate in dollars and cents, taxicab fashion, the monthly bill for electricity.
9. Educate the trade to better lighting and fixturing methods.
10. Promote quality wiring in home, store, office, shop and factory.
11. Shorten the pioneering stage on new kinds of appliances.
12. Urge larger participation by all electrical retailers and contractors in organization activities, to the end that the purposes of these electrical organizations shall be achieved.

to make money. This holds good for the electrical dealer, the electrical contractor, the head of a retail hardware store, the electrical department of a department

store, a furniture store, a house furnishings store, and a drug store—for any and all retailers of electrical appliances, devices and supplies.

He can not make money unless he produces a profit in his selling. He can not produce a profit unless his selling renders a service. His service must be rendered to the consuming public, his company and to himself. It gets back every time to the old story, "He profits most who serves best." And the only profit worth having is the one which comes through a service rendered.

What Kind of Service Do I Render?

Just what kind of service he gives and how valuable it is becomes then a matter of vital concern to every man selling electrical goods. If a survey could be made and an analysis produced showing the kinds and values of services rendered by retailers of electrical goods to their customers the results would be as varied in character as the retailers themselves. Such a survey, of course, can not readily be made, although if it could, the information derived would without doubt be of great value. It would be a powerful force working for better selling and better service and better profits all along the line.

Put Concentrated Effort on Definite Tasks

But there is a great force that can be called into play, that can achieve great results for good, and that can produce better selling conditions, better service and better profits for the entire field. This force is the power of concentrated effort by all retailers and contractors on tasks that need to be done.

Therefore, I ask the careful consideration of all readers of Electrical Retailing for this list of tasks which I have included in my Better Business Program. Are

these tasks worth the doing? Are any omitted which you think should be included? Should some of those listed be left out? What do you say?

What contact have you had with these problems? What have you done about them? What have you thought about them? What has the other man done, that you know of? What results have each of you obtained in trying to improve conditions along the line of the problems involved in this Better Business Program?

Put Your Enthusiasm into This Work

If I can engage the enthusiasm, win the co-operation, and focus all the brains and purposes of electrical retailers and contractors everywhere during 1924 on the tasks that I have set before Electrical Retailing, the results will be felt by every electrical man in our field and he will profit accordingly. Ask yourself whether selling conditions and sales would be greater for you, if the things that are listed in the Better Business Program were accomplished in your town or city.

This Better Business Program I want to promote in every issue of Electrical Retailing during the coming year, in every letter that brings a question or a request to my desk, in every talk that I have with an electrical man, and in every meeting or convention that I may attend.

This Appeal Is to You

I am making this a frank, personal matter between the editor and you, Mr. Reader. You want more and better business, more and better profits. Electrical Retailing wants that kind of prosperity, too. And so do the manufacturers who put their faith into Electrical Retailing. So does ev-

ery man who invests one hour a month in reading this magazine.

Then it's a case of take off the coat, just as mine is off now while I write, push up the sleeves and get busy. This program will be evident in every issue of Electrical Retailing from now on. In the December issue the tasks laid down in this program will be defined and discussed at greater length. In the January issues, we shall begin to work for results.

Only Thirty Minutes Daily

You remember that Theodore Roosevelt once said words to the effect that every man owes it to himself to devote a portion of his time to the profession to which he belongs. And he owes it to his profession, too. Can anybody tell how far forward the electrical in-

dustry would move during the coming year, if every man retailing electrical goods made it a consistent practice to devote a portion of his time every day to his industry, to the big crowd to which he belongs? Even a few minutes' time daily would bring splendid results. Surely just thirty minutes a day spent in reading plans, methods and policies for improving his business would be greatly worthwhile. Or the same time spent in keeping in touch with the other man would do the big job.

Are you on? If you are, write me a letter and say so. I want to open up these pages to you, so that both of us can work together therein to the advantage of all concerned. "Each for all and all for each."

Will You Help Put It Across?

SOME day I may be tempted to write a book on "Some Editors I Have Known;" and if I do it, I shall first of all emphasize their instinctive modesty. For despite all appearances to the contrary, I believe most editors very much prefer to stand in the wings and push other people into the spotlight.

And yet there are times when the thinking editor must get out onto the stage himself, get his message across, and persuade his audience to get behind him and help get a big job done.

That is why I have dared to lay down in the first pages of this

issue of ELECTRICAL RETAILING what I honestly think are a few of the vital things that ought to be accomplished in the electrical retail field during 1924. The list could be shortened. It could be greatly lengthened. But as it stands it lines up a worthy endeavor which ought to appeal to every man who sells electrical goods anywhere.

What I want to know is this: Will you get behind this Better Business Program of ELECTRICAL RETAILING and help put it across? If you don't like it, tell me why. If you do, then give me your hand and come on. —The Editor

How to Put Backbone Into Selling

Four Simple Merchandising Policies Have Greatly Increased Sales Not Only for the Manufacturer Who Suggested Them But Also for Dealers Who Applied Them

By P. B. Zimmerman

Manager of Publicity
National Lamp Works of the General Electric Company

IN the fall of 1922 a manufacturer through impartial and trained investigators studied the manner in which nearly seven hundred dealers—mostly electrical—in 335 cities located in fifteen east, central and central west states, were merchandising his product. Here are some of the illuminating but not, as you can see, very satisfactory conditions which were found to exist.

68% had no outside identification to call the attention of passersby to the product.

73% did not feature the goods in the window as frequently as once a month.

65% had inadequate window lighting.

55% had poorly lighted store interiors.

33% had an arrangement of stock that did not do justice to the product based on sales volume.

93% had no means of demonstrating the product, which was of a nature that made a demonstration highly desirable if not imperative.

83% did not consistently follow the rule of going outside after business.

The dealers called upon in this survey who were proficient in all or most all of the points enumerated above, were found almost without exception to be highly successful merchants. And it was quite natural, therefore, that the manu-

facturer's investigators should want to analyze very carefully just what merchandising principles and methods the successful dealers employed.



P. B. Zimmerman, who tells us "How to Put Backbone into Selling" is not an arm-chair merchandising expert. Furthermore, he does not tell how he thinks it ought to be done but how he has found it has been done. When he speaks on merchandising and especially the merchandising of lamps, he speaks with authority. The merchandising policies he lays down here should be of value to every dealer.

This Guide Will Tell You What Lamps



To help drive out glare and gloom and to make better lamp salesmen, Mr. Zimmerman directed the preparation of a booklet, "Five Home Lighting Recipes," from which there have been reproduced on this and the next page fifteen little pictures that tell how to equip with maza lamps the most commonly used fixtures. In many cases, other types of fixtures than those shown are more to be recommended.



Front Porch—Use a 40-watt clear maza lamp. Similar lamp may be used on back porch.



Downstairs Hall—Use a lamp of from 40 to 75 watts in fixtures similar to the one shown.



Sun-Parlor—or elsewhere, use a 75-watt white maza lamp in semi-direct bowl.



Shower Fixtures—Use 50 to 75-watt white maza lamps. Deep shades are preferable.



Use 40-watt round bulb all frosted white maza lamps. They should be shaded.



Use 15-watt clear maza lamps for wall brackets. Shield them to conceal filament.

They found just four principles or methods which we shall refer to by stars in the following brief treatment on the significance of each one.

Star No. 1—A Dealer's Window

A great many of the successful dealers referred to their windows as their bread and butter medium.

Windows are unquestionably the most valuable advertising space a dealer has. They are his best spokesmen, making favorable or unfavorable impression upon possible new customers as well as playing no small part in retaining or losing the trade of those who are then buying from him.

to Use in Common Types of Fixtures



For large table lamps use 50-watt white maza lamp. If only one socket use 75-watt white maza lamp.



For floor lamp, use 50-watt white maza lamp. If only one socket use 75-watt white maza lamp.



Candelabra Fixtures—Use 25-watt round all frosted maza lamps and be sure to shade them carefully.



Kitchen—Use 100 or 150-watt maza daylight or clear lamp in ceiling fixture. Use 75-watt maza well shaded in attic, with similar fixture.



Basement Laundry—Use 150-watt maza daylight lamp or 100-watt bowl-enamelled maza C lamp. Provide convenience outlet for washer.



Upper Hall—Use a 40-watt clear maza lamp in upper hall fixtures like this one. This type of fixture is not quite as modern as it might be.



Bedroom Ceiling Fixture—Use a 50 or 75-watt white maza lamp and then shade it.



Bedroom Bracket Fixtures—Use 50-watt white maza lamps and then shade them well.



Bathroom Bracket Fixtures—Use 50-watt white maza lamps, well shaded.

In the light of these facts the successful merchant, it was found, was dressing his window often and with a mind to making it reasonable and novel, and always featuring where possible those things for which there was consistent demand—like incandescent lamps. Furthermore, they he-

lieved in light as an added value and were using as high as 150-watts per running foot of window frontage, in angle reflectors. In addition to attractive displays and good lighting the dealer had one or more distinctive outside markers such as all manufacturers provide for their trade.

Star No. 2—Store Interior Arrangement

The dealer, demanding of himself the best he could give his wifidows in arrangement and neatness of display, took a similar attitude in the arrangement of stock within his store. Shelf display was paramount, and those goods which enjoyed the greatest

turnover and combined the other elements that made their handling extremely desirable, were always to be found in the most treasured part of the store. Beyond this there were display features in strategic points to serve as product reminders to customers.

Star No. 3—Asking Folks to Buy

Personally asking customers to buy is the greatest of all selling stunts a dealer has at his command, and it was noted that the better merchants were not overlooking this bet. Not infrequently, a dealer had doubled his sales merely by making a point of asking every customer as the sale of the article she came in to buy was completed:

"Now, how are you fixed for —?" and naming some article that has a ready sales factor.

Star No. 4—Outside Selling

Every dealer has a right to ex-

pect from his neighboring merchants that business which he is in a position to handle capably. But he will not get it nine times out of ten unless he goes outside of his store and solicits it. Personal calls are, of course, the best way, but as very few dealers can give a great deal of their time to this form of solicitation they must

resort to direct-by-mail campaigns, telephone calls, etc., following these with personal letters and calls.

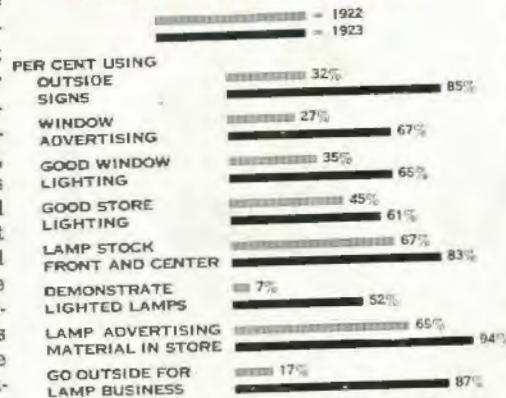
Since the startling facts of this survey were disclosed the manufacturer has broadcasted widely to his agent-dealers the advantages of conducting their

business along "four-star" lines. The chart which is reproduced herewith shows how well agents have responded to the call, and sales, we assure you, have increased appreciably in the transition period.

In other words, these successful dealers have through long experience learned to make the best possible use of sales helps.

If your business is not on a "four-star" basis, now is the time to put it there. You have the experience of thousands of dealers to back up the statement that "four-star" methods constitute far advanced strides in merchandising practice.

Showing How Dealers Improved Under Four-Star Methods



The gray lines indicate conditions as the investigators found them in 1922. In 1923 the manufacturer inaugurated a campaign for the purpose of getting as many as possible of its dealers to carry on along four-star lines. An analysis of reports submitted by dealers at the conclusion of a three months' drive showed that remarkable progress had been made. The black lines represent conditions in 1923.

Ask Yourself These Questions

How many of these constructive business ideas can you check off ✓ as now being carried out in your business? How many can you check off ✗ as having been thoroughly considered or tried out and found inapplicable to your conditions? How many blank squares remain to indicate lines of possible improvement?

Are you protecting your profits by the use of a set of books that will show you at any time whether you are making or losing money, and if there is a loss, where it is?

Have you discarded guesswork for the plan of figuring a mark-up that covers every item of your running expenses plus a living profit?

Are you speeding up turnover to three or four times or better by buying more carefully and more often?

Are you getting the hard

facts on your turnover by basing it on average monthly stock instead of the annual inventory?

Are you setting in motion practical advertising and selling plans that will move any stock you have carried over for the last two or three years?

Are you making it a point to know just how much money you have tied up in overstocks and obsolete, out-of-date or damaged goods?

Do you know for a certainty that your merchandising stock and your contracting business are each paying a fair net profit?

Do you know that keeping separate records of the cost of running the two branches of your business may show why you are not making any money?

Are you safeguarding your profits by promptly checking and marking every bill of goods received?

Are you strengthening your business financially by letting the other fellow have the unprofitable jobs?

Are you building prestige for yourself by turning out work that will be a lasting



Men who have made good have found it worthwhile to put themselves under a magnifying glass, as it were, every now and then, and take a long searching look at themselves.

credit to you?

Are you increasing the volume of your sales by store arrangement that helps the goods to sell themselves?

Are you making your show windows pay dividends by dressing them to sell goods?

Are you building new trade by proper use of the valuable selling helps furnished by manufacturers?

Are you stopping the leak of had accounts by care in extending credit and system in billing and selling?

- Are you controlling expenses by keeping within the limits of a carefully figured annual budget?
- Are you using mechanical accounting helps—cash registers and computing machines—to save time and avoid errors?

Chickens are not the only creatures that need to be scored every so often. How about you, brother?

- Is your store front representative of your business? Does it invite customers to come inside?
- Have you looked over your store furniture—cases, shelves and display tables—and are these best fitted for your business?
- Is your place of business inviting to women?—for women do most of the buying in any line.
- Are you cashing in on the ideas in each of your copies of Electrical Retailing?
- Are you letting The Home Electrical help you to more business?
- Are you getting your share of the new trade which articles selected from the New Goods department of Electrical Retailing will bring to your store?
- Have you stopped the costly leaks of lost time and waste of material and supplies in your store?
- Have you made it your rule that every charge slip must be made out on the spot and before serving the next customer, as the best protection from forgotten charges?
- Are you paying yourself as much salary as it would cost you

to hire a competent man to fill your place?

- Are you managing your business so that \$30 a week men are not doing too much \$12 a week work?
- Are you dividing responsibilities to relieve yourself of details and give you more time for thinking and planning?
- Have you trained your clerks so that they are salesmen and not slot-machines?
- Are you planning to sell electric ventilating equipment this winter?
- How about a two-way bulletin board out on the walk for posting your customers on new goods received, and other things of interest?
- Why not put a "spot" display table just inside the front door for showing new goods and season sellers?
- Why not put more "pull" into your window displays by the use of price cards?
- Are you using slip covers to protect your silk lamp shades from dust and fading?

Take out your pencil and begin right now. Be honest with yourself. Are you hitting on all six cylinders or limping along on two?

- Have you marked up goods on hand in line with any recent advances in market prices?
- Are you stopping the leak in your advertising appropriation by cutting the "dead wood" out of your mailing list?

Are you speeding up service by locating your cash register where it will save steps in making change?

Are you making your floor cases pay dividends by keeping them stocked and in order?

Are you building up a bank balance by taking all those 2% discounts for cash in ten days?

Are you taking precautions against loss by checking up the material and labor on every job before charging it up?

Have you looked into the trade possibilities of a radio department?

Are you using the house-to-house method for building more business in washers and vacuum cleaners?

Did you know that out of every one hundred wired homes sixty-four have no vacuum cleaners and seventy-one no electric washers?

Have you worked out a plan for scheduling your jobs and contracts so that during rush times you can give maximum service and satisfaction?

Have you worked out a buying program that gives you the best market prices and quantities regulated to your current of sales?

Is your location one that best promotes the development of your business?

Are you making additional sales by suggesting associated goods that naturally go together?

Have you tried a bonus plan as an incentive to greater selling industry on the part of your salesmen?

Have you tried placing near your wrapping counter articles that sell well on sight?

Have you made it the practice in your store for everyone to remember customers' names? Such courtesy is a business producer.

Your watch needs inspection and cleaning once a year. If your business is to serve you as well as your watch, it too should be looked over and tuned up at frequent intervals. Is it?

Are you making exceptional displays and service a means of overcoming the handicap of a poor location?

Are you getting the benefit of national advertising by letting your customers know that such advertised articles can be had at your store?

Do you make it a point to learn the "Why" of lost sales?

Do you know which are your most profitable lines and are you working to increase their number?

Are you staging a demonstration, a style goods opening, a trial offer or something of this kind occasionally for keeping the public interested in your store?

How about putting over a "Home Electric" of your own? A California electrical man did this at a cost of \$148.50 and sold \$2,300 worth of appliances and fixtures and took contracts for twenty-five wiring jobs.

Have you tried out the idea of a demonstration of electrical appliances in the domestic science department of your public schools, to reach the rising generation, and indirectly the present generation of parents?

"Give Something Electrical"

Put Something into Your Customers' Hands That Will Make Them Come Back to Put Something into Yours

MORE and more every Christmas season one hears the cry, "Give something electrical." Manufacturers, jobbers, central stations, electrical organizations such as The Society for Electrical Development, are voicing this slogan as never before. In all the advertising done by the electrical industry and by all sellers of electrical goods this year the emphasis will be laid on these three words.

It would be a great mistake, indeed, if retailers of electrical goods everywhere failed to tie in with this holiday selling phrase—three words that should be worth far more than their weight in gold to every dealer who will tie in with them.

Just how can the dealer, and especially the small dealer do this. One way is for him to get into touch with the Society for Electrical Development, 522 Fifth Avenue, New York, and look over their assortment of Christmas sales helps. These have been described briefly on page 88, of this issue of Electrical Retailing.

If, however, the dealer wishes to use a sales help of his own, in addition to those provided by the Society, he may well consider the little plan suggested on this and the following page.

Whoever helps people make up their Christmas lists is likely to profit in so doing. Remembering this, dealers have frequently found it worth while to get up a two or four page folder suggesting gifts for various relatives and friends. Such a folder can be

printed quickly and at a small cost.

On the opposite page is shown a plan for a folder of the kind mentioned. This particular one measured about three inches wide and seven inches long. It was folded once down the middle. This made a small folder, one that could easily be thrust into a hand-bag, or muff, or pocket. The stock used was sufficiently heavy to provide stiffness and of a surface that would easily take pencil or ink.

On the first page of the folder appeared in red and black a small decoration suggestive of Christmas. It also carried the suggestion of electrical Christmas gifts, in appropriate wording near the top.

The second page of the folder was blank, except for the single line near the top, "Write other gift suggestions below"—and at the bottom of this page was the name of the electrical retailer who distributed the folder.

The third page of the folder carried the gift suggestions which are listed on the opposite page.

The fourth page was left blank so that, if he wished to do so, the dealer could place a stamp thereon and an address. The folder could then be mailed, with a clip holding the open edges together. However, the dealer found it paid better to distribute the folder in person to customers who came into his store and by his house to house salesmen to the homes they visited preceding the holidays. He had the folder printed before

Make It an Electrical Christmas, Of Course



Gift Suggestions for Everybody in the Family and for All Your Friends

For Father
Cigar lighter Clock, electric
Drink-mixer Fan Lamp
Immersion heater
Shaving mirror, electrically lighted
Combination reading lamp
and cigar holder
Flashlight

For Mother
Coffee mill, electric Dishwasher
Egg boiler Flatiron
Grill, electric Ironing machine
Percolator Range
Table stove Toaster Vibrator
Egg beater Fan
Fireless cooker Hot plate
Milk warmer Plate warmer
Sewing machine Teapot
Vacuum cleaner Washing machine
Waffle iron Kitchen utility motor
Fireplace logs, electric
Lamps, portable and floor
Mixer for eggs, puddings, sauces
Fixtures, lighting

For Grandmother or Grandfather
Heating blanket Footwarmer
Flashlight Reading lamp Bedwarmer
Hearing device Radiant heater

For the Business Woman
Grill Hair drier Toaster
Chafing dish Iron Table stove

For the Boy at College
Clock, electric alarm Radiant heater
Illuminated shaving mirror
Desk lamp Shaving mug

For the Girl at College
Boudoir set Corn popper
Sewing lamp Vibrator Chafing dish
Lamp, desk, table or novelty lamp
Hair drier Toaster
Curling iron and comb

For the Invalid
Footwarmer Heating pad
Therapeutic lamp Violet ray outfit
Heating blanket
Radiant heater Vibrator

For the Schoolgirl
Toy range Dolls with electric eyes
Doll's house, electrically lighted

For the Schoolboy
Battery Bicycle lamp
Engine, electric Flashlight Train
Wireless parts Bell or buzzer
Boats, electric Construction sets
Motor Wireless outfit

These are the first and third pages of a folder suggesting electrical Christmas presents. If any dealer wishes to carry out this idea in his own business he can have his printer get a "linecut" made from the decoration shown above, and has the permission of Electrical Retailing to do so.

