

Electrical Retailing

A Pocketful of Money-Making Possibilities



November

1924

PROVING THAT A "RIGHT" LINE
IS THE STRAIGHTEST WAY TO PROFIT

(adv.)

(See next two pages)

TORRID APPLIANCES

Electric Marcel Waving Irons



TORRID Electric Marcel Waving Iron, Black assembly.....	\$3.50
TORRID Electric Marcel Waving Iron, Ivory assembly.....	\$4.50

Electric Curling Irons & Waver Rods



WAVETTE

Wavette, Black	\$2.50
Wavette, Jr., Black.....	\$2.25
Ivory Wavette	\$3.50
Ivory Wavette, Jr.....	\$3.25

(Each with detachable curler clamp)

PRESENTING an UP-TO-DATE GROUP of the POPULAR TORRID APPLIANCES

There's more profit and less trouble in selling eleven quality appliances of the same family than there is in the effort to sell any number of isolated articles. The TORRID line is proving this daily to retailers—in ever-increasing numbers.

Each item in the line upholds the reputation of the name and creates confidence in, and desire for, the rest.



TORRID Electric Heating Pads

One of the leading TORRID items, especially at this season of the year. Practical and popular Christmas gifts. The last word in safety and reliability.

TORRID, three heat, size 12x15	\$7.00
TORRID, one heat, size 10x13	\$5.00

TORRID Electric Soldering Irons

A new and practical TORRID appliance for the household. Indispensable for building and repairing radio sets. Handy for mending broken or leaky utensils. Efficient and economical.

With genuine NICHROME heating element, removable copper tip, six-foot connecting cord and two-piece, separable attachment club.



\$1.50

And Now - The TORRID Electric Flatiron

HEAT

where it's wanted, in the base plate—supplied by a Mica element which insures greater satisfaction and more lasting service.

WEIGHT

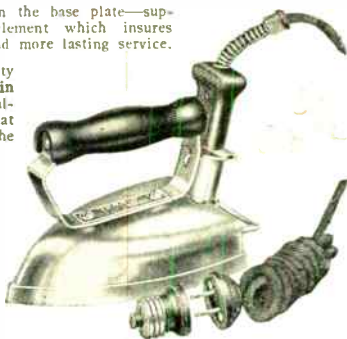
six pounds of it—plenty for best results in ironing, and scientifically distributed so that uniform heating of the base plate is sure.

PRICE

that will please every buyer—wholesaler, retailer and user.

QUALITY

up to the highest standard, like all other TORRID appliances.



\$4.00

There's the whole story.

The new TORRID Electric Flatiron stands out as the biggest value in its field—an iron that will compare favorably with the best—that will sell faster than the rest.



**Announcement EXTRAORDINARY
TORRID-SILEX**

Of all the splendid line of TORRID appliances, none is destined to achieve greater popularity than this. TORRID-SILEX Coffee Filter provides a cleaner, quicker and more economical way of making better coffee. Gains instant favor with the woman who takes pride in her domestic service.

Model No. 306
(illustrated)
6 cup size

\$7.00

If you have handled any of the TORRID appliances, you will want them all. If you have never handled them, ask your jobber about them today, or write direct to us for full information.

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

SAVAGE WASHER & DRYER

X

HAS NO WRINGER—NEEDS NONE!

The Savage Platform—

Washes, rinses, blues and dries without wringing!

Cleans and dries *heavy pieces* as well as weekly wash.

Washes and dries without putting the hands in water.

No need for stationary tubs!

No more broken or torn off buttons or fasteners.

No more wringer creases to iron out.

One switch controls all operations.

No oiling. No operating springs.

Flat white enamel top makes good table.

Tested and approved by all leading authorities.

Made and Guaranteed by "Savage".

A Vote for Savage is a Vote for Sales

Since it has been "in office", the Savage wringerless has revolutionized washer selling for hundreds of retailers—as it has revolutionized washdays for tens of thousands of housewives.

The retailer who votes Savage is raised above competition. What this means for more sales—at a profit—can be easily proved. Write on your own letterhead direct to:

SAVAGE ARMS CORPORATION
Dept. "R"
UTICA, NEW YORK





MORE than 150,000 radio fans, dealers and jobbers saw the new Bradleydenser at the New York Radio Show. They pronounced it an amazing improvement in condenser construction, and were immediately impressed with its high efficiency and low loss. Millions of radio enthusiasts will see Bradleydenser advertising before the end of the month, and will demand thousands of Bradleydensers for their new sets. Radio dealers, everywhere, are getting in line for Bradleydenser profits. Are you ready to get your share of this profitable radio business?

GET THE LATEST DEALER INFORMATION! USE THIS COUPON

Allen-Bradley Co., 489 Clinton Street, Milwaukee, Wisconsin

We surely are glad to hear about the new Bradleydenser. We want to know all about it. Send us your dealer sales information. **RUSH!**



Name.....

Address.....

Say you saw it in **ELECTRICAL RETAILING**

Make this
Year's
Xmas
Sales
a
Complete
Success



The deciding factor in most sales during the Holiday season is Quality Plus Price. If you can give your customers this combination you'll realize highly profitable results.

"Northern"

Quality appliances

Northern Three Heat Pad is a big seller. The wise thing to do is to get this heating pad and other "Northern" Appliances in your Xmas stock. Write for complete details now and be ready for the big selling season.

No. 88 heating pad, three heat,
12 in. by 15 in., list..... \$8.00


No. 99 heating pad, one heat, 10
in. by 12 in., list..... \$5.00

Northern Electric Co.

2835 No. Western Ave.

Chicago, Illinois

NORTHERN SOLDERING IRONS

 Sell the quality iron
and get away from
"return" grief.



Retails for - \$4.00

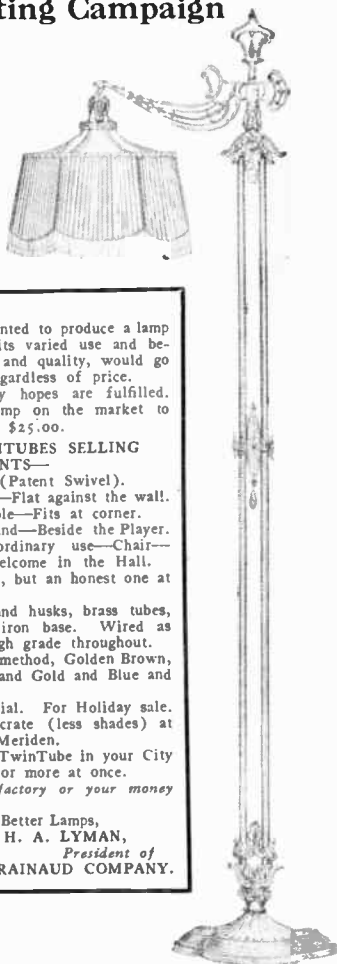
Is worth twice the price

Tie This Wonder Lamp into Your National Lighting Campaign

Lamps are so Essential
to Eye Comfort

TwinTube
BRIDGE JUNIOR

\$12.00



Complete with
Artistic Shade

\$24.00



Out of the way at Cards



A Comfort Light



Adjustable for Night
Reading

Dear Dealer:

I have always wanted to produce a lamp which, because of its varied use and quality, would go big as a special, regardless of price.

In TwinTube my hopes are fulfilled. It's the greatest lamp on the market to retail at \$20.00 to \$25.00.

NOTICE TWINTUBES SELLING POINTS—

1. Adjustable arm (Patent Swivel).
2. Twin Bed Lamp—Flat against the wall.
3. At the Card Table—Fits at corner.
4. At the Baby Grand—Beside the Player.
5. Decorative in ordinary use—Chair—Davenport—A welcome in the Hall.

Not a cheap lamp, but an honest one at a fair price.

Cast brass arm and husks, brass tubes, spelter ornaments, iron base. Wired as we always wire, high grade throughout.

Finished in new method, Golden Brown, Green Gold, Black and Gold and Blue and Gold, hand toned.

The price is special. For Holiday sale. Packed four in a crate (less shades) at \$12.00, F. O. B. Meriden.

You can control TwinTube in your City by ordering twelve or more at once.

Guaranteed satisfactory or your money back.

Yours for Better Lamps,
H. A. LYMAN,
President of
THE H. E. RAINAUD COMPANY.

The H. E. Rainaud Co.
Center Street, Meriden, Conn.

Say you saw it in ELECTRICAL RETAILING

The iron that can never

\$8 and worth more!



A Big

HERE at last is a really big sales idea. One that will swell the day's profits!

An idea so strong in its appeal that housewives will discard their old irons for this! The *only* improvement in an electric iron so vital and so important as to enable you to go in and sell *new* irons to people who have irons already.

An iron that cannot start a fire.

\$5,000,000 In Fires Caused By Irons Last Year

(Underwriter's Figures)

The development of an iron that is absolute protection opens up a vast new market!

The "Brite-Spot Safety" fuse blows the moment the iron gets dangerously hot. And still *another* new feature, a strong sales point, is the red glow visible in the top of the fuse,

Brite-Spot
TRADE MARK
Safety

AMPERE ENGINE

OFFICES: 149 BROADWAY, NEW YORK

start a fire

Sales Story!

—and an appeal that will sell irons as they have never sold before!

warning the user that the current is on.

33% More Efficient By Test

Rigid tests made by the Public Service Co. of N. J., and other impartial laboratories establish the "Brite-Spot Safety" as being 33% more efficient than ANY other iron!

A Five-Year Guarantee

We back the "Brite-Spot Safety" with the strongest guarantee ever placed on an electric iron. We are able to do this because of great strides made in design and construction—particularly in the heating element and in the safety fuse which prevent damage to the element. And behind the iron and its guarantee

stands an organization of responsibility. It is soundly and solidly financed. Its officers, men of outstanding ability already demonstrated in the electrical industry, have invested their own money in the "Brite-Spot Safety."

All that enter into the making of this iron is of the very best to be found. On no detail have we substituted questionable materials. We conceived this iron, built it, then based its selling price upon the cost of producing it.

Generous Profit

Selling at \$8, the six-pound "Brite-Spot Safety" nets a handsome profit. This price on such a distinctive iron is one you will welcome.



The Watch-Dog Fuse

The moment the iron becomes dangerously overheated the fuse melts and opens the circuit. Method of replacing shown on bar in fuse is very simple.



The Warning Glow!

An indicating device glows brightly in top of the Safety Watch Dog Fuse. A constant warning against leaving the iron when the current is on.