Thanksgiving and began distributing the folder on the first business day after that holiday.

Did it pay? Well, the dealer says that so many people came

into his store with the folders marked for gifts that he expects to work the same plan again this year. If it worked for him, would it not work for other dealers too?

New Code Rule Now Replaces Famous "660-Watt" Limit

Twelve Outlets per Branch Circuit and Fifteen Ampere Fuses Are Permitted by National Code

FOR the information of electrical contractors who have not yet had an opportunity to look over the 1923 edition of the National Electrical Code, just issued, Electrical Retailing reprints below the new requirement which has been substituted for the old 660-watt rule. It is Article 807, which permits 12 outlets on a No. 14 wire branch circuit protected by a 15-ampere fuse. It follows:

807. Fuses for Branch Circuits.

a. For the purpose of this section the terms "branch circuits" and "outlets" are defined as follows:—"Branch Circuit" is that portion of a wiring system extending beyond the final set of fuses or circuit breakers protecting it, and at points on which current is taken to supply fixtures, lamps, heaters, motors and current consuming devices generally; such points are designated as "outlets."

b. By permission of the inspection department, on systems having a grounded neutral or having one side grounded, and where the grounded conductor is identified and properly connected, two-wire branch circuits may be protected by a fuse in the ungrounded wire, no fuse being placed in the grounded wire. Otherwise, two-wire branch circuits shall be protected by a fuse in each wire.

c. Three-wire branch circuits may be run from d. c. or single phase a. c. systems having a grounded neutral, in which case the neutrals of the branch circuits shall not be fused. The neutrals of such circuits shall not be interconnected except at the center of distribution.

d. Branch circuits in general, and except as described below, shall be protected by fuses of no greater rated capacity than

15 amperes.....at 125 volts or less

10 amperes.....at 126 to 250 volts

e. Fixture wire or flexible cord of No. 18 or No. 16 gauge shall be considered as properly protected by 15 ampere fuses.

Receptacles for attachment plugs (convenience outlets) are strongly recommended in order to facilitate the use of electrical appliances which, otherwise, must be connected to sockets designed primarily only as lamp holders.

f. On a two-wire branch circuit and on either side of a three-wire branch circuit, the number of outlets shall not exceed twelve (12) except by permission of the inspection department.

g. Branch circuits supplying only sockets or receptacles of the mogul type shall have the wires protected by fuses having a rated capacity not greater than,—

40 amperes.....at 125 volts or less

20 amperes..... at 126 to 250 volts

h. If protected by 40 or 20 ampere fuses as above, wire not smaller than No. 12 shall be used for wiring fixtures with mogul sockets and receptacles and may also be used for taps not over 18 inches long from the circuit wires to the points of suspension of the fixtures.

i. The number of mogul sockets on a 2-wire branch circuit and on either side of a 3-wire branch circuit shall not exceed eight (8) except by permission of the inspection department.

H. S. Wynkoop, in charge of electrical inspection, city of New York, says, "It ought to be far less difficult now than in the past to persuade customers to include convenience outlets in their schedules of house wiring. Future bids may include three or four convenience outlets on a circuit where none would have been permitted in the past owing to the wattage limitation. The industry has gained immeasurably by the change."

Electrical Homemaking

—Sales Ideas for the Electrical Retailer

Gifts That Teach Her How to Do Holiday Cooking Electrically

A WOMAN, of course, does the cooking in the home. The thousands of retailers of electrical goods are trying to teach her to

If the retailers of electrical goods are to do their bit in making America a nation of electrical homes, and if they are going to



When you try to sell a table stove, do not talk metal. Talk so that your prospect will picture a scene of happiness, say on the morning after Christmas, like this scene. Start a woman cooking dainty electrical breakfasts and she will soon be a prospect for other appliances than the table stove.

cook electrically. During the holidays she has more cooking to do, ordinarily, than in any other season of the year. So, why not teach her to do her holiday cooking electrically and lay stress on that teaching during the pre-holiday season?

achieve this end during the present generation, they will use every opportunity to get across the idea of electrical cooking. What better time than the season when electrical appliances are most desirable as Christmas gifts? "Ask them to buy." Try it.



Waffle iron and toaster belong to the breakfast table, and frequently to other meals. When a woman has been persuaded to use the greasless and smokeless waffle iron, and the pancake attachment, she is well on the way to cooking other meals with other electrical appliances.



The electrical fireless cooker has a winning way, as every woman will testify who has given this splendid appliance a fair trial in her home. Not only does it save time, but it also cooks food deliciously, especially the cheaper cuts of meat which usually hold appetizing and nourishing juices and other food values. If a prospect has a toaster, a waffle iron, and a table stove it is almost a sure bet that she can be interested in the fireless cooker, too.

Probably women do not need to be taught that there is an appliance that will make coffee as they do; that the percolator is a means to better coffee. What the careful dealer sells is not so much the appliance itself as a good coffee service. Be sure that the purchaser is taught how to use the percolator. That is just as important as selling the device itself.



*—and remember, "Ask them to buy".
That's the good word for holiday sales.*

However great the service and especially the holiday cooking service that may be rendered by the other heating appliances, the range is queen of them all when it comes to electrical cooking. What more acceptable gift can be made to the woman who cooks in the home than an electrical range? Is it too much to say that every home owner who can afford an electrical washer can afford an electrical range? This appliance deserves consideration especially by the man in the home who wants to do "the handsome thing" for wife or mother.





It is not within the scope of our merchandising plans to unnecessarily stock the electrical dealer. We have effected a merchandising policy that makes the Williamson Line of Electric Light Fixtures the logical one for electrical dealers to handle. We lighten your load by not putting a load on your shelves and thereby creating a heavy investment. Here's why our plan is a success.

R. WILLIAMSON & CO.

Chicago



Williamson Electric Light Fixtures are sold exclusively thru electrical jobbers. These jobbers enjoy fast turnovers due to the popularity of the Williamson Line. You get maximum turnovers from your sample line. A jobber near you carries a complete stock of Williamson Electric Light Fixtures. You draw from these stocks as demand dictates. Really it's a policy that assures economical service and quick deliveries.

R. WILLIAMSON & CO.

Chicago

You Must Sell Them



Left—Cover of Christmas Gift suggestion issue number 11.

Above—Cover of issue number 12.



Prices per Issue of "The Home Electrical"

Christmas issues 11 or 12

Package of	Price	Special
10,000 copies	\$250.00	prices
5,000 copies	150.00	for
1,000 copies	35.00	larger
250 copies	10.00	quantities

All prices f.o.b. New York

Quickly This Christmas

CHRISTMAS shoppers would not get any shopping done if they read all the circulars, booklets and letters in the deluge of advertising matter they receive. So most of it doesn't get read and the advertising is a dead loss. If you don't want your Christmas sales message to get lost in the shuffle—if you want it to reach your prospects' brains and not just their letter boxes, you must tell them the story in a faster, more interesting way than cold type. You must use pictures, because your prospects may be too hurried and too little interested to read ordinary advertising, but they will never be able to resist looking at pictures.

SELL with pictures this Christmas season. Send your prospects, and give them in your store, the two Christmas Gift suggestion numbers of "The Home Electrical." These two issues of this popular pictorial are ideal Christmas sales tools for you because

they are filled with pictures of electrical Christmas gifts that appeal to every one—electrical Christmas gifts such as you sell.

These two Christmas Gift pictorials will increase your sales just as other issues have increased the sales of such companies as the Lee Electric Company of Bedford, Iowa. This company says, "The Home Electrical' increased our appliance sales over 50 per cent the first week after mailing."

ORDER a supply of both Christmas Gift numbers of "The Home Electrical." One issue—number 11—is published in attractive rotogravure, while the other—issue number 12—is beautifully printed in two colors. Because these pictorials are produced in such large quantities, the cost to each purchaser is very small.

Order your supply today—the results of distributing these two sales-building pictorials in increased sales will more than satisfy you.

The Home Electrical

477 Tenth Avenue, New York City

Electrify the Child's Room

SOMETIMES parents may be persuaded to try something for the sake of their children that they would not try for themselves. At any rate when selling a complete electrical service to the home, do not forget the children and their room. Below are pic-

tures two views of a child's room in the home electrical that was recently exhibited in River Forest, Ill. This room was crowded with happily surprised visitors all the time the home was open to the public, and the children said, "Mother, I want one, too."



A boudoir lamp and a fan on the child's dresser can easily be connected at the convenience outlet on the wall at the right of the dresser. It is assumed, of course, that the child whose room is thus equipped has been taught to keep "hands off" just as she has been taught to keep hands off of the cook stove or iron or washer or vacuum cleaner when these are in use.

Notice that a radiant heater is also provided. In this home the heater was placed on top of a low seat. It might better have been placed on the floor. The room was carefully lighted and a lighting switch placed conveniently near the entrance door. All the furniture was "child's size." Would a child be delighted with such a room as a Christmas gift? Ask the man who has done it. He knows.



Employees' Better Electrical Service League

Herein We Hold Our First Meeting for Employees of Electrical Retailers and Contractors

Chairman:

"Always it is a great day in the life of a young man or a young woman when he or she decides to grow. For growth after all is largely a matter of personal choice, and the decision to put forth one's best effort in climbing upward and forward is evidence of real manhood and womanhood. When a young man determines to fit himself for the next big job

ahead of him, he is setting a journey before him at the end of which is profit and honor the measure of which he cannot sometimes foresee. Sometimes his rewards are larger than he dreams. Sometimes his achievements do almost equal his visions.

"Since we announced the Employees' Better Electrical Service League, some of you men and women who are today working as employees for electrical retailers and contractors have pledged your co-operation in this worthwhile movement. Some of you have brought your questions to this meeting. Some of you have brought a suggestion, a policy, a plan, a method which has been of value to you and which you believe will be of value to the other man who wants, as an employee, to improve himself and his work.

"I am going to give the floor to a number of you in turn. Remember, we must speak briefly and to the point. Mr. B. F. Arthur, who

Ladies and Gentlemen

Last month we announced the organization of an Employees' Better Electrical Service League, to meet monthly within the pages of Electrical Retailing, with the assistance of Uncle Sam and his little stamps. The idea has already caught the interest and co-operation of scores of employees. So we will now call the first meeting to order.

calls himself an old-time tinner and whose favorite song when he is away from his home state is 'Carry Me Back to Old Virginia,' will tell us about his latest hunch on

Getting 'Em into the Store

Mr. Arthur:
"I was very much impressed

with the idea of an Employees' Better Electrical Service League. Every electrical employee, it seems to me, ought to grab hold of this idea and make the most of it. America needs the best brains in our business, and our business needs the best brains it can develop. Self-improvement is a great decision for every young man or young woman.

"May I tell you, pass on to you, my latest suggestion for getting people into the store? This is an idea which any employee can suggest to his employer.

"Hire an apprentice tinsmith, or much better still, train a young woman how to use an electric soldering iron. Train her to do simple things like mending holes in tinware, repairing broken handles to pots and kettles or any metal utensil that can be soldered.

"Put this girl to work in your show window on certain days and advertise that she will stop leaks in any piece of tinware free. Will this get new and old customers talking about your shop? Why, the housewives will flock to this free exhibition and free service, and of course will come in. Then push your demonstrations of washers and cleaners and other appliances. Dollars to doughnuts, it is a big booster for your business."

Chairman:

"As far as I can find out nobody has ever tried out this scheme of Mr. Arthur's. It ought to work. If anything like this has been done in stores and shops where you are employed, please tell me about it before our next meeting."

"A young salesman out in Kansas has asked me this question: 'Can a salesman get anywhere by trying to do both store selling and outside selling in the same day?' So I want to speak for one minute on

Dividing the Salesman's Day

Chairman:

"A number of central station sales managers whom I know believe that the proper division of a salesman's day is an important element in his success or failure. They have found that a salesman can frequently spend his mornings to good advantage in selling appliances in the homes and his afternoons in selling in the store. Often the women met in the morning's outside selling, shop in the afternoon and come into the store for demonstrations of the appliances discussed in a talk with the salesman in their homes. Also, salesmen who are selling outside all day find it worthwhile to sell appliances in the morning and to sell wiring contracts in the after-

noon. The woman in the home can be sold appliances, but a wiring contract must be sold to the man in the house. In the afternoon his wife often can arrange better for an evening interview with him than she can in the morning."

"Mr. Frank J. Toley, who comes from Philadelphia, wants to ask a question."

What Can You Say to This?

Mr. Toley:

"A man gives an estimate on a motor job. He advises the customer as to the kind and size motor he needs and makes him a price on the motor. Then along comes the manufacturer from whom the contractor buys, and sells the motor direct. Can this be prevented, and if so, how?"

Chairman:

"I must confess that this is as difficult a question as could be asked in this meeting. In a way it concerns employers much more than it does employees, but every wideawake employee knows that this question touches one of the most difficult problems in the selling of electrical goods. If anybody in this meeting can submit a helpful suggestion on this question before our December meeting, by all means do so, and I shall then offer the best suggestion for consideration."

Mr. Ralph A. Woll, of Minersville, Pa., has an interesting problem to meet. He has the floor."

Where Can He Get This Help?

Mr. Woll:

"First of all, let me say that I think this idea of a Better Electrical Service League, meeting monthly in Electrical Retailing, is a wonderful idea, and offers a kind of help that some of us have been

wanting for a long time.

"We are wiremen in a small town of about 8,500 population with about 3,000 more within a radius of two miles. Our industries are coal mines and our people are mostly of foreign birth. Many of them own their own homes. The best business we can get in our locality is wiring already built houses. There are many new homes built in our section, but the wiring never amounts to very much as the building contractors put this work out to the cheapest bidder and we have to work very cheap to get this kind of job at all.

"I have found that most of our people after being convinced of the necessity of good lighting, want a fairly good wiring installation and some fairly good fixtures and some appliances from us. But unless you know these foreigners personally it is very hard to get an interview with them. They simply will not talk to an outside salesman. But if they get anything by mail they examine it with great care. They read every word or have it read to them. I must reach these people by mail in my selling and give them a chance to consider electrical service.

"What I want to know is this: Where can I get sales help literature that will tell these people in the most simple language all about lighting, flush switches, two-way plugs, convenience outlets, cord sets, and other simple wiring devices. I will be grateful to anyone who can help me on this score."

Chairman:

"Unless I am very much mistaken, the Society for Electrical Development, 522 Fifth Avenue, New York, has prepared a booklet on 'Why Is an Outlet?' and I

think they have other literature covering the other devices that Mr. Woll has mentioned. At any rate I am sure that the Society can make some worthwhile suggestion to him. Any helps that it offers can be obtained at a nominal price.

"A young woman salesman down in New York, one who is just beginning her work in an electrical store, calls attention in a letter to me, about

What a Young Saleswoman Ought to Know

"She says: 'One of the first things I have discovered in my selling is that it is wise to ask a customer whether the appliance she is buying is to be used in our town or elsewhere. Very often these appliances are to be sent away as gifts and it is tragic if the gift will not work elsewhere because of a difference in kind of current and voltage. So when a customer tells me that she is sending away the appliance she wants to buy, I ask her the necessary question and tell her why it is important. Nearly always she appreciates this service and if she does not know the current and voltage in the town to which the appliance is going she finds out somehow and comes back to get the right appliance. Also this service brings orders for other appliances.'"

Chairman:

"Before we meet in December, I hope I shall receive word from many more employees that they wish to be members of this Employees' Better Service League. Also, please let me know what your suggestions are for our next meeting and what subjects you want discussed then. We stand adjourned."

Seasonable Radio Sales

A dealer in discussing radio selling said recently: "All this talk about radio being a seasonable proposition, makes me tired. It won't be long before radio is sold all the year round; even if there are handicaps to its use in "static" days. I secured real results by going after fall and winter installations in summer. I can get hoys then who are out of school. I get them to go out after their chums and schoolmates. The way to sell radio is via the boy and the young man. You'd be surprised at the number of traveling outfits, or portables, I've sold this year. As an inducement I offer to install the equipment free (in some cases) and I am seriously considering selling during the autumn on a basis of a small down payment, with the rest in later easy payments in the late fall and winter." This merchant pushes the "mooney back guarantee" on radio, handling the better type outfits.

Retaining Summer Sales

A Sioux City electrical retailer whose store was unfortunately on a side street, but who determined to retain his summer business, arranged with a large dry goods store to cooperate in a washing machine and dress goods drive. He placed machines in the dry goods store, and arranged for a window demonstration. A machine was operated in the window, washing out dresses. Signs pointing to the desirability of having plenty of neat, comfortable, pretty house dresses were placed in the window, along with signs indicating how quickly, easily and thoroughly the Blank electric washer cleaned them. Arrangement was made for the elec-

trical dealer to follow up all leads and do the selling, while the dry goods store mailed notices of the window display and the dress-and-washer sale to its complete mailing list. Sales proved it paid.

A Live Follow-Up

An East Orange, N. J., store worked out a plan with an enterprising washing machine distributor whereby special house-to-house salesmen were put to work, covering "leads" developed from a special mailing folder which was sent to each store customer. The washer was sold on the regular terms so far as list went, but the monthly price of \$2.80 was the "inducement." A small down payment was required, which was left to the option of the salesman. The effort of the advertising was to pull the "leads" and the folder had a return card requesting "full free information," rather than a "demonstration." In this way more leads were secured. The store maintained a continuous demonstration of the washer first in the basement, and later upstairs.

A salesman of the company came across a clipping in a New York paper which showed the advisability of wearing clean and fresh clothing during the winter, and made a rather humorous comparison between bathing, and wearing white clean garments, changing them often. It pointed out the fact that Mark Twain always wore white linen, and gave the idiosyncrasies of other great people on the subject. He secured as many copies of the paper as he could, marked them in blue crayon, and used them to follow up prospects. Several sales resulted.

MINUTE MESSAGE

Why He Wins a Janitor's Reward

By Frank Stockdale



ONE of the easiest things in the world to prove is that a man gets paid for the kind of work he does.

In spite of this, a great many retail merchants spend their time doing the things which deserve small pay instead the things that bring worthwhile rewards.

The man who does only the work of a janitor or an office boy, cannot expect the reward of a merchant.

The profits in retailing come from management, and management consists of planning what to do and then holding sales, stocks, mark-up and expenses under strict control.

Retailing today is mainly a battle of brains. Some one in every retail store must do the thinking, and thinking requires both time and effort.

The secret of retail success is as much in choosing the right things to do as in doing each thing well.

The merchant who leaves the small pay jobs, and the details to others and gives his best thought and effort to the job of management can make his business pay.

Selling a Hundred Small Motors in Sixty Days

This California Dealer Succeeded in Making Small Motors a Household Convenience

IN THE MIDST of a recent discussion on the difficulties of selling small motors and the almost impossibility of making money in the operation, there arose a wide-eyed, square-jawed little man from Southern California who remarked quietly that he had sold a hundred small motors within the preceding sixty days. On the immediate further questioning of those present, it developed that this was not the unique condition of one special drive, nor was it a freak demand which was being met.

F. H. Broiles of the International Electric Company of Los Angeles, sells small motors week in and week out, summer and winter, holiday season and in between. He sells them to the housewife and to the home owner for use in the thousand and one small tasks about the house. How he does it by the application of the simple principles of good merchandising plus a wide awake imagination focused upon the problem, makes a story which is worth listening to in Mr. Broiles' own words:

The man who is willing to spend from \$100 to \$150 for a washing machine or a dishwasher for his wife ought to be willing to spend from \$25 to \$60 for some electrical equipment for himself. A merchandising consultant from one of the national manufacturers gave me that idea. I admit I was skeptical but decided to install a window display which he suggested just for the sake of a trial.

The idea of merchandising fractional horsepower motors was new but I thought it possessed possibilities.

Window Trim Big Asset

As soon as the window trim was in people began to stop and look. The window was good for it suggested immediate uses for the motor, uses which would appeal to a man. Although our store is situated in what might be called the wholesale district of the city it is strategically located. We are between two stage stations serving the rural districts outside the city. By actual check, one company carries 3,000 people daily while the other carries 1,500. Practically all of these people pass our windows and nearly every one of them is a prospect for a small motor. They are ranchers, small merchants, shop owners and the like coming into the city to buy.

Inquiries Suggest Attachments

Inside of the first few hours we had inquiries. Then we began to sell, sometimes one in a day, sometimes two or three. Several purchasers asked about attachments for the motor, drill presses, emery wheel, grinders, buffers and the like. That gave me a new idea. For some time past, we had been handling a little cast-iron saw block, with pulley attached, for use with such a motor. These had been bought from a small manufacturer, but he had gone out of business. We had patterns made in a local shop

"Aside from the fact that we learned we can merchandise small motors, our campaign proved that it is easier to sell fractional horsepower motors if you have some accessory to go with them," says F. H. Broiles, of the International Electric Company of Los Angeles, whose shop is pictured at the right.



and had another shop make up the block for us. It was arranged so that an emery wheel or huffer could be attached to the end of the shaft opposite the pulley. By attaching a small chuck it could also be made into a lathe.

The window was changed and a display put in featuring the motor, the saw block and the attachments. We quoted prices as follows: motor alone, \$25; block alone, \$35; motor and block, \$60; emery wheel, sander and buffer, \$10 additional; chuck, \$5 additional. Sales were immediately stimulated to an even greater extent than before. Not only that but each sale now averaged double that of the motor alone and the profit on the block and attachments was much greater than on the motor alone. Two-thirds of the motors we sold during the campaign were sold with the saw block. Undoubtedly those who purchased the motors alone will come back for the attachment at a later date.

We did not do any special ad-

vertising during the campaign, unless a circular letter we sent out a few weeks before the campaign started, can be called advertising. We send out such a letter to about 5,000 prospects every six months. It carries with it a return card. The letter consists of a four-page circular illustrated and describing our service.

We changed the window display every time the number of people stopping to look at it began to drop off. The campaign cost us little, except for a few window cards for the window trims and the time of the man who changed the window.

Majority of Sales to Homes

In classifying the sales during the campaign, we found that slightly over two-thirds of the motors went into homes for use in the home machine shop, the kitchen or by the boy of the house. The popularity of the automobile has had something to do with that, for there are many men who like to spend their spare

(Continued on page 88)

Electrical Retailing

Editorials, November, 1923

Carry On, Young Man, Carry On

Charles P. Steinmetz has laid down his great work and has gone on to his long rest. In the passing of Dr. Steinmetz the electrical industry has lost one of its greatest thinkers and teachers, America has lost one of its foremost citizens and modern civilization has lost one of its most advanced leaders.

To the public he was known as the "electrical wizard," and tales of his flight from Europe as a penniless and crippled immigrant, of his difficulty in gaining entrance to America, of his rapid mastery of the English language, of his wonderful achievements in science, of his inventions, of his glimpses of future scientific achievement, of his supposed fabulous salary, of his philosophy and of his lovable personal qualities have been told many times to the eager youth of America. Today thousands are reading the story of his life.

Not once but several times in history, civilization has travelled forward and climbed upward on the strength of men physically handicapped but equipped with masterful minds. With such men, men who refused to be bound by their physical limitations, Dr. Steinmetz takes an honored place. History may give him first place.

Somewhere in America today there is a young man, perhaps two or three, who must tomorrow take up the work laid down by such men as Steinmetz. This young man today may be a wireman, a clerk, an errand boy. It matters not, but what does matter is that he dream dreams, that he see visions, that he set a goal before himself that will be worthy of a man of Steinmetz' mind and mettle.

To such a young man it may be that Dr. Steinmetz would say, "Carry on, young man, carry on." For him the smiling future waits with outstretched hands.

"Assistance Acceptance"

Out of the great mid-west has come a new term to be added to the vocabulary of the man selling electrical merchandise. To Ainslie A. Gray, of Chicago, we are told, belongs the credit for the phrase "assistance acceptance."

By this term Mr. Gray means the willingness of the electrical retailer to accept the assistance proffered him by the manufacturer through the medium of sales helps. Refusal to accept and make use of dealer helps has for many years been a source of unmeasured loss to electrical manufacturers.

This condition, Mr. Gray believes, is passing. It has been his observation that during the last two years especially there has been a marked change in the attitude of the electrical dealer toward the sales helps that have been offered to him. This much-to-be-desired change has come about largely through the excellent work done during the last four or five years by the Society for Electrical Development, the General Electric Company, the Westinghouse Company, the Western Electric Company, and many other manufacturers and jobbers.

Proof of Mr. Gray's belief can be found in the sixteen hundred dealers who have recently responded to a window display service fathered by Mr. Gray, in the remarkable results that have attended the work of the National Lamp Works in the now famous "four-star" campaign, and in similar happy results that can be presented by other manufacturers and their representatives.

The point of the whole matter as far as the dealer is concerned, lies in the fact that where there has been generous acceptance by the dealer of the assistance offered to him the consequent result in sales has been surprising and highly satisfactory to the dealer.

At last we are learning to mix brains with dealer helps. "Assistance acceptance" is the happy result. It is a good term because it carries a force to help us go forward. Thanks, Brother Gray. Let's have another.

Start Now to Plan Your Christmas Windows

Careful Management Will Display a Compelling Window in Time to Catch the Early Buyers

ALTOGETHER too many dealers in electrical goods, and this applies to contractors as well, do not give much thought to their Christmas windows until after the Thanksgiving festival is over. This is a serious mistake, as many retailers have discovered to their regret when it was too late to mend the situation.

Good management in retailing calls for foresight. It calls also for careful thinking and the same kind of planning. In this day when retailers of all kinds are on the jump to get the consumers' Christmas dollars, the electrical

windows must compete with the windows of all other kinds of retailers. But it need not compete at a disadvantage, for the electrical man has a body of merchandise as attractive and as desirable for gifts as any other retailer, and he has the edge on most of them.

Too often the electrical man's advantage is offset because the other fellow is a better merchant and that means that he springs his Christmas window early in the game and gets the dollars of the early shoppers. It should not and need not be so, especially when so many agencies are at



Like this Christmas window? Good one, isn't it? And yet all the wooden box display pedestals, trimmings, cards, and "snow" and glitter need not exceed twenty-five dollars in cost. This window was arranged last year by an expert window dresser for the Commonwealth Edison Company, Chicago, before a meeting of the Chicago dealers and contractors. It merits study and duplication.



For human interest and appeal this Christmas window is exceptional. It won a prize in the Hoover contest for Christmas windows in 1922. All the figures shown were cutouts or models, including the man at the left.

work to tell the consumer about the charm and delight in electrical gifts.

A window that will compel the Christmas buyers to come in need not be an expensive window. Let the dealer keep this fact in mind. When he looks at the windows of the big stores which employ high salaried experts to trim their windows, he is tempted to say, "How can I compete with that fellow?" It can be done. And every electrical retailer can, if he will, avail himself of expert assistance employed for his benefit. This help can be obtained from the Society for Electrical Development, whose Christmas service to the trade is described on page 88.

Further, here are some things to remember when planning your Christmas window:

First. Plan a window that will be different and which will compel attention and interest and talk.

Second. Emphasize the use appeal of the appliances shown.

Third. Work for simplicity of idea.

Fourth. Make it neat.

Fifth. Obtain completeness by finishing all minor details.

Sixth. Be sure the arrangement is pleasing.

Seventh. Reflect the Christmas spirit.

Eighth. Everything in the window should be a possible gift.

Ninth. Use well-lettered, easy-to-read price cards and posters.

Tenth. Keep windows clean, and well lighted at night.

Eleventh. Change displays each week until Christmas.

Twelfth. Tie in your displays with your advertising.

These suggestions followed out as fully and as faithfully as possible should bring surprising results.

What Is It That Pulls Profits?

Here's One Dealer at Least Who Knows Why His Greenbacks Keep Piling Up

By Frank H. Williams

A PARTICULARLY successful electrical dealer upon being asked to give the methods which put his store over to such a good success, summarized his methods as follows:

First. Always has in use in his home all of the home electrical appliances carried by his store.

"One of the important things for every electrical dealer, in my opinion," said this electrical merchant, "is to demonstrate complete faith in the electrical appliances he is handling. How can the dealer expect to sell appliances unless he has sufficient faith in the appliances to use them himself? Consequently, I always see to it that one of each kind of household electrical appliance handled by my store is installed and in regular use at my home. Then I can always tell customers from actual experience just what the appliances will do in the way of making work lighter and in the way of making home more comfortable.

Second. Never tries to force the public to take goods in which it does not have any interest.

This means, in the final analysis, that the store does not buy goods for its stock unless assured of the popularity of the articles with the buying public.

This sort of buying keeps the store from stocking up with a lot of unsalable stuff which must eventually be sold at a loss and keeps the store away from the sore spots which are too often caused by making people take

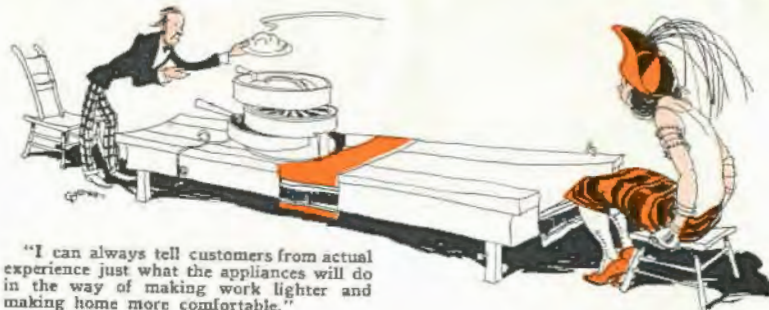
things which they do not want and which they become dissatisfied with after purchasing.

Third. Never gives credit unless the store is absolutely assured of getting payment in the time specified.

This policy has been responsible for the store losing some sales and driving some trade away, but the store owner is of the opinion that his establishment is much better off without having made such sales and without having such patronage. He is of this opinion because in the cases where trade was lost and customers driven away there was a grave question as to whether or not the people would pay their bills without trouble if credit was extended to them and if they did not pay their bills the store would, of course, be out the sums involved and would have real losses which it would take a lumber of other sales to make up.

The store keeps as much of its business as possible on a cash basis by making it hard for people to get credit at the store. It makes the people who want to get credit take the proposition up with the manager and in such cases the manager always makes them wait a little while before he can see them. And then the manager makes them specifically state just when payment will be made and just why credit is asked for.

All this makes it difficult, as has been said, to get credit and, consequently, most of the people who come to the store prefer to



"I can always tell customers from actual experience just what the appliances will do in the way of making work lighter and making home more comfortable."

pay cash rather than to go to the trouble of asking for credit.

The store operates on the principle that where credit is easy to get a lot of people will ask for it simply because it can be easily secured, but that where it is hard to get credit a very large percentage of the folks who would otherwise ask for credit pay cash rather than go to all the bother involved in getting credit.

Also this store goes after such accounts as are allowed credit the minute they become due and if payment is not made at the time agreed upon, the store wants to know why and wants to know when payment will be made and is not satisfied until a satisfactory arrangement for the payment of the account is made.

Fourth. Keeps the advertising expenditures within 4 per cent of the annual gross receipts of the business and sees to it that every dollar spent for advertising brings in full return.

This store concentrates the major portion of all its advertising expenditures on newspaper publicity, believing that printers' ink is the very best possible medium for getting business. It uses some direct mail advertising, but does not use any billboard advertising, car card advertising or freak advertising of any sort.

Fifth. Is always prepared to demonstrate every article that is offered for sale in the store.

"I always feel," said the proprietor in speaking of this feature of his merchandising method, "that once a customer can be gotten enough interested in an article to ask for a demonstration, that the sale is just about half made. Consequently, it is highly important, to my mind, to have the store arranged so that demonstrations of all the goods can be made quickly and easily and without any fuss or flurry. Formerly we weren't so careful about having arrangements made for instant demonstrations as we now are and in those old days I've no doubt that we lost a number of sales by reason of not being able to make demonstrations. But now with demonstrations easily made we have cut down sales resistance very materially and are putting over many sales all the time which would never be made without demonstrations."

Of course there are other merchandising methods in use at the store in addition to these, but these are the most important and striking ones and the ones which are considered responsible, by the store proprietor, for the major portion of the establishment's success.

Too Much Talking Loses Many a Sale

In Selling Limit Talk to Essentials and Get the Prospect to Ask Questions

By Elliot Church

A CREW of saleswomen were out covering a section of the city, demonstrating and making sales of vacuum cleaners. One of these women had just about reached the point where a sale was assured when the man having charge of the crew entered to do the actual closing.

He asked her if she had made the thread demonstratin and she admitted she had not. Accordingly he laid a piece of thread on the rug and tried to pick it up with the cleaner. He failed to do so and as a result lost the order.

In this case the sale would have been made if the salesman had been satisfied with the work that had already been done. Up to this point the prospect had been very favorably impressed. In fact she was on the point of giving the order but as soon as she saw the machine had its limitations she decided it would be better to look around a little more and try to find a cleaner that would be a little more satisfactory.

Many a sale is lost by this overdoing of the selling. It is necessary to stop at the right point. One man who was very successful as an electric motor salesman made it his policy to talk about his goods only enough to make the sale. He also made it a point to dwell only upon those points which he saw really interested his prospect. As soon as he saw the prospect seemed to be sufficiently interested, he would be-

Now, When I Go Fishing

And when you go fishing, too, for that matter, neither of us makes a practice of jerking the hook and bait out of the fish's jaws after we have "hooked him," do we? Of course not. And yet I have listened to salesmen and saleswomen also who have talked me out of all notion of buying because they did not know when to quit. What we call "overselling" has cost many a salesman the price of a good shirt, perhaps several of them. A wise old man once said to me, "Son, when you have said your say, then just quit right then and there."

The Editor

gin talking about something else, sign up the order, and leave.

Rarely did this man tell all he knew about his product. He always had some point in reserve to bring up after the sale was actually closed but even then did not use it unless conditions required that he do so. The success of this man was due in no small measure to this policy of saying as little as possible to make the sale.

Limit Talk to Essentials

Anyone who is selling anything naturally must absorb as much information about it as he can but he does not have to tell everyone he talks to all he knows.

(Continued on page 86)



The sales, executive and office force of the Danbury & Bethel G. & E. L. Co.

Seven of These Men Sold 345 Hoovers in 30 Days

On March 31st this year, there was a Hoover in every fourth wired home in the area served by the Danbury & Bethel G. & E. L. Co., Danbury, Conn.

During the next thirty selling days, a sales drive by seven salesmen placed Hoovers in 345 additional homes—bringing up the average to a Hoover in every *third* wired home!

Subsequent sales have been brisk—proof that the more Hoovers there are in a locality, the easier it is to sell Hoovers.

Cases such as this prove clearly the possibilities existing for the sale of Hoovers. Get the latest details on the Authorized Hoover Dealership—*it's better than ever!* Send for a Hoover representative today!

THE HOOVER COMPANY, NORTH CANTON, OHIO

The oldest and largest makers of electric cleaners

The Hoover is also made in Canada, at Hamilton, Ontario

The HOOVER

It BEATS... as it Sweeps as it Cleans

HEMCO DEALERS! IMPORTANT!

\$1000 In **FREE Merchandise**
Ask us about the
Big HEMCO
Slogan Contest
 OPEN TO EVERYONE



LIST OF PRIZES:	
1st	\$250.00
2nd	150.00
3rd	100.00
4th	50.00
5th to 8th	\$25.00 each
9th to 18th	15.00 "
19th to 38th	10.00 "

MAIL A SLOGAN
WIN A PRIZE



HEMCO Products stand for quality—for satisfaction to customers and satisfactory profit to dealers. They are selling faster today than ever before. Tie in with our big selling campaign and be sure of your share of HEMCO Profits.



Watch for our special direct-by-mail announcement of HEMCO Week—November 19-24. Cash in on this week by putting in a special HEMCO window display.



THIS is the last month of the Big HEMCO Slogan Contest. If you have not yet taken advantage of this opportunity to increase your sales and to start more people talking more about your store, do so now. A window display of HEMCO Plugs and Health Pads, and distribution of our special contest cards will double or triple your HEMCO sales.

Contest closes November 24th. \$1,000.00 in prizes. In case of tie, equal awards will be made. Clip and mail this coupon to us today for a supply of contest cards and display materials. ♦♦♦

I want to enter your big National HEMCO Slogan Contest. Send me a supply of your contest cards and your display materials.

Name.....

Address.....

GEORGE RICHARDS & COMPANY
 557 W. MONROE STREET CHICAGO, ILLINOIS

Making Want-Ads Pull Sales

Some Secrets Touching the Use of the Classified Advertising Section in Newspapers

By John T. Bartlett

ON one day of the week, in your town or city, the best local advertising medium has an out-of-town or rural route circulation much greater than on other days. Maybe this is Sunday. Many Sunday newspapers have larger circulation in the country than in the home town.

Using the classified section of this issue, there is an interesting little experiment for the electrical dealer to try. Let him review his

Even the manufacturer recognizes the value of want-ad advertising now and then. This one is carrying an ad in order to speed up his turnover and clear out an accumulating stock.

sales for the past month, and determine a half dozen excellent sellers in articles requiring only small sums. He may have, for example, a certain popular-price iron which is selling unusually well; possible a percolator; certain batteries; etc., etc. Without any special attempt to push these within the store, they have sold unusually well.

The dealer gets up a want-ad of eight or ten lines—perhaps a little longer if more words are required—and runs it in the "For Sale—Miscellaneous" classification of the newspapers.

Now, the writer does not here guarantee that the dealer will

get results, for all trade territories are not alike and not all newspaper want-ad mediums grade high. Most mediums do grade high, however, and what typically happens in such an experiment is a gratifying number of traceable orders from the country, by mail, and more business from within the city. The cost is trifling. The electrical dealer decides to adopt classified advertising as a permanent part of his advertising system.

The local mail order possibilities of a Sunday want-ad section, pulling from the rural routes out of the city and, in the case of extensive country circulation, from numerous out-of-town points, are not suspected by nineteen out of twenty retailers. They are the first of the classified section "secrets" the writer wishes here to reveal. The electrical dealer, of course, does not wish to go in to the mail order business. What he does wish is to get his share of city and country patronage, and one proved method is the classified advertisement which much more than pays for its way

An electric company and a radio fan find places close to each other in this column in an effort to dispose of their radio goods.

as it goes, in traceable sales, and incidentally is continually making friends for the store and mak-

ing it known to a widening number of people.

Why Want-Ads Pull Orders

As a supplement for display advertising, classified ads are being adopted by a rapidly growing

This ad was classified under "Household Goods," a column which has many close readers. In some newspapers electrical appliances are listed in a separate section under that name.

number of wide awake retailers in all lines. Classified advertising is exceedingly inexpensive. Practically all newspapers quote very attractive rates on it, markedly below display rates. The fact that little display is permitted gives the small want-ad a chance it would not have otherwise. A large proportion of want-ad followers are "regulars," and they find the thing that interests them, though it occupies small space. It is practical for any retailer to try out classified advertising at very little outlay, experimenting to find just the methods which pay best in his particular case.

The methods which pay best have been pretty thoroughly established in retail experience.

One may not favor bargain prices in selling appliances that are offered by the manufacturer to the public at a list price, but the fellow who runs an exchange usually is wideawake when it comes to local advertising.

Who reads the want-ads, anyway? It is important to have this well in mind. To realize what the "market" is, many times, is im-

mediately to see possibilities in it.

As a class, want-ad readers are "bargain" buyers. They have learned that one secret of good buying is to be willing to spend some time hunting. So they hunt—regularly scanning the want-ads, feeling quite content though they find nothing which appeals to them to buy, quick to respond if they spot an opportunity. Like most bargain buyers, price counts more with them than quality; for a small saving, they usually find it easy to minimize some deficiency of quality or grade. They will go out of their way, to a strange store, to buy what appeals to them. Out on a rural

For some reason the advertiser leaves his name out of this want-ad, but it is a safe bet that he sold machines by this method, for this ad appears frequently in a certain paper.

route or in the country, they are not deterred by the necessity to order by mail.

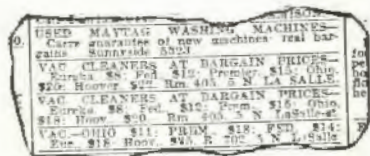
It is a fact that many of these people are more receptive to an advertisement in the want-ad section than to an advertisement anywhere else in the newspaper. The want-ad section is where they have often found genuine bargains. Here's another! That's their attitude.

Tried Want-Ad Methods

Here are a bunch of want-ad methods which retail experience has demonstrated most efficient.

1. Advertise more than one article in your want-ad. Before the

writer is the Sunday want-ad of an enterprising hardware store. In all it quotes over thirty different items. Of these, several are from the electrical department—an electric bread toaster, offered at \$4.25, electric hells at 55c; electric heaters at \$6.98; and high test batteries at 33c.



And here's a bunch of bargain prices; but even then the dealer who handles standard machines such as those named here but who maintains list prices has just as good a story to tell in a want-ad as any other dealer in washing machines.

The law of averages, of course, is the fundamental principle here. Translated, that means, "A list of articles will find more interested readers than any single one of them." Mr. Cook, reading the want-ad mentioned above, might not have the slightest interest in a bread toaster—he has a good one in use already. But batteries at that price have his faculties concentrated on the matter at once. Sam Hill is not interested in either, but the doorbell hits him where he has a need. The classified advertiser is overlooking one of his best bets when he advertises only a single article. To list one or several more will add very little to the cost, and will put, usually, a very different complexion on the arithmetic of advertising cost divided by sales.