A Cool Top Always!

Top is moulded of a material which acts as an insulator, concentrating the heat down where needed.



Extra Thick Sole Plate!

The design of the NICHROME heating element and the extra thick plate—fold the heat and keep the working temperature even.

Think of the sales!

ELECTRICAL,
HARDWARE,
HOUSEFURNISHING
AND DRUG
STORES

A Live-Wire Proposition

A square one, a profitable one. Get full information without delay. Write for our proposition no matter what iron you now sell!

ERING LABORATORIES, INC.

CITY-LABORATORIES: BLOOMFIELD, NEW JERSEY



The attractive, handy Clamp-o-Set will Make Christmas Shoppers Stop!

It is low priced. Gifts for nine people out of ten are bought in the one, two and three dollar class.

It looks good. It appeals to the pride in anyone to give something worth while. It looks like more than it costs.

It is a gift that everybody really wants—father, mother, sister, brother, sweetheart—they all want a light of their own to use as they like.

It is nationally advertised. People know its usefulness and its substantial value. They know what they are getting—they have confidence in buying it.

It is all ready for mailing anywhere in its original package by simply writing the address on it. You save time, the customer saves time.

It pays you a real profit, more than most articles that can claim to be real leaders and fast sellers.

You know that these facts are true, but you may not realize how many Clamp-o-Sets you will sell between now and Christmas. Hundreds of dealers "ran out" of Clamp-o-Sets just before Christmas last season and could not restock in time.

Check over your stock now and get your order in at once. Then it will be sure to reach you in ample time for the Christmas rush.



No dead stock after Xmas!

The value and usefulness of Clamp-o-Set is just as attractive to everybody *after* Christmas as *before*. Your big Christmas sales simply spread Clamp-o-Set news to *more people*. And Clamp-o-Set Saturday Evening Post advertising *goes right on*. That's why Clamp-o-Set is still a live seller after Christmas. You need not hesitate to put in a good stock for Christmas selling—you can't overload.

BUSSMANN MFG. CO.
3821 N. 23rd St., St. Louis, Mo.

BUSS

Clamp-o-Set

The Handiest Light in the World

Say you saw it in ELECTRICAL RETAILING



No matter what business you are in, if you use electricity for lighting and power this book ought to be within easy reach.

It describes and lists more than five thousand wiring devices.

It has nearly twenty-three hundred illustrations.

It is indexed by names, numbers and pictures. You can find what you want even if you don't know what it is called.

It shows fifty-four wiring diagrams on pages 177-181.

The new standard wiring symbols are on pages 182-183.

No wonder it is called "The Bible of the Business."

If you want a copy,—or an additional copy,—fill out and return the coupon below; we would rather have the coupon than a letter.



"A Superior Wiring Device for Every Electrical Need"

THE BRYANT ELECTRIC COMPANY

1421 State Street, Bridgeport, Conn.

NEW YORK, 882 Madison Ave. CHICAGO, 844 West Adams St. SAN FRANCISCO, 149 New Montgomery St.

The Bryant Electric Company, Dept. E. X.
Bridgeport, Connecticut.

Please send to the address below a copy of the new Bryant Catalog of Wiring Devices. I want the items checked.

- Large desk size, 7 1/4 x 10 5/8, which has large type and large illustrations.
- Miniature size 4 5/8 x 6 1/4, which fits the pocket or the desk pigeonhole.
- List of 229 Bryant distributors in United States and Canada.

My business is:

- Dealer
- Contractor
- Contractor-Dealer

Name.....

Address.....

- Manufacturer
- Central Station
- Industrial Plant Electrician
- Architect or Engineer
-
-

Say you saw it in ELECTRICAL RETAILING



**for
the
housewives
of a
nation**

the Westinghouse Junior Cabinet Electric Range

**Junior Cabinet
Selling Points**

Meals cooked automatically
—no watching necessary.

The clock starts the cooking
at any desired time—the
thermostat turns off the
heat at any desired tem-
perature.

Food cooked by the heat stor-
age principle, effecting a
substantial economy.

Oven 14 inches high, 14 inches
wide, 17½ inches deep.

Drop door.

Porcelain enamel oven linings.

Removable oven equipment.

Heat insulated oven.

Oven units two 1500 watt
open coil units.

Surface units, one 6-inch, 1000

watt, one 8-inch, 1000 watt,

and one 8-inch 1500 watt

hot-spot.

Surface units easily removed.

Size of range, 37½ inches by

26½ inches by 28½ inches

high.

A RANGE combining all the charac-
teristics of more expensive ranges
but which is smaller—thus having the
advantage of compactness where econ-
omy in kitchen space is essential.

In black enamel finish, white splashes,
and with *full automatic* features, this
range, at a list price of \$140.00 represents
the greatest value for the price of any
range on the market.