2. Concrete facts are at a premium, fancy phrases at a discount. In prevailing slang, "money talks." In the classified section, "prices talk." With most articles very little description is needed, and

of that description the price is decidedly important, inasmuch as it will put over the sale, if a sale is put over.

Quote odd-dollar and odd-cents prices, if possible. Mail order houses can not get along without odd-cents and odd dollars, neither can most department stores. The odd-price suggests the bargain. Also, there is the psychological illusion involved—making \$3.98, for example, seem tremendously smaller than \$4. Odd-figures prices are "old stuff," but they are indispensable to numerous successful advertisers. They help the want-ad along, too.

3. Pick articles of current popular demand, already selling well at the store. Sell articles calling for relatively small expenditures.

4. Use the issue of the week carrying the largest volume of want-ads. This is practically invariably the issue which will get by far the best results.

5. Washers, cleaners, etc., calling for large aggregate expenditures can be advertised well by quoting, instead of the total price not mentioned, the terms, which will seem especially easy.

6. Several electrical dealers have made repair and rental departments very profitable by promoting them with want-ads.

Many retailers do not line the classified section up as a business aid because they feel such advertising lacks "dignity." Such a criticism does not hold today. Many leading stores in all trades are turning to want-ads. They are not a substitute for the display columns, but a supplement. Many retailers have found it easy to make them pay, by using the principles here outlined.

When He Pulls Off His Screens and Fires His Furnace—

Sell a Complete Wiring Service

Four Tested Suggestions for Getting More Orders for Better Wiring

By W. B. Stoddard

IN the autumn every provident householder is painting and renovating his home, getting things ship-shape for winter, and it is therefore an excellent opportunity for all electric dealers to open up a campaign of publicity—telling the advantages of electricity to those who have not installed it already; and urging more outlets and more complete wiring to those whose houses are wired.

One practical method of advertising the advantages of complete wiring was that adopted by a progressive electrical concern in Minnesota. The company inserted a small ad in the paper informing the public that a booklet of much interest to the householder could be obtained by calling at the store. This booklet discussed house wiring in a sane and sensible manner. It was devoid of the elaborate wiring out-

fits; was written in the language of the layman; and quoted prices which would come within the means of the average citizen. Among the points brought out were:

"The usual method employed by the average citizen when wiring his home is to summon the electrician, walk him through the rooms or building, devoid of furniture, and 'spot out' a light here and there. Then when the family moves in it is often found, too late, that the piano is in the shade, and the sofa in the glare of the light; while the one outlet in the kitchen is safely concealed behind the refrigerator. What should have been done was this: the householder to have prepared a rough chart, with the assistance of his wife, showing the approximate placing of all the heavy pieces of furniture. This should have been submitted to the con-



Signboard advertising is just beginning to find favor with electrical merchandisers. Wiring can be sold by this kind of advertising just as easily as fixtures or appliances. And it is not necessary that all signboards be as elaborate as this one, used to advantage by a Detroit fixture dealer.

tractor-dealer, who would then have been in a position to indicate the best location for each outlet." The booklet then went on to describe the most approved wiring for every room in the house.

The booklet was not written by an electrician, but by a householder, who knew what she was talking about, and wrote with an eye to cost, beauty, utility and safety combined. Her picture was used in the book, and a mere glance at the competent, matronly features was enough to inspire confidence. The booklet closed with the statement that the author would be glad to advise any prospective user of electricity regarding the lighting and wiring of any room or suite of rooms. Anybody desiring information could either call on her at the store, or address a letter to her, in care of the store. The plan worked exceptionally well.

Early in the fall they arranged a window display that brought the question of wiring to the attention of hundreds of passers by. The background was hung with sweeping curtains of dark green silk, against which was the life size cut out of an alert business man bearing a card: "Electrify Your Home NOW." He was pointing to a large card on the wall showing a modern house, with arrows running from each room to "boxes" below and above the picture. Each box told of the necessary number of outlets for that particular room, together with the appropriate lighting fixtures, and the electrical conveniences for that room. At the bottom of the card was the slogan: "Do It Electrically." The floor was partially covered with billows of dark green velvet, on which were

a number of coils of wire, plugs, and all the minor parts used in wiring a house.

Window Messages Tell the Story

Another company that used its show window very effectively was the Prest Electric Co., San Bernardino, Calif. A large square of wall-board was equipped with battery and outlet, with a half dozen wires extending from the latter to a number of push buttons—showing the manner in which the wires were introduced into each room. On the wall-board was printed "Our wiring more than passes inspection. Our fixtures have quality, as well as appearance." There was a three-panel card, showing a workman installing electric wires in a house equipped with a number of outlets, and the panels at either side read: "The completely wired house rents and sells more easily. It attracts house seekers because they appreciate the advantages of electric service. Your present home can be modernly wired," and "The completely wired home is the most convenient. It permits the use of every electric appliance. Let us help you plan the correct wiring of your home." Down in front were displayed coils of wire, and all the small electric parts necessary in the wiring of a home.

Appealing to the Woman

In appealing to a man it is only necessary to convince him that the installation of electricity will increase the value of his property, but in getting the attention of the women it is more advisable to convince them of the convenience of electricity in helping them to perform their daily tasks. An excellent example of effective publicity along this line was the newspaper ad of the Nebraska Power



Here is another signboard used by another Detroit dealer. Notice that it is well equipped with lights, for selling by night. Prospects driving along the road can not escape this sign night or day.

Co., Omaha, Neb. There was plenty of white space, so that the cuts and print stood out clearly. At the top was a modern home and surrounding it were electric conveniences for every room from laundry to boudoir. The ad was captioned:

MAKE YOUR HOME A BETTER HOME

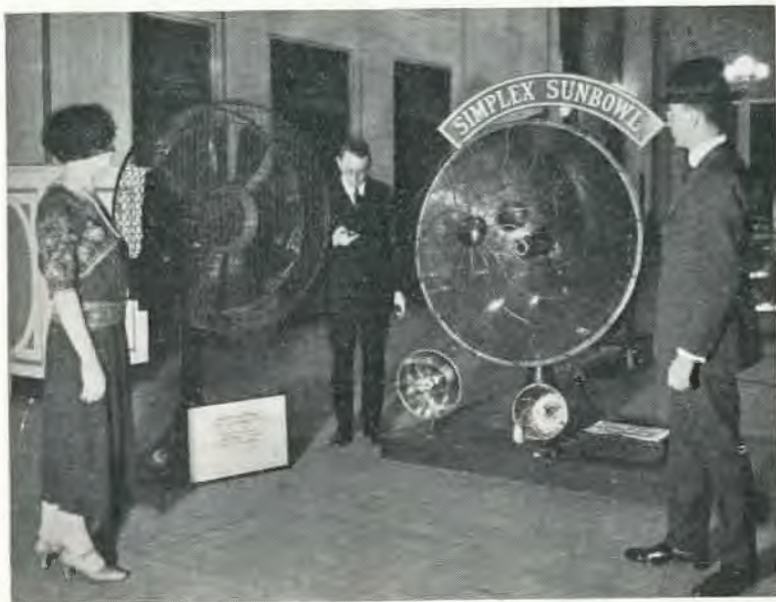
Think of the Convenience of
Electric Service.

- Electric Light—clean and bright, at the touch of a button.
 - Ironing—done electrically in a few pleasant moments.
 - Washing—a whole week's accumulation out of the way in an hour with an electric washer.
 - Cleaning—none of the dirt and work of the broom—the electric cleaner always ready.
 - Cooking—table appliances available for delicious toast, tempting coffee, appetizing luncheons.
 - Comfort—cheery electric heaters eagerly awaiting the call to service to chase away the chill.
- "Electricity is cheapest in Omaha."

Could any woman read that ad without at once taking the matter up with "hubby" regarding the wiring of their home?

But effective as are newspaper and window publicity there is a new form of advertising that in some places is proving decidedly trade catching, and that is signboard advertising. In this age of automobiles people are getting out in the open far more than they ever did before, and as a consequence all the boulevards and roads leading to a town are dotted with signs, more or less artistic. But to achieve success with this form of publicity special pains must be taken. There must be a colorful picture to arrest the eye, and the reading matter must be reduced to a minimum, as the entire message must be taken in at a glance. An excellent example of a trade pulling sign is that of the Phipps & Rankin Electric Co., Los Angeles, Calif., who against an ivory white background showed a typical California bungalow. Across the entire top of the board were the words "Electric Fixtures" while beneath it was "wiring, alterations, lamps, appliances, repairs" closing with the name, address and telephone number of the firm in large letters. Here is the whole sum and substance of electric service in a few words—and it gets results.

Radiant Heat Through a Blast of Wind



Radiant heat easily penetrated a powerful blast of air in this unique experiment. Spectators declared they could feel no difference in the degree of heat when the blast from the fan was blowing against it.

A STRIKING illustration of some of the qualities of radiant heat was given in the Electrical Show which ran at the Grand Central Palace from October 17 to 27. Although electricity is in common use for heating purposes, it is not generally known even in electrical circles that its rays can be thrown right through a blast of wind without being turned aside.

Roger Williams, New York manager of the Simplex Electric Heating Company, has convinced himself by study and experimentation extending over several years that radiant heat is closely allied to the actinic rays of the sun. The sun's rays, according to Mr. Williams, pass through the air without warming it. This appears at

the outset a somewhat startling statement. Mr. Williams explains it thus:

"The sun is an enormous body, millions of miles away from our little earth. If it had to warm the space through which its rays passed to reach us, it would have some job. The radiant heat of the sun, which I believe to be the same as the radiant heat of electricity, warms only the solid bodies upon which it falls; in other words, there must be a target before heat results. This is proved by our winter and summer seasons."

In the experiment staged at the show, a giant electric heater was set up at right angles to a 6-foot 12-blade cooling fan. The heater was turned on continuously, and

one standing as close to it as could be borne comfortably was asked to observe carefully the effects of the turning on and off of the fan. In no instance did those taking part in the test feel any diminishing of the warmth of the heater when the blast of wind from the fan crossed the rays of radiant heat.

This peculiar action of electric heat in passing instantly through air and warming only that which gets in its path explains why the household heater creates an instant hot spot when it is turned on in a cold room. One standing before the heater is warm immediately; even though the room may be icy in temperature, following a night of heat turned off and open windows, it is possible to create by the use of the heater a perfectly warm place in which to dress. The warmth from either steam or hot air heating plants cannot create immediate comfort under the same conditions. The warmth from the heater is not dissipated through the air; it warms only that which upon which it rests.

"Thimble, Thimble, Who Has The Thimble?"

By Marie Anderson.

A jewelry store in Pasadena gives a free thimble to ladies on Mothers' Day, but the Southern Electrical Company of San Diego makes free gifts of thimbles every day in the year.

These aluminum thimbles have the company name upon them, and have proved to be an excellent advertising method. The salesman carry a supply of them in their coat pockets, and present them in the following manner:

"Good morning, madam. I wish

to give you a free thimble from the Southern Electrical Company. This is just a little remembrance for our many customers."

"Oh, you are not one of our customers?" very surprised. "Well, we are sure you soon will be one," smilingly, "so we are glad to give it to you."

This affords opportunity for a pleasant beginning, and quickly followed by the remark, "You are fully equipped with all the electrical conveniences of the home?" leads immediately to presentation of the selling facts regarding such appliances as the housewife then admits that she is without.

Some of the salesmen prefer to present the thimble upon leaving, feeling that the housewife has become so bitterly skeptical of "something for nothing" that she instantly assumes a defensive attitude.

This has been left as a matter of individual choice with the salesmen, and a knowledge of human nature judged at first appearance, helps some salesmen decide whether to hand over the trifling gift at arriving or departing.

A thimble is really an excellent souvenir, because it is pretty sure to be used. As a woman sits and sews the name on the thimble becomes more and more impressed upon her "unconscious mind," and any thinking person of today recognizes the important part played in human behavior by the things stored away in that hidden part of the personality known as the unconscious mind. A woman takes her thimble to afternoon sewing circles, and a thimble with a name upon it will soon become a topic of conversation. "Where did you get it? Oh, I know that company. I bought my electric washing machine there."

Four Things That Lose Profits

Good sales are lost by the salesmen neglecting to impart information which the customer needs. For example: With a two-way plug an electric toaster could have been used with the socket in a certain breakfast nook. The clerk did not think of this and so lost the sale of both plug and toaster. With a little instruction, often by good example alone, salesmen can be trained to a point where their knowledge will be sought by many a customer. It is this type of salesman of whom it is most often remarked—"I will ask So-and So. He knows." The result is usually a sale. Such a reputation is a store asset. It will not only prevent the loss of many a sale but it is actually creative of new business.

Depreciation

Neat, inexpensive covers can be had which will effectively protect silk and parchment lamp shades from fading, dust and flies. Open shelving can be provided with curtains which can be easily hung at night and will help preserve the freshness of appliances and other goods carried there. Glass floor and wall cases are the best protection of all for a great many articles of electrical merchandise and will eventually pay for themselves. In general protection of the kind noted will substantially reduce the depreciation of goods and maintenance costs.

Cost of Lost Time

Introduce a little "time-study" in your business. See if your salesmen or office employees are losing time, or spending it unwisely. Thirty minutes lost daily by each of your employees will lose you several hundred dollars in the course of a year. A policy

of promptness in waiting on customers, using the spare time in keeping the stock in order, in checking with care new goods, making collections, looking up prospects and other work of this kind will turn spare time to account and substantially strengthen trade.

Bad Accounts

Bad accounts mean loss of investment, net profits reduced, clerk's time wasted, the cost of attorney's fees, and increased overhead expense. By investigating your customers' character and record before extending credit, and by exercising promptness in making collections, much of this loss can be avoided. Another thing—do not carry bad accounts over from one year to another on your books as live assets, but keep after them as they may be collectable in part later on. In your records carry them as a loss until paid for false prosperity is dangerous.

More Ways to Use "The Home Electrical"

1. A Minnesota dealer mails it with a courteous letter of welcome to families just locating in his town.
2. A Seattle dealer gives a copy of it to each lady who visits his store during special sales and demonstrations.
3. The house-to-house canvassers of a Missouri dealer are giving "Home Electricals" as a goodwill builder at the close of an interview.
4. An Omaha dealer has been sending it to customers who are remodeling their homes or planning to do so. He gets valuable leads from painters, paperhangers, plumbers and contractors.

The



is in Great Demand Because

—its startlingly low price (which allows you an ample profit) is within the reach of everyone at any time.

—this price makes it the lowest priced, nationally advertised, standard quality cleaner in the world.

—it needs no special expensive demonstration. Your unqualified guarantee—which you are able to give through the guarantees of both the Manufacturer and the Jobber—removes all risk to customer.

—with the attachments, it forms a complete 100 per cent cleaning equipment for the home.

—it is exceptionally efficient, convenient and durable, embracing the very latest modern electric cleaner developments and many exclusive features.

—it is widely and strongly advertised to the public, and has the highest reputation based on National use for many years.

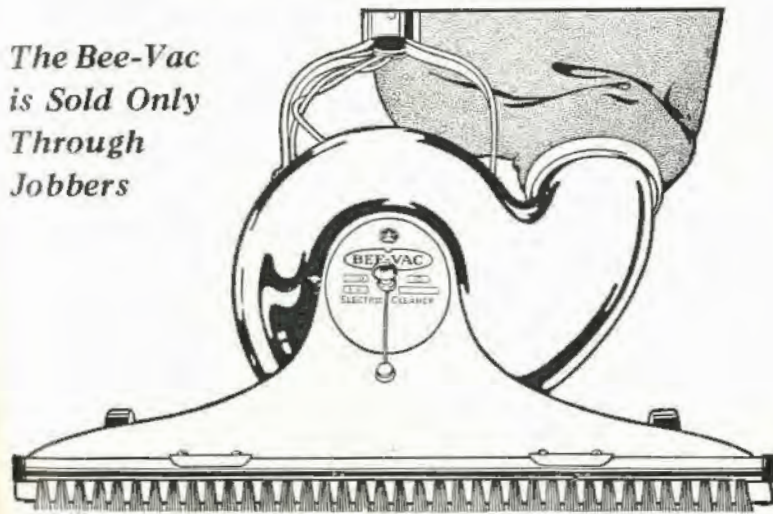
CONSUMER PRICE **\$39.75** Ask Your Customer "WHY PAY MORE?"

BIRTMAN ELECTRIC COMPANY

Dept. B-511

LAKE AND DESPLAINES ST. CHICAGO

The Bee-Vac is Sold Only Through Jobbers



Say you saw it in ELECTRICAL RETAILING

Too Much Talking Loses Many a Sale

(Continued from page 72)

One advantage and a very decided advantage in the sales talks used by the old time map, book and other companies that employ college students to sell their products during the summer vacations was that these talks were limited to the essentials.

The process of working out these talks was very practical. Through experiment rather than theory it was determined just what information and arguments would be most likely to make a sale. These were then arranged into a concise sales talk the new recruit was required to learn by heart. After he had learned it he was rehearsed until he was letter perfect. At certain points in the talk he was instructed to endeavor to close the sale.

These talks were never long. It never required more than a few minutes to give them. If they did not result in a sale there was supplementary material to use but the object was to obtain the order with the fewest possible words. Following this course enabled the men to make the maximum number of calls a day and also to close the maximum number of sales. It was almost beyond the bounds of belief the amount of money some of those men would earn during a short summer vacation very largely because they did not overdo the selling.

When to Stop Demonstrating

It is a mistake to go too far in the demonstration of any electrical appliance. It is better to secure the order just as soon as it possibly can be secured and not try to tell the prospect all there is to be told about it. If it is

sold on the installment basis there are going to be many cases when it will be necessary to resell it and if everything about it has been demonstrated before the sale was made, it naturally follows that there is nothing more to say about it and as a result it may be necessary to take it back again.

There is a failing as seen by the person to whom attempts are made to sell appliances that is common to a good many appliance salesmen. They are too slow in coming to the point. Some will spend so much time talking about what they have that the prospect gets tired before he is asked to buy.

On the other extreme there are those who say practically nothing about what they have for sale and try to get the order without making any real sales effort. There is a point in between these extremes which results in sales.

Good salesmanship requires that just enough be said to acquaint the prospect with what is being offered for sale and then the discovering of the objection the prospect has to buying, if he does not immediately close. Sometimes these objections are exceedingly simple and easily explained away.

Why He Did Not Buy

A man selling electric power for a central station called upon a prospect who had been solicited for several years. There seemed no reason why the prospect should not buy power but it had not been possible to get him to do so. Finally the salesman asked him why he did not purchase rather than generate his own current. The answer showed that he did not understand the central station rate. A lot of time had been giv-

en to showing this man the advantages of purchased power but no attempt had previously been made to ascertain the real objection he had to purchasing. When the objection was learned it required but a few minutes to give him the information that was needed to close the sale.

This was a case of over-selling and lack of effort to learn what the man did not really understand about the proposition. Selling is in reality a case of teaching. A system which has brought good results in teaching is to give the high spots of the subject to the class, enough about it so that the students can ask intelligent questions and then to start them asking questions. In this way a great deal of information is brought out that might not be if questions were not asked. The students have explained to them what they do not understand. On the other hand if they are asked to listen to a long and more or less tedious lecture they are pretty sure not to grasp it all and very often miss some of the most important parts.

Strive to Get a Quick Signature

Some men who are making a remarkable success in selling will run over the good features of what they have for sale, and cover them in as few as possible words. Then they try to close the sale. The prospect is given every opportunity to sign up then and there and save the time of both the salesman and himself.

If the sale cannot be closed at this point, he asks the prospect if there is anything about the proposition that has not been made perfectly plain or that he does not understand. In this way the salesman is given a lead. He might not be able to get in any other way and is kept on the track of talk-

ing along lines and about things which seem of the most importance to the person to whom he is selling.

Get Prospect to Ask Questions

Just the moment the prospect begins to ask questions the sales resistance he can muster begins to weaken. The more questions he asks the more interested he is going to get in the subject provided these questions are intelligently and correctly answered.

On the other hand if the salesman keeps right on talking and demonstrating and does not permit the prospect to get a word in edgeways the prospect is bound to lose interest and may become actually disgusted. Under these conditions the sale is quite likely to be lost. It is not talk that makes sales but interest.

Get a person to the point where he begins to ask questions about convenience outlets, for example, and it becomes easy to sell him these extra outlets.

The prospect who asks questions and then makes a purchase is pretty certain to be satisfied with what he has bought. It is perfectly obvious to him that he has not been unduly influenced. He has asked for and received the information that has enabled him to make a wise decision and after he has made that decision he is satisfied.

Any system of personal selling that does not give the prospect ample opportunity to ask questions and make him feel that he has formed his own judgment is a case of what may rightly be called over-selling and is wise to avoid. Let the prospect do all the selling it is possible to have him do. This is the easiest and almost always the quickest way to make sales.

Selling Small Motors

(Continued from page 65)

time tinkering with their car. A motor with attachments such as we offered can be of great use to them. The other third went to small manufacturers with a few to merchants. Manufacturing jewelers, garment manufacturers, tailors, bakeries and grocers and the like took them.

Aside from the fact that we learned we can merchandise small motors, the campaign proved that it is easier to sell fractional horsepower motors if you have something to go with them such as a drill press, lathe or hand saw. Your prospective customer is more open for a purchase if you can show him what the motor will do even though he does not buy the attachment. Moreover the margin of profit on your motor is small. Anything that can be sold at the same time means just so much more money to the business. For the dealer who handles motors alone, it is imperative that he carry a full line of belting, pulleys, and everything else pertaining to motors and motor drive.

This may seem extraneous but one of the best advertisements a dealer can utilize is his servicing department. Bring that into your sales argument, but not so strongly that your customer will think that the motor will not stand up under work. Carry a full line of parts and be ready to make repairs in the quickest possible time.

Fractional horsepower motors can be profitably merchandised. Since the campaign closed, we have been selling thirty $\frac{1}{4}$ -hp. motors a month over the counter, and I am convinced that we will continue to do so. If sales drop

off, we will put on another campaign, working in what we have learned. But we don't expect sales to drop off. We have created a demand and every motor we have sold is a first class ad for us. Don't let anyone try to tell you that $\frac{1}{4}$ -hp. motors are not a staple line of merchandise just like a percolator, a toaster or a box of lamps. They are. Our sales records have proved it.

Christmas Selling Helps

Under the slogan, "Give Something Electrical," the Society for Electrical Development, 522 Fifth Avenue, New York, has prepared an assortment of selling helps that can be used to advantage in holiday selling by almost every dealer in the country.

These helps include a window display screen, counter display cards, stringers, Santa Claus cut-outs, poster stamps, sheet posters, booklets, folders and lantern slides.

The Santa Claus cut-outs are worthy of special mention. They are lithographed in four colors: red, green, black and gray. In an assortment of these figures three point to the left, three to the right, and two downward. This arrangement provides for direct emphasis on a specified single article or a group of articles. The faces of the figures beam with cordiality and bid welcome to all. Each figure has an easel for standing.

These Santa Claus figures can be used not only for window trim purposes but also as souvenirs to be given away to children when father or mother buys an electrical present in the store. There is no advertising on the figure except the single line, "Give Something Electrical."



In far-away
JAPAN and—

—in Europe, Africa, South America and Australia, Ohio Motors are making unusual records for reliability and durability. They are ideal equipment for appliances shipped far away where trouble-free performance is a prime necessity.

Ohio Motors are ball-bearing; they will run satisfactorily for many years without other oiling than they receive when leaving the factory. The unusually simple starting switch is a guaranty against trouble.

The washing machine, ironer, or other home appliance equipped with an Ohio Motor always has dependable power. No need to worry about servicing troubles from that source.

Designed originally for mechanical appliances, Ohio Motors are particularly well adapted for home appliances.

THE OHIO ELECTRIC & CONTROLLER CO.
CLEVELAND, OHIO

OHIO MOTORS

"Modern Motors for Modern Appliances"

Say you saw it in ELECTRICAL RETAILING

About Selling Fixtures and Lighting

Though his particular specialty is appliances, P. J. Williams, a salesman for the Post-Glover Company, Cincinnati, is also keenly interested in lighting because it is such an intimate part of electric service in the home.

"The trouble with most of us when it comes to lighting," he said, "is that we fail to distinguish between lighting and fixtures. It's perfectly all right to sell a set of fixtures that looks well and harmonizes with furnishings and all that, but we ought to remember that the first thing fixtures should do is give light and give it right, and certainly some of the freaks designed by interior decorators instead of illuminating engineers won't do that."

In his own home he has installed indirect equipment in every room except dining room and kitchen. He is not sold on the present side-wall bracket fashion, and is particularly vehement about the use of bare gas-filled lamps.

"The children who are being forced to read and study under these lamps are going to carry the effects of glare through the rest of their lives," he declared, "and every dealer ought to make it a part of his job of selling good lighting to stop this sort of thing."

He insists on attractive displays of merchandise not only in show windows but on sales floors as well. "Too many dealers think they have done the whole thing when they dress their windows," he said, "but that's only the first step. If you're preparing to entertain guests you don't just clean

up your front yard and a show window is no more than a front yard. So see that the arrangement of goods on the floor matches the window display."

When he was asked what he considered the dealer's greatest selling handicap, he replied promptly, "A lack of confidence. I know dealer after dealer, good men, sold thoroughly, and heart and soul in their work, yet as soon as they face a prospect buck fever gets them and they're lost. I suppose it's due to the fact that they know the prospect too well in some cases. But the only real cure I know of is for a man to become so enthusiastic about what he's selling that he forgets all about who's listening and just talks."

He does not favor the short high-pressure campaign. "There is too much of a slump afterward," he said. "Nobody can stand such a pace for long. The best kind of a campaign for results is a twelve months' campaign every year."

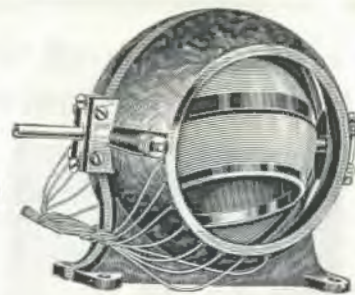
Pacific Coast Office Opened by S. E. D.

To render a more personal and intimate service to the electrical industry of the Pacific Coast, the directors of the Society for Electrical Development have authorized the establishment of an office at 527 Rialto Building, San Francisco, Cal. Mr. Samuel H. Taylor, formerly president of the Electric Railway and Manufacturers Supply Company of San Francisco, has been appointed Pacific Coast manager. Mr. Taylor will continue to serve as secretary of the Pacific Coast Electrical Association.

Pioneer Variocoupler

\$7⁰⁰

Pioneer



A SALE is not completed until such time as the customer is thoroughly satisfied.

Profits are not made on goods which a customer returns—or upon which he requires an unusual amount of service.

These two factors we feel enter into the success of Pioneer sales. Not only do Pioneer Products satisfy the customer but the service requirements are nil.

The customer who buys a Pioneer Variometer or Variocoupler not only is satisfied—but the mechanical and electrical excellence of the products are such that the customer does not return them for even minor repairs—which take up the dealer's time and eat into his profits.

Last season we could not begin to fill all the orders we received—this year we have doubled our capacity. We will fill orders in rotation as received and would suggest you get your order in as early as possible so as to enable us to make prompt shipments.

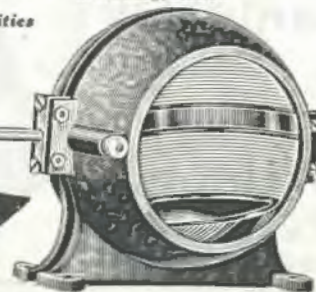
PIONEER  **RADIO CORPORATION**

102 Pioneer Ave.

Galesburg, Illinois

Sales Agents in All Large Cities

"Pioneer"
Variometer
\$6⁵⁰



Say you saw it in ELECTRICAL RETAILING

This quality premium will enable you to turn your merchandise into cash



In Use

Arms Closed

Put on a strong drive on washing machines, ironing machines, vacuum cleaners and other specialties, with the PEASE CLOTESTREE as the clinching premium. It will take with your prospects just as it did with 1100 women for the West Penn Power Company and Philadelphia Electric Company.

WRITE TO US NOW!

The PEASE CLOTESTREE, 5 ft., 10 in. tall, is perfectly made to last a lifetime. It has 36 arms, one or all of which can be used at once. Revolves; rolls anywhere. Goes into any space, 35 inches wide, has 40 ft. hanging area. Arms fold up when not in use. Fits well with your other goods, makes the doubting buyer act. **GET CIRCULAR AND PRICES NOW.**

H. G. WOOD MFG. CO.
Dept. X-5 DEXTER, ME.

This new lamp gives the dealer *extra profits*

Display a few Moon Clamp Lamps in odd positions and people who had no idea of buying a lamp will stop, look and BUY—it's so different, clever, useful and such a bargain. Attracts attention like a novelty. Sells on its wide usefulness.

Get this lamp on display while it is still new. Dealer price is

only \$1.30

Each lamp in individual carton; 12 to shipping package. Write for sample package.

Wilson Utensil Co.
Dayton - Ohio.

MOON Clamp Lamp

it stands
it leans
it hangs
it clamps

Instantly adjustable every way

Wherever you want light

The Lamp with the WONDERFUL CLAMP

\$2

Write today for a sample package

Note New Prices
in Effect
October 10th

RICO

Write for discounts
if your Jobber
can't supply you

Tunable Phones, Loud Speakers and Straight Line Condensers. Also Popular Priced Rico Head Set—List \$3.50

These widely advertised RICO specialties will bring you big radio profits! Striking display cards sent upon request.



"Rico" Straight Line Condenser

Replace the old cumbersome 43-plate or 23-plate condenser. Uses two-thirds less space, wonderful for the home-built set. Order now! List \$1.75



"Rico" Headphone

No. 6—2000 Ohm Standard.....\$3.50
No. 7—3000 Ohm Standard.....4.00



No. 250

"Rico" Tuned Melotone Speakers

So wonderfully does its adjustment work that any sound volume or quality can instantaneously be obtained. Compare it with any high priced speaker. No. 250.....\$6.00 Complete



No. 25.....Now \$3.50

"Rico" Tuned Receivers

The only practical tunable receiver on the market!

By means of new exclusive features, you can achieve super-sensitivity not possible with other phones.



"Rico" Double Phonodapter

A pair of receivers plus this adapter makes your phonograph a loud-speaker! Will fit any make of phone. No. 132 Double.....\$.75
No. 131 Single......50

RADIO INDUSTRIES CORPORATION

131 Duane St., New York City.
Cable Address: Eleotrade, N. Y.



TO TUNE TIGHTEN BY GLASS CAP SLIGHTLY

List
No. 20—2000 Ohms Adjustable.....\$4.50
No. 30—3000 Ohms Adjustable.....5.50

Say you saw it in ELECTRICAL RETAILING

Coto
"Built First to Last"

Show them and they're SOLD!

These 4 Coto Compact Leaders Sell Big



The four most interesting and salable items of radio apparatus on the market this year. Live dealers are displaying them prominently in windows to "get 'em in" and on counters to start big sales.

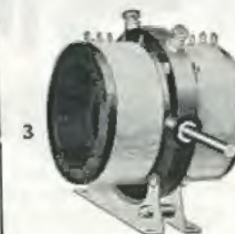
(1) **New Coto Compact Air Condenser with Vernier**

Only 2 3/8 inches square, but splendidly efficient. With positive delicate vernier. All plates soldered in place. .0005 Mfd. \$5. .001 Mfd. \$6.



(2) **New Coto Compact Variometer**

In polished brown bakelite. Size 3 1/4 x 1 3/4 x 3 3/4 in. Range 200 to 600 meters. Honeycomb wound stator. Pigtail connection to rotor. Base or panel mounting. Type 8000. \$5.00.



(3) **New Coto Compact Variocoupler**

A companion piece of the Variometer. Size only 3 1/4 x 3 x 3 3/4. Range 200 to 600 meters. Pigtail connection to rotor. Panel or base mounting. Sells on sight. Type 9000. \$5.50.



(4) **Coto Special Audio Transformer**

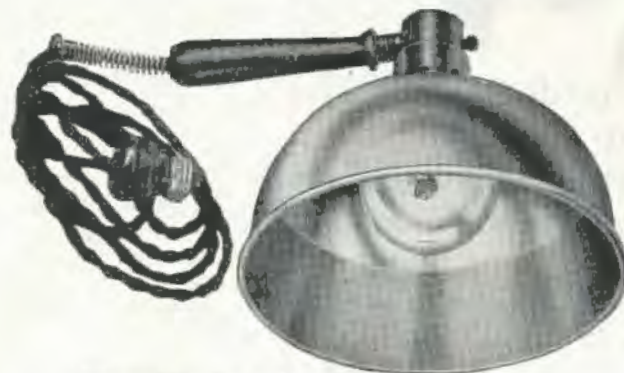
Turn ratio 3 to 1. Made to sell at a popular price but workmanship and material the best. Fully guaranteed. Type 4500. \$2.50.

Write today for Folder and Price List. Also enclose Jobber's Name.

COTO-COIL CO.

87 Willard Ave. PROVIDENCE, R. I.
Pacific Coast Branch
329 Union League Bldg.,
Los Angeles, Cal.
Northwestern Branch
Geo. F. Darling, 705 Plymouth Bldg.,
Minneapolis, Minn.
Southeastern Branch
C. P. Atkinson, Atlanta Trust Co. Bldg.,
Atlanta, Ga.

Something new!



Marvelite No. 999 List Price \$10.

The great, nation-wide recognition of the value of therapeutic treatments as a health builder, inspired us to bring out this new MARVELITE Therapeutic Lamp!

Already, it has taken its place alongside the Violet Ray and Vibrator as an exceedingly profitable addition to retailers' electrical lines.

Though selling for \$10.00, it has been carefully designed, mechanically as well as electrically. It is made of one piece of aluminum and embodies several unique features.

"Marvelite, Jr.," of smaller size for beauty parlor work sells for \$7.00.

Write us today for illustrated folder describing it in detail!



Big Sale for this too!

The "Super-Marvel" Violet Ray is actually the biggest value you can offer, and the biggest money maker of all Violet Ray outfits! Complete with 3 electrodes, in silk lined case, for \$12.50 list. (On the basis of other sets on the market, \$12.50 might well be the wholesale price).

Eastern Laboratories, Inc.
223-229 E. 38th St. New York City



One dealer found it so profitable that he assigned 6 salesmen on it!

The FASHION FLOOD-LITE will flood the window with colored or white light and at the same time concentrate a powerful spot of light on any article you may desire to bring into prominence.

The opportunities for striking lighting effects are unlimited.

Every store in your territory is a live prospect.

There are sizes and types for every need:

FASHION FLOODLITE complete, including wire and plug, \$13.25.

Color unit with five sheets of colored gelatine—\$3.25 extra. The FASHION FLOOD-LITE JR. complete with wire and plug—\$10.50.

Color unit with five sheets of colored gelatine—\$3.00 extra. Our latest model—the FASHION FLOODLITE JR.—is ideal for use in small windows.

Both outfits use a standard 200 watt lamp.

Write for particulars and discounts on our entire line.

Brieloff Mfg. Co.
Dept. 18
119 Lafayette St., N. Y. C.

Whatever other lamps you carry—YOU CAN PROFITABLY SELL

Champion "BRITER-LITE"

ALMOST UNBREAKABLE LAMPS

To break the filament you must break the glass.

Will stand jars and more knocking around than any other lamp on the market.

Especially adapted for garages, shops, kitchens, etc.

25 or 50 watts—37c each.

In packages of 5 lamps. Special prices for quantities.

Send for full details and quantity prices.

GREATER SERVICE ELECTRIC CO.
53 Halsey Street, Newark, N. J.

You'll sell this New Cord Set



Put up in attractive individual cartons.

It's priced RIGHT!

Just what you need for a big selling Xmas specialty.

Quality throughout—all American made. Snappy looking black and yellow asbestos cord and 2-piece attachment plug.

Very attractive discounts to jobbers and dealers. Write for details today!

Reben Elec. Mfg. & Supply Co.
32 Union Square New York City

Say you saw it in ELECTRICAL RETAILING



300

for this

\$3.40 West of the Rockies
Toast-o-Grill

Examine this Toast-o-Grill without the price tag on it and you'll say it ought to sell for \$5.00 to \$7.50. It stands comparison with the best hot plates made at these prices yet the list is only \$3.00.

Toast-o-Grill is introduced to you at the start of the year's biggest selling season. To neglect this opportunity for important holiday profits is to overlook the biggest thing offered the electrical trade in years.

Get full information on Toast-o-Grill now. Or let us send you one for full test and comparison with other makes. But act quickly while we are still in a position to guarantee prompt delivery. Mail the coupon now.

ATLAS APPLIANCE COMPANY

649 W. Jefferson Street

DETROIT,
MICH.

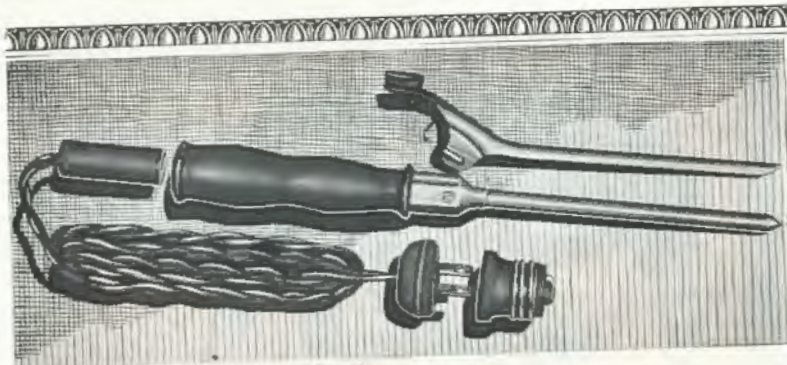
ATLAS APPLIANCE CO.
649 W. Jefferson St., Detroit, Mich.

- Send me Toast-o-Grill for test and comparison. If I agree it's the world's greatest value, I'll remit \$2.00 promptly. Otherwise I'll return it in 3 days and owe you nothing.
- Send me further information on Toast-o-Grill.

Name _____

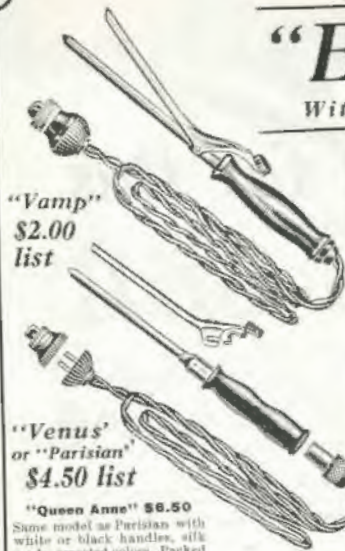
Address _____

**CLIP
AND
MAIL THIS
COUPON—NOW**



"Bobby" \$3.50

With Detachable Plug in Handle



"Vamp"
\$2.00
list

"Venus"
or "Parisian"
\$4.50 list

"Queen Anne" \$6.50
Same model as "Parisian" with
white or black handles, silk
cords, assorted colors. Packed
in pretty box.

"Marie Antoinette" \$8.00
Same model as "Queen Anne." Packed
in suede leather traveling bag.

Holiday Profit Insurance!

That's what the Slaughter Line of Quality Irons brings you. Here's the reason. The three irons shown here give you a price range to suit every buyer. No need to tie up good money in a dozen different slow moving brands.

Furthermore—we will gladly exchange at any time, unsalable numbers for those which you have found move most rapidly in your location.

And for the price asked, each one is an unbeatable value. That insures quick sales and quick profits.

Write today for complete data on the Slaughter Quality Line. Do it now while stocks are complete and we can guarantee prompt delivery. To delay action may mean some good profits gone astray. Write now.

SLAUGHTER COMPANY

Manufacturers of Electric Curling Irons Since 1911
1712 S. Michigan Ave., Chicago

SLAUGHTER

Quality Irons

Say you saw it in ELECTRICAL RETAILING



PATENTED

CORRECT DISPLAY BUILDS THE BIG STORES!

Do you want your store to be a leader?
Do you want to see your business grow steadily?
Do you want more profits?
Do you want easier profits?

THE retail merchant of today has learned that he can have correct display as well as the big powerful department store or chain of stores. With a small investment any retail dealer can put into his store the same selling power that makes the big stores big—and dominating.

You can have correct display in your store by using the Dayton Display Fixture. Thousands of times it has proved that it will revolutionize retail selling. It will do for you what it has done, and is doing for others.

If you want to give the public what it today expects and demands—goods fully displayed and accessible—and make money by doing it, place a "Dayton" in your store.

Grocers, Druggists, Hardware Dealers, Owners of Specialty Shops—all kinds of retailers—there is a proper display for your store that will make you money.

It costs you nothing to find out about correct display, and how easily it is secured with the Dayton Display Fixture.

Let us hear from you.

The Dayton Display Fixture Co.

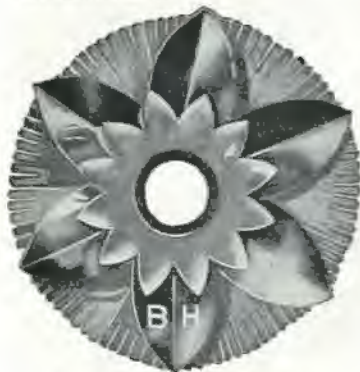
DAYTON OHIO
1820 WEST THIRD STREET

Say you saw it in ELECTRICAL RETAILING

Haupt's—The Original Reflector—

will add profits to your sales
of Xmas Tree Lighting Sets!