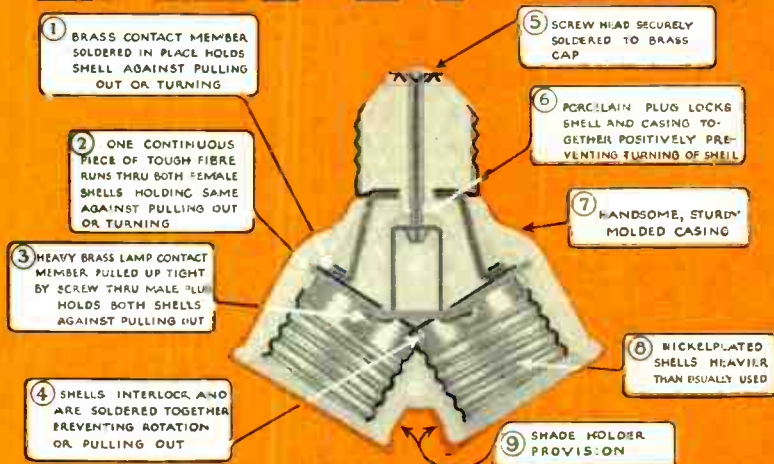
Let us help you sell the new Westinghouse
Junior Cabinet Electric Range. Write to
our nearest office for sales and advertising
information.

Westinghouse Electric & Manufacturing Company
Merchandising Department
Mansfield Works Mansfield, Ohio
Sales Offices in All Principal Cities of
the United States and Foreign Countries

Westinghouse

Say you saw it in ELECTRICAL RETAILING

BEAVER



BEAVER DOUBLE DUTY SOCKETS

More Sales and Quicker

from the NEW

Salesman—Carton of Ten

NOT "just another two-light socket." No, this one was designed by Beaver. Study the talking points brought out in the above "cut-open" view. Then see one and you'll realize why we're proud of it. Much smaller and more graceful. Patents Pending.

Individually packed in blue cartons and then ten to a striking Display Container, ready to place on your counter for quick action—

Displayed, advertised, sold at a glance.

Ask your jobber—see a sample.

List Price

50c

Generous Discounts

BEAVER MACHINE & TOOL CO., INC., NEWARK, N. J.

Buy you saw it in ELECTRICAL RETAILING

SINCE 1895

Can-del-ite

TRADE MARK

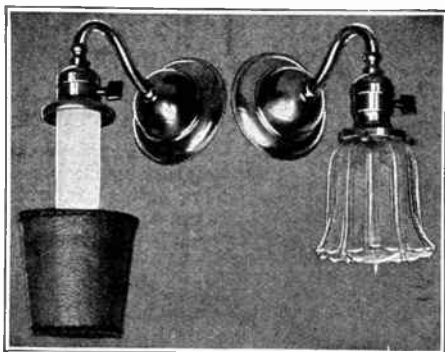
MRS. H— WRITES:

The Can-del-ites are now attached and I am pleased to say that they are everything that is claimed for them. They have made my OLD bedroom fixtures look fully equal to the expensive NEW fixtures downstairs. (Original on file in our office).

HERE THEN, MR. DEALER, IS A TIP!

When you are unable to sell NEW fixtures for the ENTIRE house, sell as many NEW fixtures as you can, and Can-del-ites (\$1.00 each, bulb and shade extra) for the remainder of the house.

*Old-
fashioned
fixtures
like
this*



*Are
made
to look
like
this*

by Can-del-ite

HENRY D. SEARS, 80 Boylston St., BOSTON, MASS.

WEBER DEPENDABLE
WIRING DEVICES

Say you saw it in ELECTRICAL RETAILING

Buy Now for Xmas Business BUT BUY RIGHT



BUY NOW!—because many people buy holiday gifts early—because last minute orders often prove disappointing—because early buying means early selling and more holiday sales.

BUT BUY RIGHT. High-priced appliances are harder to sell. You tie-up more capital. You may have to carry them over. Say what you please—people **DO** consider price when buying. Gold Seal quality and low prices appeal to all.

This year stock the Gold Seal Line. It pays.

New
Marcelle
Waver



\$2.50 List

Does a beautiful job in five minutes. Dealers are selling thousands! **NICHROME** Element. Two-piece plug. Ebonized handles. High nickel finish. Attractive!

Colonial Type
Percolator



Handsome finish. Percolates in one minute. Cool handle. Separable plug. **NICHROME** element. Six feet cord. A fast seller for the Xmas trade.

Two Fast-Selling Curling Irons

The Boudoir \$1.00

Detachable clamp. Large size separable plug. Replaceable **NICHROME** element. $\frac{3}{8}$ in. barrel. Very profitable to handle.

Featherwate \$1.50

Lightest weight curling iron made. Replaceable **NICHROME** element. Separable plug. Silk cord. Removable clamp.



\$3.50 List
Pat. Appl. For

The lowest priced reversible toaster made. **NICHROME** element. 2-piece attachment plug. Six feet cord. Fully guaranteed two years. Thousands will be sold this year for Xmas gifts.

EVER-READY SOLDERING IRON \$1.00

Replaceable copper tip. Cool handle. Replaceable **NICHROME** element.

Six feet cord. Guaranteed. For your radio trade.

Write for Discounts

THE GOLD SEAL ELECTRIC CO.
2110-12 Woodland Ave., Cleveland, O.

Export Dept. 130 W. 42nd St., New York City

ALL GOLD SEAL APPLIANCES GUARANTEED TWO YEARS

Gold Seal Appliances

Easiest Selling - Most Profitable.

A Lifetime of **GUARANTEED** Ironing Satisfaction

A life time of guaranteed ironing satisfaction for consumers is made possible by the Veal No-Burn-Out heating unit.