1. Absolutely fire proof. 2. Will not short circuit. 3. Harmoniously combines numerous brilliant colors. 4. A wonderful addition to any Xmas set. 5. Sells on sight. Many attractive designs.



An easy seller with big profits
—get busy now!

**A Big
Proposition
for Jobbers
and Dealers!**



Lit-up with
Haupt Reflectors

Be ready for the unprecedented demand that is bound to come this Xmas—**ACT AT ONCE!**

Send for a sample double gross or write for full details and sample today. Please name your jobber.

B. HAUPT, Inc.

Established 1888

1038 Broadway, Brooklyn, N. Y.

JEWEL

Electric Fountains

—easy to sell because advertised in big national magazines.

Jewel Electric Fountains are portable and do not require any water connection. So substantially constructed that they give perfect service for years.



We manufacture a varied line of electric fountains. Send today for full details and special agency proposition.

**Jewel Electric
& Manufacturing Co.**
4505 Ravenswood Avenue,
CHICAGO

"STANDARDIZED"

Patent Applied for

COIL RESISTANCE



Made in two diameters to meet every need. For various wattages simply cut length as indicated on the spool and stretch to required length. Ask your jobber or write us.

Industrial Heater Co.

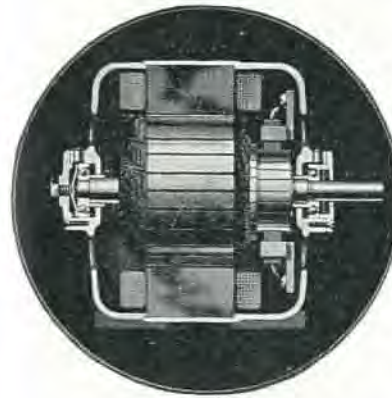
6 Rende Street
NEW YORK

128 N. Wells St.
CHICAGO

Also originators of the
"STANDARDIZED" Flatiron Unit

Say you saw it in ELECTRICAL RETAILING

A Good Motor on Household Appliances Increases Dealer Profit by Reducing Service Expenses



A household appliance with an inferior motor is as unreliable as a watch with a defective mainspring. And the dealer who sold it bears the brunt of criticism and the expense of servicing. Look—then—to the quality of the motor in the appliances you sell. Be sure it is dependable, ample in power, economical of current. Be sure it is as "neglect-proof" as a motor can be made—for it must bear both neglect and abuse. And remember that experience proves that most of your servicing expense is due to "motor troubles" that are really "motor bearing troubles"—that are anticipated and guarded against in motors built as motors can be, and should be, built.

FRACTIONAL H. P. MOTORS EQUIPPED WITH

"NORMA" PRECISION BALL BEARINGS

Require the Least Servicing

Because they are free from the bearing troubles which cause two-thirds of servicing expense.

Use Less Current

Because they have a higher electrical and mechanical efficiency—the least bearing friction.

Are Largely "Neglect-Proof"

Because they have "magazine lubrication"—the bearings are packed with lubricant ample for

long periods without renewal.

Are Cleaner

Because the lubricant-packed bearings do not throw oil.

Are More Easily Maintained

Because they can be quickly opened up, inspected and cleaned.

Last Longer and Do More Work

Because the unfailing lubrication prevents excessive friction and wear.

A booklet will be sent on request. And our engineers will welcome an opportunity to be of assistance.

THE NORMA COMPANY OF AMERICA

Anable Avenue

Long Island City

New York

BALL, ROLLER AND THRUST BEARINGS

Say you saw it in ELECTRICAL RETAILING



Free Demonstration offer —

Hot water instantly!—and economically!
That's the popular **HOT-FLO!**

We'll send you one on free trial at the special introductory price of \$13.50.

Size it up! Try it for 10 days! Return it at our expense if you don't think it's a live wire, red hot sales proposition.

Now—in time for Christmas sales—write us at once!



Hot Flo
ELECTRIC FAUCET
JUST TURN THE HANDLE

Coupon

Hot-Flo Electric Co.,
535 Seventh Ave.,
New York City.

Send me a regular \$25.00 Hot Flo at the special introductory price of \$13.50. I will deposit this amount with postman on delivery. It is understood that I can return the heater within 10 days and you will refund every penny.

Name _____

Address _____

City _____

State _____

Notice:—Only one Hot-Flo can be sold to each dealer at the special price; order must be accompanied by coupon.

AMAZING NEW GRILL



THAT
ALSO
BAKES

White Cross Luncheonette No. 55

This wonderful invention is proving one of the quickest sellers and biggest profit makers ever sold through dealers. The housewife can cook nine meals out of ten, placing her stove beside her, sewing or reading at the same time.

BIG PROFITS
\$6.50 RETAIL PRICE

Fries, prepares steaks and soups, broils, toasts and makes tea or coffee, as well as any coal or gas range. —Bakes delicious, crispy, brown rolls and biscuits at the table.

Beautifully nickel plated, highly polished, with chromized handles, cools above and below heating rolls at the same time. Has four heats. Size 8 x 5 1/4 x 4 1/2. Two full size grill pans each 7 3/4 x 3 1/2 x 1 1/2 deep. Cord and separate plug. Operates on any lighting current. We furnish you a beautiful 16 page cook book for each customer who buys a stove. Send immediately for 1, 3, 6 or 12 on approval. Don't send a cent until you see this wonderful grill for yourself. Drop a post card today to

National Stamping & Electric Works
3213-3234 W. Lake St. Chicago, Ill.



KILLARK BELL-RINGING TRANSFORMERS

Approved by the Underwriters. Guaranteed by the Manufacturers.

Write for Booklet

Killark Electric Mfg. Co.
3940-48 Easton Ave., St. Louis, Mo.



The Big Stores use Flood-O-Lite, Jr.

Many small stores use it and hundreds of others need it. The price is so reasonable that it is within reach of all.

Here is your chance to sell better lighting equipment to the big stores in your town and the smaller stores as well. Flood-O-Lite, Jr., is the ideal equipment for display lighting.

Price \$15.00
Color-Lite \$3.50

Flood-O-Lite, Jr., is a portable interior flood light with scientifically-shaped silvered-glass reflector, guaranteed for five years against checking and peeling. Write for complete description.

Put a Flood-O-Lite, Jr., under your arm and demonstrate it to the merchants; install a Flood-O-Lite, Jr., in your display window and show other merchants how to use it. Let Flood-O-Lite, Jr., sell itself and your other merchandise.

Mail the handy coupon

REFLECTOR & ILLUMINATING CO.,
573 W. Washington St., Chicago, Illinois.

Please send us sales data on Flood-O-Lite, Jr., and your liberal discounts to dealers.

Name _____

Address _____

Brandes

In 3,682,494
homes—

The December 15th issue of the Saturday Evening Post will carry a double page spread to broadcast the story of the new Brandes *Table Talker*.

Six other national magazines will tell the same surprising story.

More than three and one-half million families will be told about the new *Table-Talker*—just in time for Christmas shopping.

C. BRANDES, Inc.
237 Lafayette Street
New York

Copyrighted, C. Brandes, Inc.

Table-Talker
TRADE MARK REG. U.S. PAT. OFF.



For the newest goods on the market read these pages. Pencil each item on which you desire further information. Cut out the items and mail with your letterhead to the manufacturer. He will send you the information you want. Write now for prompt service.



Loud Speaker—"Soundrite" loud-speaker is constructed with a stem which provides not only for a full volume of sound, but which also cares for the proper distribution of sound.—Lightrite Co., Bloomfield, N. J.



Ironer—Small enough to fit into the average kitchen and large enough to do all the work that a larger ironer can do. Has open end 28" roll; is reversible; made in one size only; frame is finished in dull gray enamel with black enamel cover and receiving board.—Western Electric Company, 195 Broadway, New York.



Floodlight—"Flood-O-Lite, Jr.," Form C, produces a concentrated spot of light, and "Flood-O-Lite, Jr., Form I, a less intense illumination.—Reflector & Illuminating Co., 565 West Washington St., Chicago.



Violet Ray Machine—This new model is intended strictly for home use. It is sold in an inlaid carrying case, silk-lined, and is equipped complete with a No. 10 generator and three electrodes.—Master Electric Company, 113 S. Jefferson St., Chicago.

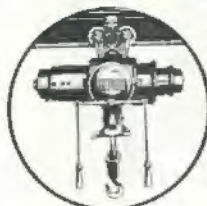
Please mention Electrical Retailing when you write.



Waffle Iron.—Equipped with a single 7-inch cake waffle baker. Additional units can be purchased as needed and lanked end to end with the first one. Three heats are provided. Top and bottom irons are heated separately. — Edison Electric Appliance Company, 5600 West Taylor St., Chicago.



Safety Razor.—This interesting new device is not only an electric safety razor, but it is also an electric vibrator, "two-in-one." Both rubber cup and hard knob are provided for vibrator use. Operates on any current or voltage. A six-foot cord is provided. Device is sold in a jeweler's case.—The Kenney Electric Company, 233 Broadway, New York.

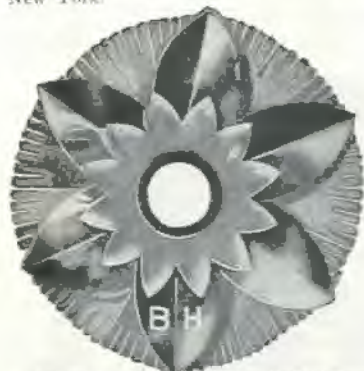


Electric Hoist.—One man can operate this $\frac{1}{2}$ to 1 ton capacity electric hoist. Runs on an overhead monorail track. Designed for use in factories, wholesale houses and retail stores. Known as the "Liftabout."

—Shepard Electric Crane & Hoist Company, 446 Schuyler Ave., Montour Falls, New York.



Adapter Cap.—Equipped with two parallel blades, heavy composition body and guiding metal screw shell, standard base.—Magnus Electric Co., Inc., Greenwich and Debosses Sts., New York.



Christmas Tree Lighting Reflector.—Rings of the new reflectors are smaller and only one-half as thick as the models offered by this company last year, thus making it easier to screw the lamp into the socket. Will not short-circuit. —B. Haupt & Company, 1040 Broadway, Brooklyn, N. Y.



Range.—Features of this new range are: one giant and two medium hot plates, high speed oven, white enamel splashers, oven and broiler door panels, broiler pan, metal rustproof oven linings, mercury thermometer, reciprocating switches, small appliance attachment plug and clean-out pan.—Rathbone, Sard & Company, Aurora, Ill.

Please write to the manufacturer for additional information.



Desk Set and Electric Lamp.—Two wise little owls form the decorative touch for the artistic combination desk set and electric lamp known as model 800/5. The lamp is finished in bronze. It stands 12 $\frac{1}{2}$ in. high and has a base that is 9 in. long and 4 $\frac{3}{4}$ in. wide.—Weidlich Bros. Mfg. Co., Bridgeport, Conn.



Washing Machine.—This new vacuum type washer is equipped with a belt-driven worm gear, which is constructed to eliminate all possibility of motor burning out in case of overloading. The wringer is one-piece of cast aluminum, is driven with roller chains, and may be swung into four positions.—Victor Mfg. Co., Leavenworth, Kan.

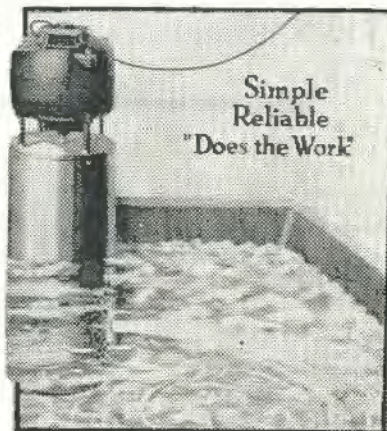


Receiving Set.—Consists of three separate units in genuine solid mahogany cabinets, finished in natural color, and hand rubber finish. Panels are black formica with high grade dials 3 in. in diameter, equipped with knobs and binding posts. The tuning unit, detector unit and two stage amplification unit are equipped with all the necessary devices to permit easy and satisfactory operation. The three units permit the use of a loud speaker for entertainment purposes.—Main Radio Co., Cleveland, Ohio.



Radio Horn.—This horn is 38 in. long with a 19 in. bell, but is so curved that it stands only 21 in. high. Four models are made. All are finished in ebony black. —Winkler-Reichmann Co., 4801 So. Morgan St., Chicago.

Electric Washer.—This washing machine fits into any ordinary wash tub. It is of the agitator type and can be placed in a stationary tub, wash boiler, bath tub, or any other large size container. The action is claimed to keep water and clothes in circulation and to cleanse all clothes thoroughly.—Turbax Corp., 54 W. 23rd St., New York City.



Please write to the manufacturer for additional information.

Ask the man who sells the

SAVAGE Washer and Dryer!

The manufacturer of a washing machine may be pardoned a natural prejudice and pride in his product. But the seller is bound by no such ties. He has had experience with many makes and types. In the final analysis his judgment and preference is more to be relied upon than that of any maker, conscientious as he may be.

The fact that the Savage Arms Corporation builds every part and piece of the Savage establishes its quality. But the fact that these foremost washing-machine distributors have chosen Savage after careful test and analysis establishes something more important to you; the profit-making possibilities in the Savage and the organization behind it.

Reversing the usual custom of asking you to write the manufacturer, we urge you to write, or visit the nearest of these Savage distributors. Solicit their opinion, their judgment,—then act accordingly.

Distributors who sell SAVAGE Washer and Dryer

Beaudette & Graham Co.,
915 Boylston St.,
Boston, Mass.

Buckeye Appliance Co.,
42 The Arcade,
Cleveland, O.

Deft Devices Co.,
1640 Market St.,
Philadelphia, Pa.

Hayes Home Appliance
Co.,
1427 Broadway,
Detroit, Mich.

Heating & Appliance Co.,
Inc.,
224 Genesee St.,
Utica, N. Y.

Home Electric Specialty
Co.,
610 So. Olive St.,
Los Angeles, Calif.

Jamestown Heating &
Appliance Co., Inc.,
Hotel Humphrey Bldg.,
Jamestown, N. Y.

Judd Co.,
209 No. Michigan Blvd.,
Chicago, Ill.

Savage Washer & Dryer
Co.,
3005 Jenkins Arcade,
Pittsburgh, Pa.

A. Schlueter & Co., Inc.,
1314 Washington St.,
Oakland, Calif.

Schlueter's,
2748 Mission St.,
San Francisco, Calif.

Schlueter's,
745 So. Figueroa St.,
Los Angeles, Calif.

L. C. Warner Co.,
305 Occidental Ave.,
Seattle, Wash.

SAVAGE ARMS CORPORATION

DEPT. D-8

SAVAGE IS MADE WITH ALL THE CARE
AND PRECISION USED IN THE MAKING
OF THE WORLD'S FINEST FIREARMS

UTICA, N. Y.



Here Are the Savage Features That Are Making Sales and Profits for Savage Distributors Everywhere.

Savage does more of the work, and a greater class of work, than any other washer. It does the rinsing, bluing and drying, whereas with other machines this is done by hand; it does it in one tub if desired. It washes and dries everything, from one handkerchief to heaviest blankets, cotton stuffed comforters, feather pillows, rag-rugs, etc., without injury.

Savage has no wringer. Therefore there are no broken buttons or fasteners; no wringer creases to be ironed out; no painstaking feeding of wet clothes—no rolls for light pieces to wind around. All operations of washing, rinsing, bluing and drying are done in the Savage without the user putting her hands in to the water!

Savage is simpler, as well as safer. There are no levers to shift or slide, no springs, no rods, etc. One switch controls all operations of washing and drying. There is no oiling!

Savage is light but sturdy. The lightest washer made, and the strongest. Weight is all low down. One man can demonstrate and handle it easily. It is easy to move around. The tight fitting top (which can be used as a table) keeps the water hot.

Compare Savage simplicity as shown in these pictures, with all other types. This Savage simplicity is your answer to the question of servicing!

NOTE—

On damp, rainy wash days Savage does the whole job of washing and drying indoors.

The only washer in the world built without a spring. Only five major units: The Tub, either polished and lacquered copper (heavy gauge) or galvanized iron; the Spinner or washing basket, of heavy, solid aluminum; the Pedestal, or Driving Unit, in which are all gears, the automatic oiling device, and all driving parts; the Base, or Frame, of pressed steel, 3-point arch construction—strong enough to hold a safe, and the Motor, designed especially for Savage, made by foremost motor manufacturers.



Showing spinner in washing position
(One way washing action)

A higher lift and fall of the washing than any other type. In this position Savage washes 10 lbs. of dry washing or seven full sheets. 28 complete r.p.m. of the container basket.



Showing spinner in drying position
(No wringer needed)

A touch of the hand shifts the spinner from washing to drying position, above the wash water; 520 r.p.m. spin the entire washing dry for the line in one minute—for ironing in 10 minutes.



Binding Post—In appearance this new binding post looks like a miniature drill-chuck with a high polished nickel finish. It is universal in design and will accept all regular sizes of phone cord tips and direct wire connections from No. 10 to No. 14, also fork type or spade tip terminals. Connections are made by plugging straight in, similar to a telephone jack, and made permanent by a slight twist of the knurled cap.—Globe Phone Mfg. Co., Reading, Mass.



Strip Heater—These heaters are said to be practically indestructible as they are substantially constructed, being completely enclosed and moisture proof, with terminals on one side permitting clamping to smooth surfaces. It is made with wattages ranging from 250 to 1500 for both 110 and 220 volts.—Edwin L. Wiegand Co., Pittsburgh, Pa.



Ironer—The distinct feature of this new ironer is a push-button control which is designed to eliminate the former foot-pedal arrangement for transmitting pressure to the roll. In general design the machine is similar to the company's former model A "armchair" ironer.—Utensils Co., 305 E. Columbus St., Fort Wayne, Ind.



Electric Cream Whipper—Although primarily designed as a cream whipper, this device can also be used for mixing mayonnaise, beating eggs and other light operations. The 6-pt. container will hold one quart of whipping cream and therefore the device can be used in hotels, restaurants and soda fountains. The motor is constructed to operate on both out and in and direct current. It is mounted, with container, on a black enameled base. A belt, ten feet of cord, switch and attachment plug are furnished with the whipper. This device is known as the "Dumore" Whipper.—Wisconsin Electric Co., Racine, Wis.



Safety Switch—Burned out motors and blown fuses are said to be impossible on electric washers equipped with this new safety switch which eliminates entirely the slip-clutch. Inside of the fool-proof housing are two distinct switches that interlock. They are mounted on opposite sides of a panel. On one side of the panel is an ordinary snap-switch for starting and stopping. On the other side is a thermostatic circuit breaker that protects against overloads. Both are controlled by one operation by snapping the current off or on.—Domestic Electric Co., Cleveland, O.

Please write to the manufacturer for additional information.

Sell Electrically Wired Furniture



Lady Maid
For all cooking appliances



Service Maid
serves as floor the LADY MAID but is lower in price

Here's Our New Line

WE can give you a complete line of electrically equipped furniture. Greatest interest creating units made today. Dealers who handle our wired furniture find an actual increase in their heating and cooking appliance sales.

These are fast sellers. All up-to-date electric shops stock and sell them, or will soon. Place your order now for holiday trade.

We want dealers to write us at once for full information, prices and our attractive offer to the trade. It's worth your while.

Write today

Nichols Electric Furniture Company

Bennington, Vermont



Vanity Maid
With this unit a vibrator, a hair dryer, a curling iron, an immersion heater, etc. are used.



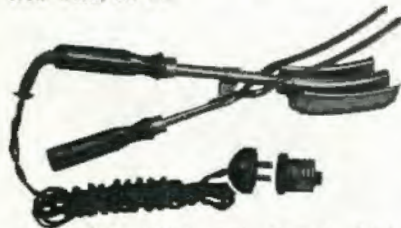
Say you saw it in ELECTRICAL RETAILING



Potentiometer—When this potentiometer is connected properly to the "A" battery in any of the circuits using a potentiometer a very fine vernier action is obtained on the negative low side, thereby giving full control of the amplification.—Scholes Radio & Mfg. Corp., 32-36 W. 18th St., New York, N. Y.



Portable Radio Set—As this set has a range of about 500 miles which, under exceptionally good conditions, may be extended to 1,000 miles, and as it folds up compactly and is easily carried in suit-case fashion, it should be a favorite with campers who wish to keep in touch with all the entertainment provided in the usual city radio programs.—American Radio & Research Corp., Medford Hillside, Mass.