A life time of dealer and jobber satisfaction is made possible by The Dover Manufacturing Company's sales policy of standardized price and free heating unit service. We believe dealer and jobber profits should remain with the dealer and jobber and not be destroyed by unsound trade practices.

Dealers say that Dover Domanco has an instant sales appeal to every woman. They and their friends come in to buy and this, to a large extent, has been responsible for the consumer

acceptance and the rapid turnover that this wonderful iron enjoys today.

What an iron to sell for Christmas trade. Ironing satisfaction guaranteed for a lifetime and backed by the oldest and largest exclusive manufacturers of irons in the world.

Order *now* for Christmas selling because many customers buy early.

Order *now* because many last minute orders prove disappointing due to shipping tie-ups.

Order *now* because you want all the iron business that you can get and Dover Domanco is the one iron that can get it for you.

Write SENT UPON REQUEST Wire

Christmas cut-outs counter cards } Merry Christmas Holly Wreaths and a Domanco Laden Santa Claus

Dover Manufacturing Co., Dover, Ohio

Dover
Domanco

THE ELECTRIC IRON THAT WILL **NOT** BURN OUT!

SIX MILLION FIVE HUNDRED THOUSAND FAMILIES ARE READING
 GREATEST



Say you saw it in ELECTRICAL RETAILING


What a spur to Xmas Buyers!



\$5.00

America's First and Only Standard Electric Iron to be priced moderately and advertised intensively.

Five Factors of Dover-DOMANCO Superiority

-  Patented "Vav" heat engagement thermostat—burns out. The heating wire is permanently secured against those vibrations which cause burn-outs.
-  Complete new 1/2 lb. heating unit FREE if you're Dover-DOMANCO every burn-out.
-  Rugged, rigid, pure metal terminal posts and phosphor bronze connections that will not rust or corrode.
-  Double life Veriflex cord that will not break; easily removable reinforced plug.
-  PRICE, including steel stand, complete, \$5.00.

DOVER MANUFACTURING CO.

DOVER, OHIO

DOVER-DOMANCO ADVERTISEMENTS NOW RUNNING IN AMERICA'S NEWSPAPERS



Say you saw it in ELECTRICAL RETAILING

They Sold 105 Federal Electric Washers in 30 Days



The picture above shows the entire sales force of the Lake Superior District Power Company. You can tell they are all mighty proud of their sales success.

Selling 105 Federals in 30 days is an enviable record—but it shows what can be done when a live selling organization backs a good electric washer.

Such a campaign means real, satisfactory profit—profit that you and your organization can duplicate.



Say you saw it in ELECTRICAL RETAILING

A big feature

THE NEW 8-SHEET ALUMINUM TUMBLER

This cross-section of the Federal Electric Washer shows the new 8-sheet aluminum tumbler and the Federal wave-like washing action. This new tumbler is easily and quickly cleaned, will not corrode or rust, and is not hard on delicate or substantial fabrics. This is only one of the features of the Federal.



FEDERAL

Electric Washer

(Three Models)



For more than 18 years, the Federal Electric Washer has been performing satisfactorily—to the satisfaction of customers and dealers everywhere. The Federal Sales plan starts profits for you at once. Let us explain our proposition to you. Write, wire or phone for full details—NOW.

A big dealer discount means

**MODERATE PRICE
QUICK SALES
BIG PROFITS**

Federal Electric Company

Household Appliance Division

8700 SOUTH STATE STREET, CHICAGO, ILLINOIS

Branches in all Large Cities

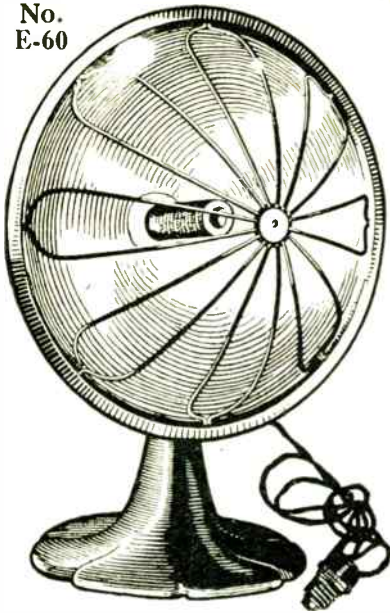


Say you saw it in ELECTRICAL RETAILING

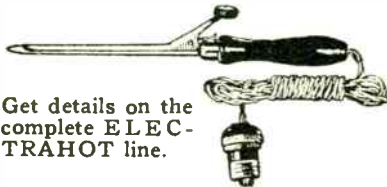
This heater will demonstrate its great sales value during

\$5.00 List

No.
E-60



Do a real Curling Iron business for the Holidays with the PERFECURL. The one illustrated is priced very low for such high desirable quality. Has Nichrome element. A. C. or D. C. Fully guaranteed. Packed in holly boxes for the Holiday trade. **\$2.00**



Get details on the complete ELEC-TRAHOT line.