Waver—A "Nichrome" element, high nickel finish, separable plug, and ebonized handles, are among the features of this new electric hair waver. The manufacturer claims that any woman using this waver can achieve any of the results that are ordinarily obtained in the high-class beauty shops.—Gold Seal Electric Co., 1270 Ontario St., Cleveland, Ohio.



Variohm—This new radio device is a variable high resistance ranging from 1/10 to 500 ohms. Any resistance between these limits is available by simply turning the knob. No sliding contacts play over the resistance element itself. Encased with the variohm is a standard mica condenser of correct and permanent capacity. The device is said to be moisture proof.—Electrad Corp. of America, 37 Howard St., New York City.

Electric Horn—A scientifically-determined combination of vibrations is said to give this electric horn a far-reaching tone which can readily be distinguished from other horns. Instant action and low current consumption are said to be two of the important features of this horn.—Robert Bosch Magneto Co., Inc., 123 W. 64th St., New York City.



Please write to the manufacturer for additional information.

RUST Woodrow Washer *PROOF*

"What has become of the service calls— since we took on the Woodrow?"

That was the query of one of Appel Higley Electric Company's "trouble shooters" who has graduated into a "floor man" since they began selling Woodrow Washers.

The fact that every member of this aggressive organization is 100% for Woodrows has made it possible for them to sell over three hundred of them this year.



You are sure of your profit on every Woodrow you sell. Write the Woodrow Mfg Co., Newton, Iowa for full particulars.

THE TUB TILTS

proof

that a loud speaker
can give volume
without distortion



"Standard" radio horns are fundamentally right.

They are made by engineers with expert knowledge of acoustics, proper design and materials—plus twenty years' experience in horn making.

Test a "Standard" against any other horn. Let it speak for itself!

The horn shown above is the New Gem "Standard"—a brand new design—remarkably true and clear in tone. With 11 in. bell, it is 14 in. high. It sells for \$7.50—with a good profit for the dealer.

Our complete line also includes three models: No. 18, 34 in. bell, 20 in. high, List, \$7.50. No. 11½, 14-in. bell, 24 in. high, List, \$13.00. No. 15, 5-in. bell, 1½ in. high, List, \$5.00.

STANDARD METAL MFG. CO.
241 Chestnut St. Newark, N. J.

20 years' experience in horn manufacturing



The FLORA LAMP

A distinctively new combination gift lamp

—the very newest in decorative
FLORA LAMPS!

The soft warm glow from within throws the beautifully hand painted glass into high relief, while up through the ferns and artificial flowers sift pleasing rays that never fail to appeal to the artistic side of gift hunters. Combined with it is a bowl filled with attractive artificial fruit.

In the home it lends charm to the surroundings, creating an artistic touch while serving, too, as a reading lamp.

It will give your window or show-room an "atmosphere"—and a strong attraction.

Now—while the line is new—write for illustrated catalog at once!

METROPOLITAN ART GLASS CO.
Factory and Salesroom
127 Baxter St., New York City

A Percolator that's Different



Giving High Priced Percolation
AT A POPULAR PRICE

Made of heavy gauge aluminum.
Special design—two sizes.

S-56—8 Cup—List \$7.50

S-61—12 Cup—List \$8.50

Our patented heating element insures almost instant action, producing a beverage with less current consumption than any competitor.

Satisfy your trade with practical percolators from one of the oldest manufacturers of coffee-making appliances.

EMPIRE TRANSFORMER CO.
3821 No. ASHLAND AVE. CHICAGO

SPECIAL INTRODUCTORY OFFER

DYMAC PRODUCTS
THIS HIGH GRADE HEADSET AND THIS QUALITY TRANSFORMER
BOTH TO YOU FOR

\$2.95 POSTAGE
PREPAID



Write us for our
Radio Booklet.
Yours is ready for
you. No charge.

**1000 Stores Sell
Them Now**

Our guarantee
protects every
dealer. They are
quality units at a
popular price.

We are placing these two Quality DYMAC (trade name) products on your desk at a total cost to you of \$2.95 (we are even paying postage) because we want you to try them out and convince yourself of their superior merits

so that you will place a quantity order later. There is no obligation on your part however to buy more and even these two are sent with our positive absolute guarantee. You must be satisfied.

.....
ELECTRICAL PRODUCTS MFG. CO.,

69 Sprague St., Providence, R. I.
Here is my check for \$2.95, the total cost to me for one DYMAC Headset and one DYMAC Audio Frequency Transformer. You are to send these prepaid with your absolute guarantee of satisfaction to me or money refunded.

Name _____
Street _____
Place _____

FROST RADIO

50c



No. 612 Socket for UV-199
C-299 Tubes

Another big
selling item

HERE is a new item of Frost-Radio that is selling like wildfire all over the country. Due to its splendid design, fine finish and superior workmanship it offers set owners maximum socket satisfaction at minimum cost. Panel or table mounting. For C-299 or UV-199 tubes. Phosphor bronze contact springs, nickel plated binding posts and best grade maroon moulded bakelite construction throughout.

There are other **FROST-RADIO** sockets for every purpose, as well as many interesting new items in this famous line. Ask your jobber's salesman to supply you with them.

HERBERT H. FROST
Incorporated

154 West Lake Street, Chicago
30 Church Street, New York
10th & Grand, Kansas City, Mo.



Two sizes:
14 in. and
17 in.
diameter

*Sells
Itself*

Dealers everywhere get quick sales action on this Electric Fountain and Humidifier. A real Christmas item. Set one up in operation in your store. Use it with demonstrations. Its appeal is instantaneous. Extremely decorative. Unequaled for residential humidification. Connects with lighting circuit. No piping required—just fill with water and turn light switch. Write for particulars. Also ask about our copper lanterns.

FRIEDLEY-VOSHARDT CO.
733 Halsted St. CHICAGO, ILL.

Reorders are "RUSH"

Dealers
pushing our

500
LINE

are making
big profits

Five attractive
finishes.

Full line of
glassware if
desired.

Prices that
will appeal.

SERVICE from **STOCK**



Write for Sample Set Today

Illuminating Supply Corp.
164 Fifth Ave., New York



**Extra
Special
Big
Sales
Big
Profits**
on this \$5.00

Lifetime PERCOLATOR

Here is the biggest Electric Percolator Bargain ever offered to the trade! A solid, seamless, pure aluminum 8-cup Lifetime Percolator complete with 6-foot cord, 2-way plug and Nichrome Wafer wound heating element! All backed by a One Year Guarantee and selling for the popular price of \$5.00.

Never before have you been offered such an astounding bargain! Never before have you been able to reap such generous profits on such a high grade article. This handsome guaranteed percolator sells on sight.

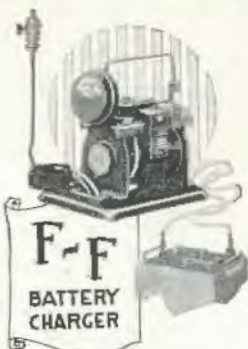
And it comes to you at just the right time of year to **CASH IN BIG**.

Examine this Lifetime Percolator at our risk. Judge for yourself its profit possibilities. Then if you don't like it send it back—at our expense. Thus you have nothing to lose and **everything to gain**. Take advantage of this opportunity while it lasts. Mail in the coupon below **right now**.

ALUMINUM PRODUCTS CO.
LaGrange, Illinois

**CLIP
and
MAIL**

ALUMINUM PRODUCTS CO., LaGrange, Ill.
 Send me 3 Lifetime Percolators for examination. If they are good as you say I will return them in five days and use you nothing. *promptly. Otherwise*
 Send me further information on Lifetime Percolator.
Name _____
Address _____



F-F
BATTERY
CHARGER

Profits! Ready to Fall in Your Pockets

Ten years' specialization building only F-F Battery Chargers has resulted in a product so notably perfected that you and we can back them to the limit.

Distinctive features embodied in each F-F Charger have established their enviable reputation as the most satisfactory charger.

Many, many thousands of satisfied customers gained over a period of ten years, have created for it a tremendous good will.

The importance to you of the extensive national F-F advertising of the present, coupled with the accumulated effect of many past years advertising, needs no comment.

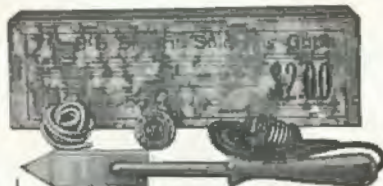
All these—in a product that has the most attractive retail price, and the wide utility, and the assured reliability, demanded by discriminating buyers—

Are your pockets open? Ready to receive the handsome returns that are yours for the handling of F-F Battery Chargers?

Wire or write immediately for full particulars

The France Mfg. Co.
10436 Berea Road, Cleveland, O.

Oldest Manufacturer of the First Successful Mechanical Charger



This Complete Soldering Outfit Only \$2.00 List

Not an ordinary soldering iron but a complete soldering outfit—high grade iron—Allen soldering paste and solder—all packed in an attractive box, ready to use, for only \$2.00 list. The iron is carefully made from accurate dies and is fully guaranteed for a year. This is one of those fast selling specialties that's a real money maker. Everyone needs it—in the home—shop—garage—wherever an occasional repair job has to be done. Write today for full data on special quantity prices and discounts.

BLEADON-DUN COMPANY
213 So. Peoria St. CHICAGO, ILL.

Highest Quality Armature Winding



Vacuum Cleaner Armatures rewound, \$3.50 net each.

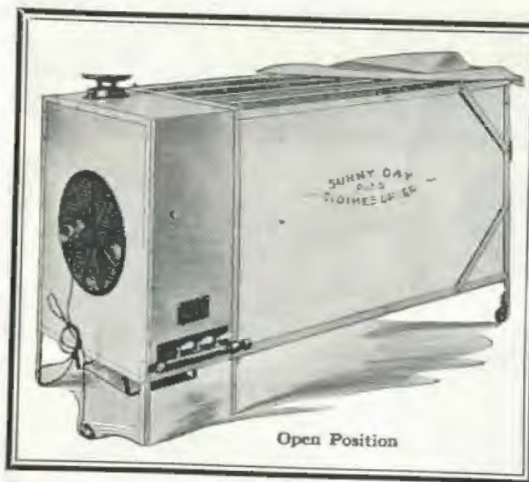
Ford Generator Armatures rewound, \$1.95 net each.

Other types, Two-Unit Generator Armatures rewound, \$4.95 net each.

24 Hours Service
Fully Guaranteed

Write for Catalogue

H. M. Fredericks Co.
Armature Winding Specialists
LOCK HAVEN, PA.



Open Position

Open, as shown here, Sunny Day has a 7 sheet capacity. Closed, it takes up no more room than a kitchen chair.

"SUNNY DAY"

The only collapsible
Home Clothes Dryer

SUNNY DAY is one of those "Year-'round" sellers—profitable *always*. But right now when dark and gloomy, chilly, rainy days make outdoor clothes drying a hateful task—right now is the best time of all to cash in on Sunny Day—the only collapsible home clothes dryer.

Every woman who does or has her washing done at home needs and *wants* Sunny Day. It solves completely the clothes drying problem regardless of weather. It's safe—sanitary—easy to operate. It's heated by gas so clothes dry quickly. Forced ventilation insures *proper* drying. The low cost puts it within reach of everyone. Get full data on this money maker *now*. The coupon is for your convenience. Mail it today.

E. W. Kriekard Co.,
Cedar Rapids, Ia.

Clip and
Mail today
to
E. W. KRIEKARD
CO.
Cedar Rapids, Ia.

Name _____

Address _____

Profit by Selling Oakes Electric Hen



Hatching chicks by electricity opens up a big new market for you. You can sell the Oakes Electric Hen to more people than ever before were incubator prospects. It's easy and economical to operate, perfectly safe, small and compact. Made in 60 and 100 egg sizes; 32 or 110 volts, D. C. or alternating. Absolutely automatic heat control. Window in top—just push button and you can see thermometer and eggs without raising lid.

The Oakes Electric Hen positively hatches every good egg. Can also be used to raise chicks after they're hatched—combined hatcher, hover and egg tester. YOU enjoy a good profit every time you make a sale.

Write today for catalog and discounts on Oakes Electric Hen and complete line of high quality, fast selling Poultry Supplies.

THE OAKES MANUFACTURING CO.

Dept. E

TIPTON, INDIANA



Non-fading

Firaglio -- red
Canaryglo -- canary
Sunseaglo -- orange
Goldenglo -- gold
Meonglo -- blue
Roseglo -- pink
Softglo -- ivory
Wickglo -- flame
Myrtleglo -- green

Stimulate Your Fixture Sales —

Glocolored bulbs positively sell your fixtures and floor lamps.

Glocolors do not fade.

Dries quickly without current.

Place trial order today.

ROSCO LABORATORIES
Lamp Color Experts since 1912
118 Butler St., BROOKLYN, N.Y.

RHAMSTINE* Electric Soldering Iron

New Round Type



Complete with cord, two-piece plug and self-fluxing solder.

RETAILS FOR \$2.50

A real live seller for you.

This new round type electric soldering iron is more suitable for general repair work, as well as being specially adapted for the radio fan. The body is highly finished in nickel. The tip is removable. A guaranteed Rhamstine* Product.

Order through your jobber or direct.

Manufactured by

J. THOS. RHAMSTINE*

Beaubien at Woodbridge, Detroit, Mich.

*Maker of Electrical Products

Cash Savings Dealers Can Add to Their Holiday Profits



Height, 14". Shade diameter, 5". Finished in Ivory and Blue. Decorated glass shade to match base. Shade fitted with wire spring, allowing it to be adjusted to various angles. Key socket.
No. L1238 Each \$2.00

Think of it! Thousands of items to choose from; all standard advertised radio goods, electrical appliances, novelties and supplies, at price savings that enable you to add a tidy sum to your Holiday profits. Two typical bargains are shown here. There are 2000 more as good. Centralize your purchasing of standard goods. The Co-op Monthly is your guide. Get your copy now. Savings assured. Every item guaranteed. Follow the example of 8000 other dealers and make money.



Xmas Candle Wreath

At last a real practical illuminated wreath that is fool proof and eliminates fire risk. Made of red roping and green holly. Complete with candle and 25 watt Type G15 1/2 round frosted lamp. 6 ft. cord and attachment plug. Packed in Holly carton.

Diameter, 16 in.

No. 3085 Each \$2.10
In lots of 3, each 2.00

Mail Coupon Today

Write today for Co-op Monthly which explains all details and lists 2000 wonderful electric and Radio bargains. The book is free. Mail coupon today—NOW.

Co-Operative Electrical Supply House

120 N. Union—Chicago
110 Mercer—New York

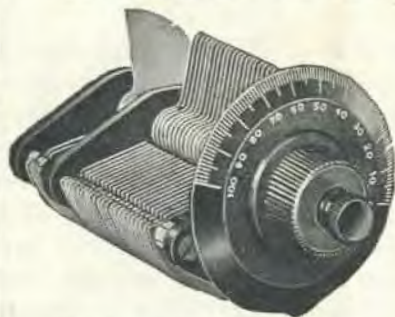
Get this FREE book!



CO-OPERATIVE ELECTRICAL SUPPLY HOUSE,
Please send me the CO-OP Monthly listing 2,000 money saving bargains. No obligation.

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

U.S. Tool Condensers



Vern'er with Knob and Dial

Meet Public Demand

Over 200,000 now in use!
That's how U. S. Tool Condensers sell.

Radio fans know of their range, sensitiveness, dependability—and demand them.

Numerous dealers are cashing in on their popularity. Why don't you?

Our discounts are attractive. We can fill your order immediately. Quick turnover, quick sales, easy profits.

Write today for details, price lists and discounts.

Over 200,000 in use

U. S. TOOL COMPANY, Inc.
117 Mechanic St. Newark, N. J.



Bell and Buzzer
with cover on



COMBINED BELL AND BUZZER

Two instruments in one. Operates either with dry-cell or live current, with transformer.

Ideal for door bell and dining room table buzzer or for any other bell-and-buzzer combination.

Base and cover are pressed from heavy sheet steel. Contacts are coin silver. Gong is alloy bell-metal, heavily nicked.

The cover is locked on with two sturdy prongs, yet is easily removable.

Low list price and liberal quantity discount makes this an attractive number.

Put it in your 1924 catalog. We will furnish copy and cuts.



Bell and Buzzer
with cover off

SIGNAL Electric
Mfg. Co.

Factory and General Offices:
1965 Broadway, Menominee, Mich.

Atlanta, Boston, Chicago, Cleveland, Minneapolis, Montreal, New York,
Pittsburgh, San Francisco, St. Louis, Toronto
You'll find our local address in your telephone directory

Say you saw it in ELECTRICAL RETAILING

The only
Clothes
Washer
backed by
54 years'
electrical
experience

Important
Announcement

Since 1869
— makers and distributors
of electrical equipment

Reprint from
Saturday Evening Post
October 27th



Announcing

A new Clothes Washer backed by the oldest
electrical manufacturer

CAN a washing machine be sturdy, with the stoutly built mechanism needed to get clothes really clean — and yet be handsomely designed, a real ornament to your laundry?

That is a question which this 1924 model of the dependable Western Electric Washer now answers with an emphatic "Yes!"

Here you have a Washer of striking appearance, its pleasing lines and cheerful coloring in keeping with up to date ideas on house furnishing.

Combined with this, and more important, you have a washer with all the strength of construction which has always distinguished the Western Electric make.

Western Electric Washers are still giving active service after nearly a decade of use. Surely that tells a story of ruggedness. For remember, the task of washing clothes is just as hard on a motor as on your muscles.

But it is only natural that a Western Electric should stand up under the week after week grind. This machine was produced by engineers who know their business. It is the only Washer backed by 54 years' electrical experience.

Facts about the new model

Though the new Western Electric Clothes Washer differs in appearance from the old, the principle of operation remains the same.

The revolving, reversing cylinder is at the core of this Washer, too. This feature is of long proved efficiency — both by the rigid tests of housekeeping experts and the week in, week out experience of many thousand Western Electric users.

When it comes to the refinements of design, however, you will note several improvements which make for greater convenience and safety of operation.

The straight panels are easy to clean. They conceal all mechanism and protect the clothes from possible contact with oily parts.

The cylinder and wringer controls are easily reached from any side of the Washer. The metal cylinder prevents clothes from touching the perforations.

The Washer is so balanced on the casters that you can move it with exceptional ease.

The drain board is unusually long — a handy feature.

The oiling system is simplified.

The removable cover can be used as a tray.

Come and see it on display

You will be interested in the literature we have prepared on this new model. Words and pictures, however, cannot tell the whole story. A personal view will give you a far better idea of what has been achieved in superior washing machine design.

For your convenience let us send you the name and address of the dealer nearest you, or whose shop you can now inspect the 1924 Western Electric Clothes Washer.

In your mind's eye picture how nicely this handsome 1924 model will fit into your scheme of laundry or kitchen furnishings. Then think how helpfully this strong, dependable, labor-saving Western Electric Washer will fit into your scheme of housework.

Important Features



Send for this booklet

Something new — a cut-out color book that will entertain and instruct the children. Interesting to grown-ups, too, because it tells how to lighten home labor.

With this we will send information on the new and improved 1924 model of the Western Electric Clothes Washer.

Be sure to get your copy. Write today to Western Electric Co., 120 Fulton St., New York.

Western Electric

The only washer backed by 54 years' electrical experience

Some special features that mean quicker sales

In selling this new model you can have the confidence that its basic principles are the same as in former Western Electric Washers. Here are some changes, however, in the nature of refinements, which you will find convincing talking points.

Convenient Cylinder Control. See top illustration. The lever is so placed that it can be reached from any side of the Washer.

A Wringer that won't go wrong. The Western Electric has an arrow on the wringer control which points in the direction the clothes will go.

A 5-position Wringer. No matter how the tubs are arranged, the Washer can be placed so that the wringer operates conveniently.

These features and several others will help you sell this new cabinet Western Electric Washer.



Write for
Agency Details
TO-DAY

Western Electric

Offices in All Principal Cities

MOON LOUD SPEAKER

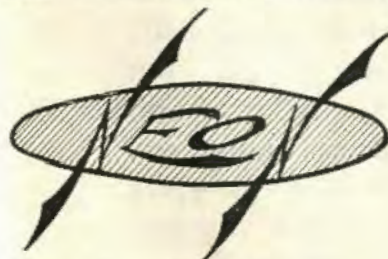
—the Most Successful
Non-magnetic Instrument

Only
\$7.50



Second year. Thousands of enthusiastic users have been spreading its fame. Now backed by national advertising. Fine-looking and efficient. Heavy aluminum. 15 inches high. Iron sound channels. Made in two types, for single or double phone connections. Your price only \$5.00. It gets the speaker business. Write for sample. Mention jobber's name.

WILSON UTENSIL CO., Dayton, Ohio
Manufacturers Moon Clamp Lamp—Silver Moon Cooking Combination



A Radio Necessity.....