The Xmas Season

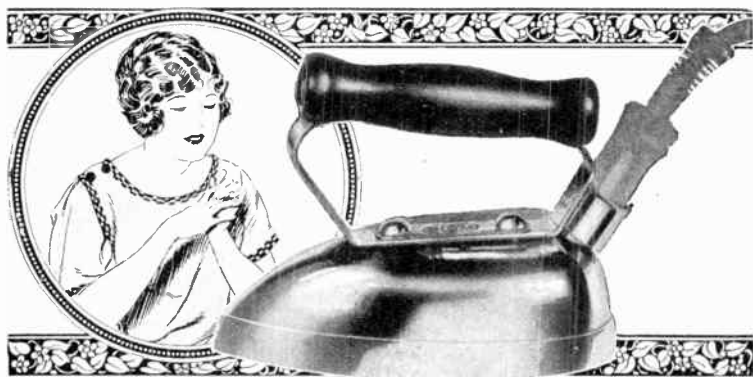
This ELECTRAHOT Heater

has made such an impression on dealers in the short time they have been selling it that orders for large supplies for Holiday sales are coming in fast. You'll have an opportunity with this super-quality heater to realize some unusually fine and profitable heater sales during the Xmas gift buying season. Your order should be in early, which means you ought to write at once for particulars. The usual liberal Electrahot guarantee backs this heater—"any element that burns out within one year will be replaced free".

Electrahot

Manufactured and Guaranteed by

ELECTRAHOT APPLIANCES, INC.
301-307 Fifth Ave. So. Minneapolis, Minn.



Now Ready!

The Wonderful New



"The Iron With the Tilted Handle"

A distinctly *different* and **BETTER** iron, with many exclusive improvements. Among these are its *tilted*, non-tiring handle, and a newly-designed heating element that distributes heat more evenly and won't burn out or short. Practically unbreakable and trouble-proof throughout.

Packed with durable cord and an

improved reversible stand in a handsome carton that will attract favorable attention in your store.

The *Bee-Vac* iron gives you a real opportunity. New features to help you sell, a lower price to stimulate sales, substantial discounts, and Good Housekeeping and Saturday Evening Post advertising to bring you inquiries.

Retails for **\$5⁷⁵** *Why Pay More?*

BIRTMAN ELECTRIC COMPANY

Department B-511

Lake and Desplaines Streets - Chicago, U. S. A.

Say you saw it in ELECTRICAL RETAILING



Eveready's Christmas drive bigger and better than ever

THERE will be large, full-page Christmas advertisements in the great national magazines, the farm press and the metropolitan newspapers with their wide-spreading circle of influence. There will be a special Christmas color page in *The Saturday Evening Post* that alone will reach 2,500,000 people.

THERE will be a full page in colors in *The American Weekly* that alone will reach another 4,750,000 people. There will be pages in the preferred rotogravure sections of newspapers all over the United States, with follow-up insertions to keep the pot boiling.

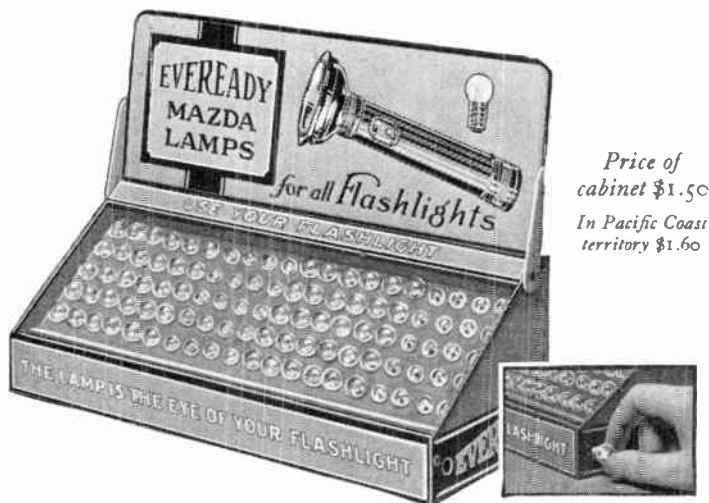
EVEREADY'S Christmas advertising will reach a grand total in excess of ten million readers. Be ready to meet the certain demand that will follow this big drive! Stock up for Christmas now. Send your jobber an order.

EVEREADY
FLASHLIGHTS
& BATTERIES
—they last longer

Manufactured and guaranteed by

NATIONAL CARBON Co., Inc., New York—San Francisco
Canadian National Carbon Co., Limited, Toronto, Ontario

Say you saw it in ELECTRICAL RETAILING



Stock and display your flashlight lamps the better way

MANY a flashlight is idle because the lamp eventually burned out. These idle flashlights mean lost sales of batteries. Bring them back to life with the *new* Eveready Mazda Flashlight Lamp Counter Cabinet. It is an instant reminder of the need for a new bulb.

CABINET of steel, lithographed in red, blue and gray. Contains simple tester. Holds 100 assorted flashlight lamps. Removable label for identifying lamps and prices. Eliminates breakage and disorder, and is a silent, ever-ready seller that will increase your sales of lamps, flashlights and batteries.

Ask your jobber

NATIONAL CARBON COMPANY, Inc., New York — San Francisco

EVEREADY
MAZDA
FLASHLIGHT LAMPS

Say you saw it in ELECTRICAL RETAILING



REGULATED ELECTRIC LIGHT IS A MONEY MAKER!

The illustration above shows you how the stunning new DIM-A-LAMP window trim may be placed to compel attention, interest and sales. A real DIM-A-LAMP clamps right on the display. We will send you that trim *free* when you order 1 dozen lamps from your jobber.

DIM-A-LAMP gives *regulated electric light*. Five changes, like the famous DIM-A-LITE. Saves 30% to 80% current. Good talking points! Comes in three finishes, brush brass, \$4.50; bronze or ivory, \$5.00. A good margin for you on each. Tell your jobber you want this fast seller now.

WIRT COMPANY
PHILADELPHIA PENNSYLVANIA

George C. Knott,
67 Park Place,
New York City

George A. Grey Co.,
910-912 Howard St.,
San Francisco, Cal.

Doherty-Hafner Co.
738 W. Monroe St.,
Chicago, Ills.

Pass & Seymour, Inc
Export Managers,
71 Murray St.,
New York City

Benjamin Electric Mfg. Co., Canada

DIM-A-LAMP

Clamps • Stands • Hangs Anywhere



Say you saw it in ELECTRICAL RETAILING

Do You Know What Radio Lines to Carry?

MUTUAL RADIO CORPORATION

STANDARD GUARANTEED RADIO EQUIPMENT
WHOLESALE ONLY
1022 NORTH AMERICAN BUILDING
CHICAGO

Mr. Radio Dealer:
Whether your Radio business totals \$500. or \$100,000 we can tell you what lines sell best, which ones make money for you and how much to stock of each. Mutual is an established well financed national jobbing service which has helped hundreds of dealers lay out, and operate **AT A PROFIT**, their Radio Departments.

We can help you. Put your radio sales problems up to us.
We handle nationally known radio lines only —our service is unbeatable and so are our prices. It's a service that'll put new profit in your business.

When you want the "low down" on anything in Radio, ask

Jimmy



The New Mutual Catalog is just out. Get a copy and compare our prices and discounts. Try Mutual Service on your next order.

A complete service in standard parts and sets

Belden Mfg. Co.
Benjamin Elec. Co.
Carter Radio Co.
Eby Mfg. Co.
Ekko Co.
Formica Insulation Co.
French Battery & Carbon Co.

Howard Radio Co.
Hafner Mfg. Co.
Jefferson Elec. Mfg. Co.
Kellogg Switchboard & Supply Co.
Martin-Copeland Co.
Mueller Elec. Co.

Pollard Bros.
Radio Appliance Co.
Thordarson Elec. Mfg. Co.
Walbert Mfg. Co.
Willard Storage Battery Co., and many others.

GET CATALOG AND DISCOUNT SCHEDULE

Say you saw it in ELECTRICAL RETAILING

Turning thousands of readers into Tungar buyers



Month after month G-E national magazine advertising is telling millions of radio fans and motorists about Tungar—and making customers by the thousands for Tungar dealers.

Turn the Tungar prospects into YOUR store

Every copy of every one of these Tungar advertisements that reaches a reader in your community becomes your advertisement through your tie-in. And the 1924-1925 Tungar Campaign material—Radio and Automobile Folders, Window Display Cards and Bands—can all be obtained free of charge from G-E Distributors.

Get all these Tungar sales-makers from your distributor and make your tie-in complete.

Make your window say Tungar to everybody who passes.

Send the Folders to everyone on your mailing list. Enclose them with packages.

Use Tungar electros in your newspapers and let everybody know that your store is Tungar headquarters.



Tungar—a registered trade-mark—is found only on the genuine. Look for it on the nameplate.

48-63

MERCHANDISE DEPARTMENT

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, MERCHANDISE DEPT., BRIDGEPORT, CONN.

Electrical Retailing

A Pocketful of Money-Making Opportunities

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JAMES H. MCGRAW, President

JAMES H. MCGRAW, Jr., Vice-President

For Electrical Retailing

H. A. LEWIS DON ROY L. E. MOFFATT R. R. IRWIN O. H. CALDWELL
Manager Business Mgr. Associate Editor Associate Editor Editor



How to Pull Them Inside so the Salesmen Can Sell Them

SELLING radio requires that prospects be in the store. To get them in, Ludwig-Baumann, New York City, one of America's greatest furniture houses, sets up window displays such as the one shown above.

Electrical Retailing

Volume 6

Number 5

A McGraw-Hill Publication

NOVEMBER, 1924

Hardware Store Builds

Electrical Volume— \$85,000 a Year

*Chas. Brown & Sons Find It Pays
to Departmentalize*

By C. Grunsky

EIGHT years ago the electrical business of Chas. Brown & Sons of San Francisco, one of the oldest and best established hardware stores of that city, consisted of a few odds and ends of material sold in various departments of the store.

Lamps were sold in the household department; percolators and toasters graced the counters along with knives and scissors; a few electric heaters were counted in among the stoves. The total amount of electrical goods sold was a small item in the business done by the rest of the store.

Then someone conceived the idea of an electrical department. They hit upon B. E. Griffin as the logical person to head this work. Mr. Griffin was a young man who had entered the employ of the company a short while before. He had already shown that he had both enthusiasm and good judgment, so he was selected to es-

tablish the electrical department.

At the present time the electrical department handles about 15 per cent of the firm's business. Records show one of the largest turnovers for this department of any in the store.

Each month this year has shown appreciably larger sales than those of any year preceding, and a record business is expected for the Christmas season. It is anticipated that the department will do an \$85,000 business in this twelve-month period.