VACUUM TUBE PROTECTOR

PRICE 50 CENTS

Saves the Tubes

Only one needed for the entire set.

A rapid seller.

Every set owner a buyer.

Saves the "B" Battery

Mounted on attractive counter display cards, 36 on each card.

Special discounts to Dealers and Jobbers.

EVERY ONE TESTED AND GUARANTEED

Neon Lamp Works, Inc.
64 W. 14th St., New York City

.....
NEON LAMP WORKS, INC.
66 W. 14th St., New York City.
Please send us a trial card of 36 Neon Tube Protectors at \$10.80. If not satisfactory money to be refunded.

Name

Address

Mfrs. of Neon Simplex Receptor
and other radio products.

As a Manufacturer:

Would You Pay Half a Cent To Meet a Prospective Customer?

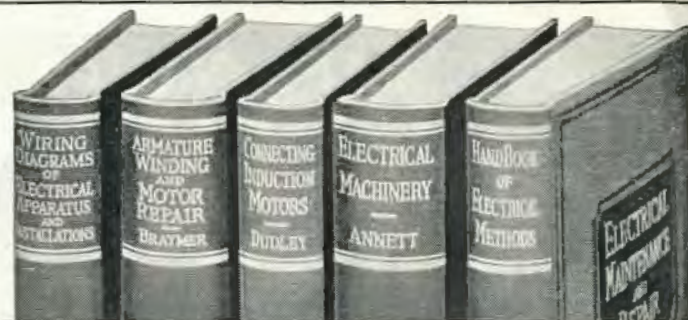
We are in a position to introduce you to more than 30,000 potential customers of yours for less than one-half a cent apiece—giving you a full page for your story.

Random publicity seldom sells electrical goods. It may occasionally strike the prospect target, but manufacturers who make records are those who find the range and train their advertising so that every shot counts. You will find a true aim through this publication.

ELECTRICAL RETAILING

OLD COLONY BUILDING
CHICAGO

Say you saw it in ELECTRICAL RETAILING



—a new library for electrical workers

THIS library contains the largest collection of practical methods for electrical repair and maintenance men ever put together in book form. Here you will find the best modern practice in repair work. The authors have drawn not only from their own extensive experience, but from the experience of electrical repairmen in large and small repair shops and manufacturing plants throughout the country.

Electrical Maintenance and Repair

5 volumes—1736 pages—1818 illustrations—library binding

IN these books will be found answers to practically all the repair and winding problems that the electrician will meet in actual practice.

The books discuss direct and alternating current windings—repair shop methods for rewinding armatures—commutator connections—the testing of armature windings—the testing of induction motors for faults—practical ways of reconnecting induction motors—commutator repairs—correcting brush troubles, etc.

They tell you how to inspect and repair motor starters and generators—how to di-

agnose motor and generator troubles—how to figure new windings for old cores on induction motors. They give you scores of practical methods used by electrical repairmen to solve special problems.

The books contain hundreds of photographs, diagrams and tables. There are wiring diagrams covering A. C. and D. C. generators, feeders, transformers, potential regulators, synchronous converters, batteries and boosters, substations, lamp mechanism connections, rheostats and controllers, lightning arresters, automatic switches, railway controllers, etc.

Free examination — no money down—small monthly payments

If you keep these books after looking them over send us \$2.00 in ten days. The balance may be paid in monthly installments of \$2.00 until the price of the library—\$14.00—is paid. Send for the books today. Fill in and mail the coupon. No money down—no agents. You simply agree to return the books, postpaid, in ten days or remit for them on our convenient monthly payment plan.

McGraw-Hill Book Co., Inc., 370 Seventh Ave., New York.

Gentlemen:
Send me the LIBRARY OF ELECTRICAL MAINTENANCE AND REPAIR, (shipping charges prepaid), for 10 days Free Examination. If satisfactory I will send \$2.00 in ten days and \$2.00 per month until the special price of \$14.00 has been paid. If not wanted I will write you for return shipping instructions. (Write plainly and fill in all lines.)
Name.....
Home Address.....
City and State.....
Employed by.....
Occupation.....

E. R. 11-23

Send for DEALERS Catalog

The "POCKET-BOOK" is a monthly net price catalog of Radio, Electrical and Lighting supplies. All good dealers should have a copy. Get on our mailing list now. No obligation. Use your letterhead

HARRY ALTER & CO.
WE SELL WHOLESALE ONLY
OGDEN BOUL. at CARROLL AV. CHICAGO



NO. 22— NO. 33—
75c EA. **AJAX** PLURAL SOCKET PLUGS \$1.00 EA.
TWO OR THREE CONNECTIONS FROM ONE SOCKET
Leaves Lamp in Position Intended. Permits Use of Ordinary Shade Holder. Screws Into Flush Receptacles Without Interfering With Door—INSIST ON AJAX.
2-4-1 65c EA.

Less than 50 . . . 30%
50 to 90 35%
100 and over . . . 40%

F.O.B. any jobbing city in the U. S.

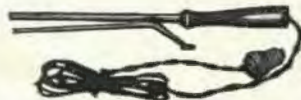
Free window display on request. Order direct or through your Jobber.

Ajax Electric Specialty Co.
ST. LOUIS

"MAID" Electric Curling Iron

Iron is highly nickel plated. Handle of polished rubberoid. Completely equipped with flexible cord and attachment plug. Curling iron with its element fully guaranteed for one year on voltage not over 110 or 120 a. c. or d. c.

Nichrome Element



A Serviceable Iron at a list price of \$1.50

EDWARDS ELECTRIC COMPANY

713-717 Utica St., Toledo, Ohio

The low priced set that's selling like wildfire!

AMPLIFIES AS IT DETECTS
ONLY ONE CONTROL

All wave lengths



\$10
Complete without tube
Thousands of Testimonials

Entirely new circuit. One tube performs the double function of radio frequency amplifier and detector.

The MONODYNE CIRCUIT is one of the most radical advances in radio engineering since the advent of the Armstrong Circuit. Parts heretofore considered essential are omitted and one simple tuning control gives a selectivity equal, if not superior, to that of sets costing hundreds of dollars.

Here is the low-priced set dealers have been praying for! The most practical one tube set that has only One Tuning Dial

to control. Just what thousands of people who will not "fuss" with a complicated, costly set have been waiting for.

Dealers are reaping unprecedented profits all over the country.

You're only tapping your own radio market now! With the MONODYNE you can go after and interest an 80 per cent greater field.

Write us at once—or wire at our expense—for literature and discounts. Do it now—before your competitors beat you to it. It's an opportunity too big to take a chance on missing.

NATIONAL AIRPHONE CORPORATION
REG. U.S. PAT. OFF.

Mail the Coupon

Attractive Proposition for Live Jobbers and Distributors

NATIONAL AIRPHONE CORP.,
22 Hudson St., New York City.

Send me at once full information and discounts on the new \$10 MONODYNE tube set!

Name _____

Address _____

Get It Now Before Electrical Retailing

ALREADY the rush to accept our remarkable offer of "Electrical Retailing" for three years for \$1.00 has resulted in such a rush of subscriptions that the offer is to be withdrawn January 31st (as soon as we are sure that *all* readers learn of that fact).

NO publication containing such costly features of so much value to contractors and dealers would long continue such a generous offer, no matter how huge the financial power of the publishing house behind it. We never promised to make the offer permanent—we never meant to do so. Each of the advertisements run has plainly stated in its headline "Three Years of Electrical Retailing If You Subscribe *NOW*."

FURTHERMORE, no reader of Electrical Retailing can be sure, without subscribing, of getting it *at all* in the future. *No one but a subscriber will receive it regularly.*

NO offer of "Three Years of Electrical Retailing for \$1.00" will ever be made after January 31, 1924. You know the value of Electrical Retailing. You know that every month it is packed with ideas that enable you to get

The Price Advances 3 years (36 issues) for \$1.00

more business. There's no need to tabulate contents now. You know that it is published by the largest business publishing house in the world, and that every issue for three years will be a better one than any preceding it.

THINK what it is going to grow to under these circumstances! Think what you will be getting later on, as "Electrical Retailing" gathers more and more headway. There will be many single issues of the coming 36 that will be worth more than the price (\$1.00) for which we now offer to send *all* 36 to you.

ELECTRICAL RETAILING will grow. The concern that publishes it has grown from tiny proportions to be the largest business publishers in the world. You don't think for a minute that *we* intend to stop growing, do you? We spend \$750,000 a year on one magazine alone—you can judge by that what you will get in Electrical Retailing during the next three years. Pin a dollar bill to the coupon and send it today—right *NOW* while you have the matter on your mind.

Name _____
 Address _____
 Business _____
 Position _____

ELECTRICAL
RETAILING
Old Colony Bldg.
Chicago

Send me Electrical Retailing for the next 3 years

PIN A DOLLAR BILL, SIGN AND MAIL TODAY



This Four Color Display Case Free With Order for 6 Lamps

"Grip-O-Lite beats them all for quick sales," the exact words of a Chicago electric dealer.

"You don't have to sell Grip-O-Lites," writes another dealer. "Just set the display case where it can be seen and the lamp sells itself."



GRIP-O-LITE

grips anything, grips anywhere—swivels every direction—adjusted instantly. An unsurpassed bed lamp—beats anything for shaving—nothing like it for the piano—a decoration anywhere. Heavy solid brass reflector—8 ft. of cord—separable attachment plug. A wonderful Christmas item.

Six lamps cost you only \$11.40. Retail \$3.00 each—your profit \$6.60.

Order only six lamps today. Then put the display case on the counter and you will be back posthaste for more.

Send your order now

A. B. Stewart & Co.
225 W. Huron St., Chicago

Say you saw it in ELECTRICAL RETAILING

Improved Xmas Tree Outfit

No. 80—PROPP—No. 80
Flexible Practical Up-to-date
Build Them As You Like
SEASON'S BEST SELLER



Catalogue sent on request showing complete variety of Sets, Lamps and other Propp Products
LIBERAL TRADE DISCOUNT (Thru Your Jobber)
THE M. PROPP CO., Manufacturers
524-526-528 Broadway New York City
12x18 life size display in 10 colors by request support the Manufacturer With a Jobber Policy

AJAX

(ST. LOUIS)

QUALITY RADIO PARTS



No. 18 Multi Plug for Jacks. List \$2.00.

No. 18-A Connector for Binding Posts. List \$1.75.

One to Four Always in series without any extra loops or parts of any kind.

Patent Pending

Nothing Else Like Ajax Multi Plugs and Connectors.

AJAX—B.P.B.S. Insulated Top. For one or two Terminals, any kind.

List \$7.50 per 100
LIBERAL DISCOUNTS

Write for New Fall Prices on Complete Line Radio Parts.

Ajax Electric Specialty Co.
ST. LOUIS



Display 'em
as you'll
sell 'em!



A most profitable
line to carry!

So widespread has become the demand for the Violet Ray and Vibrator that they are no longer "specialties."

Almost universally, dealers are finding them as great a source of profit as their regular electrical lines.

Doctors, recognizing their therapeutic value, are strongly recommending them. Beauty parlors are popularizing them.

As a result there is a big demand for quality in this type of merchandise; and SHELTON sets are dominating this field.

A variety of models to fit the pocketbook of every prospect.



Write today for new complete catalog.

Mention your jobber's name

Shelton Electric Co.

16 E. 42nd St., New York
30 E. Randolph St., Chicago

Say you saw it in ELECTRICAL RETAILING

Two Big Sellers



Ring-Rite Bell

Non-rustable and so constructed as to prevent interference with adjustments. Works on two dry cells or transformer.

The ideal bell for homes, apartments or wherever an efficient bell is wanted.

Sound-Rite Loud Speaker

LIST \$13.00. Will easily match up in clearness and tone quality with any on the market listing from \$25--\$30.

Complete with loud speaking unit. The ideal loud speaker for the home.



Particularly attractive discounts to JOBBERS and DEALERS. State agencies open.

WRITE FOR FULL DETAILS TODAY.

Height 16-in.

The Lightrite Co., Inc.
169 Bloomfield Ave., Bloomfield, N. J.
Manufacturers and Distributors of all types of incandescent lamps

2 items for fall business



STA-WARM Heating Pad

There's one safe way of being sure of quality when you buy Heating Pads. Just specify Sta-Warm and you can't go wrong. Shapes, sizes and prices to suit everyone. All good values and fast sellers.



Soldering Iron

Every Radio fan needs this iron. Four sizes of irons take care of every soldering job. This fall, sales will come faster than ever. Stock now and be all set to get your share. Write today for data on the complete Sta-Warm line. No obligation.

ROHNE ELECTRIC CO.
2434 25th Ave., S. Minneapolis, Minn.



One Pair that makes a Full House

SHAMROCK fills your store with customers....

180° Variocoupler \$3.50 each—Double Duty Variometer

Absolute guarantee—Satisfaction or money back without questions. An individual guarantee in each carton.

Advertising—Our 1924 consumer campaign carries liberal space in the leading fan publications.

Dealer Helps—Attractive window and counter displays—Descriptive leaflets for your distribution.

Fan Contest—The radio fan magazines will soon publish the details of a Shamrock contest—25 prizes that must arouse interest.



Ask your jobber about the attractive discounts or—if he doesn't handle them—send us his name and address and we'll give you the information

SHAMROCK

MANUFACTURING COMPANY

314 MARKET ST., DEPT. C., NEWARK, N. J.

SEARCHLIGHT SECTION

EMPLOYMENT - SURPLUS STOCK - BUSINESS OPPORTUNITIES, ETC.

UNDISPLAYED

Positions Wanted, 6 cents a word, minimum \$1.25 an insertion, payable in advance.

Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00. Discount of 10% if one payment is made in advance for four consecutive insertions of an undisplayed advertisement.

Bar Numbers in care of any of our offices count 10 words additional in undisplayed ads.

DISPLAYED

1/8 page.....\$ 6.00	1 page.....\$86.00
1/4 page..... 11.50	2 pages..... 84.00
1/2 page..... 22.50	4 pages..... 82.00
3/4 page..... 44.00	12 pages..... 80.00

SALESMEN WANTED

WANTED—Retail lighting fixture salesman with knowledge and ability to handle special design large building installations. Also: Retail salesman to sell commercial fixtures to stores and industrial lighting plants. Some knowledge of illuminating engineering desirable. The Sanborn Electric Co., Indianapolis, Ind.

Business Opportunities—Dealer-Agents wanted for new Briter-lite almost-unbreakable electric bulbs. Attractive proposition. Greater Service Elec. Co., 53 Halsey St., Newark, N. J.

BUSINESS OPPORTUNITIES

FOR SALE—Established electrical contracting and appliance store. In business 13 years; central location, one competitor, have lease. Good reason for selling. Anthony L. Heint, Heint & Nagel Elec. Co., Wapakoneta, Ohio.

WANTED—Vacuum cleaners, etc. Will pay cash for any quantity of electric vacuum cleaners or other appliances, old models, shop worn, etc., that you wish to dispose of at attractive prices for cash. G. McClain, 145 E. 34th St., New York.

Yours for the price of a newspaper

You pay two or three cents for your daily newspaper. After you have glanced through it you throw it away. You feel you've had your money's worth.

Now we offer you this magazine, "Electrical Retailing," for the price of your daily newspaper—36 issues for one dollar—less than 3c each. We don't have to tell you a lot about the value of "Electrical Retailing." You know—you've been receiving sample copies of it from time to time. You hold a copy in your hand now.

PIN A DOLLAR BILL HERE—MAIL AT OUR RISK TODAY

ELECTRICAL RETAILING, Old Colony Building, Chicago.

Send me "Electrical Retailing" for three years.

Name

Address

City State.....

Company Title.....

Nature of Business

AMPLION



Junior

\$18⁰⁰
List

America's Fastest Selling Loud Speaker

THE instant success that the Amplion has achieved in America is a repetition of its performance abroad when it virtually took Europe by storm.

The striking thing about the Amplion is that it accomplishes those things which are vital in a good loud speaker, in a more positive and effective way than they have ever been done before.

The explanation is that the Amplion is an Electro-Magnetic and acoustic device adapted for radio reception.

The principle is not new, it has been used successfully for over 30 years in all parts of the world. It is made by the oldest manufacturers of loud speaking instruments.

Made in several styles to suit all occasions and pocket books. Send for illustrated folder.

The Supremacy of the "AMPLION" is the Supremacy of Actual Performance

Patentees: ALFRED GRAHAM & CO.

SIGNAL ELECTRIC MFG. COMPANY

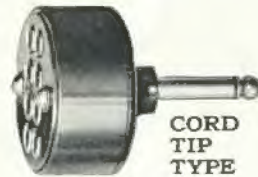
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BURNDEPT OF CANADA, LTD.
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You Can Sell a Lot of
These New

MURDOCK PLUGS

\$1.



CORD
TIP
TYPE

\$1.

All you have to do is put them on your counter with the new display card we furnish and you'll sell them to all your radio customers. Every radio owner wants one so he can connect four headphones at one time or his loudspeaker and phones. Order a stock today.

MURDOCK Headphones

The fastest selling headphones on the market. Known the world over. You can always count on them to give long, satisfactory service. Now reduced in price to retail at

\$4.00 and \$4.50

MURDOCK Loudspeaker

Still the sensation in the Radio field, a practical loudspeaker at a low price. Sold complete with loudspeaker phone unit, aluminum tone chamber, fibre horn and moulded base. A wonderful value to retail at

\$5.00

Wm. J. Murdock Co.

355 Washington Ave., Chelsea, Mass.

Sales Offices: Chicago and San Francisco

STANDARD SINCE 1904

I would like to know more about the
Murdock Plug
Murdock Loudspeaker
Murdock Headphones
and how to make money on radio.

My jobber is.....

Name.....

Address.....

Say you saw it in ELECTRICAL RETAILING

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Say You Saw It In Electrical Retailing

ANOTHER

Edwards device giving the utmost quality and neatest appearance at surprisingly

MODERATE PRICES

THE SAN-FER-ANN



White enamel, sanitary, steel case annunciator. Though moderate in price it contains the famous Edwards gravity drop that is positively locked. The equally famous Lungen, double adjustment buzzer is the audible signal.

AND THIS IS ONLY ONE OF THE MANY ANNUNCIATORS MADE BY



EDWARDS and COMPANY
INC.

NEW YORK CITY

Say you saw it in ELECTRICAL RETAILING

The Dover-Domanco Iron Takes No Mark Downs!



Dealers throughout the country tell us that the Dover-Domanco Iron—selling at \$5.00 with its 100% NO-BURN-OUT efficiency—is a rapid mover, a quick seller, a sales bringer. Mark-downs or cut prices—with inevitable losses in profits to you—have been unnecessary. The original "planned profit" is maintained in this amazing iron, because it is the iron every woman wants—An Electric Iron That DOES NOT Burn Out!

Why not stock this wonderful iron today and cash in on the widespread demand which our advertising has created?

Write for our interesting sales plan on the Dover-Domanco Iron.

The Dover Manufacturing Company

Dover, Ohio

Largest Exclusive Iron Manufacturer Since 1893

Five Factors of Dover-DOMANCO Superiority

Patented "No" heating element that will not burn out. The heating wire is permanently sealed against flame elements which cause burn-outs.

Complete new 5/16 heating coil FREE if your Dover-DOMANCO ever burns out.

Rugged, rigid, zinc metal terminal post and junction boxes insures that will not burn or crack.

Double-File Fasteners used that will not break, easily replaceable reduced plug.

PRICE, including cord and plug, complete, \$5.00.

Dover Irons are endorsed by Good Housekeeping, Tribune Co. and Western Piedmont Lumber, the National Board of Fire Underwriters, electrical engineers and lighting and power companies everywhere.

Flat Irons	Waffle Irons	Curling Irons
Grill Stoves	Percolators	Heating Pads
Toasters	Marcel Wavers	Hot Plates
Hair Dryers	Curlers and Wavers	Immersion Heaters

Clean Up This Xmas!

WITH HOLD-HEET

Christmas is gift time. And nothing makes a more suitable gift than a Hold-Heet electrical appliance. Retail appliance sales for the last quarter equal the first three-quarters. The big season is at hand. Cash in this Christmas by gearing into the certain Hold-Heet demand.

Last year scores of dealers waited too long to place their Hold-Heet orders with their jobbers. Despite our heavy stocks we were compelled to disappoint a number of late comers. Don't you get caught! Business is going to be good this Christmas—for those who go after it with Hold-Heet.

Your profits are insured because the Hold-Heet line means quick turnover and certain customer satisfaction. Every year the sales come faster and bigger. It's a winning line! It moves! It agitates cash registers!

Make up a Hold-Heet stock order on your jobber now. Earn the maximum discounts. It will make you money. Act!

RUSSELL ELECTRIC CO.

Manufacturers of Hold-Heet Appliances

340 W. Huron Street, Chicago, U. S. A.



"First Come, First Served" - Order Now!