The department is located next to the household goods department. Appropriate shelves and tables have been provided for the display of appliances.

For the larger equipment, such as washing machines and vacuum cleaners, an open booth has been built where the appliances may be demonstrated. Wiring supplies and small articles are kept in conveniently arranged draw-

ers. The location, which is the central section of the store, is marked by an electric sign reading "Electrical Department".

In keeping with the standards set by the Chas. Brown Company through its 67 years of service, only high grade electrical goods are carried. Mr. Griffin states that only the highest quality of electrical equipment is desired by the public.

Public Wants Only Quality Goods

In cases when articles of medium quality which have been sold at low prices as leaders many of the customers have returned the next morning to exchange their purchases for better ones at higher prices.

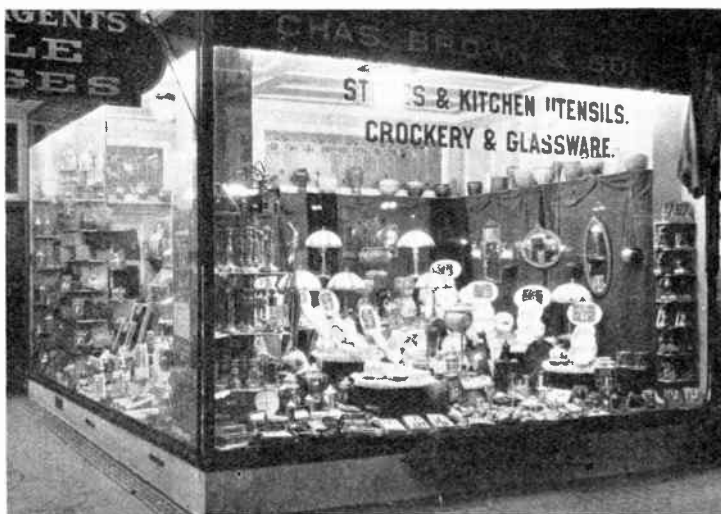
No manufacturer's demonstrations are held in the store. This policy has been adopted because it is felt that the business of a general nature usually suffers

whenever a special article is pushed.

Two special salesmen devote their attention to the larger appliances. They are ready to give an effective demonstration at a moment's notice. These men spend a large portion of their time in the field, giving demonstrations in customer's homes and following up purchases to see that the owners are satisfied.

No house to house canvassing is done, but the following up of prospects secured on the floor of the store is more than sufficient to keep two men busy. The addition of a third outside man is contemplated.

A servicing department is part of the general functions of the store. Every hardware dealer finds that he is called upon to make numerous repairs of tools and other household equipment. An electrical specialist to the repair department staff cares for



Lamps, toasters, waffle irons and percolators always have a place in the Brown windows



This special booth provides for the display and demonstration of large appliances

electrical servicing in the Brown store.

Most servicing required upon the larger equipment in homes is handled promptly by outside salesmen. They find this one of the most effective methods of following up sales and of obtaining new leads for prospects.

The record of satisfied customers who feel an appreciation for the service which has been rendered them is indeed the basis

upon which the success of the department has been built.

This intangible element of customer good will has been capitalized by Mr. Griffin, who uses his spare moments at home evenings to keep in touch with purchasers of large appliances.

A series of letters went out this year to each purchaser of a vacuum cleaner, offering a five dollar toaster for every vacuum cleaner sale made to a prospect

To Build that \$85,000 Volume, They—

1. Give electrical department central location.
2. Sell only "what the public wants"—quality electrical goods.
3. Meet price competition by giving quality electrical service.
4. Stock only standard radio sets—carry complete line of parts.
5. Maintain a sales force just for large appliances.
6. Follow up electrical appliance prospects with personal calls.
7. Insert electrical manufacturers' literature into outgoing envelopes.
8. Offer prizes to women handing in names of vacuum cleaner prospects.

suggested by the housewife. Many responses have been secured from these letters. One customer earned three five-dollar prizes within a month's time.

No opportunity is overlooked of bringing the electrical idea before the store's customers. Mr. Griffin keeps on hand a supply of manufacturer's literature on various articles of household convenience and whenever bills are sent out to the company's 2,100 charge customers, a folder advertising some labor saving item is inserted.

Electrical Department "Got the Jump"

The electrical department has secured this exclusive privilege largely because its manager was foresighted enough to appreciate the value of this form of advertising and to suggest the practice, and because he always has the material on hand when needed.

Articles thus advertised are varied in nature and bring immediate response in inquiries and orders. Smaller appliances have been found to be best suited to bring returns from envelope stuffers. Purchasers usually select washing machines and such major purchases in a more deliberate fashion.

Mr. Griffin believes in specializing on one make of each of the larger appliances. Several makes of washing machines are carried to meet special requests, but only one is pushed.

The housewife is a "shopper" by nature and usually visits several establishments before buying a washing machine. She usually has definite ideas about relative values of machines on display, so resents information forced on her by overzealous salesmen.

Mr. Griffin's policy is to allow

the shopper to use her own judgment in most matters, to answer courteously all questions and to give a sales talk only on the machine pushed by the company.

A small display of fixtures is included in the department, but space does not allow for an adequate stocking of this line. The store closely cooperates with fixture manufacturers who have local display rooms and who are glad to sell for retail merchants who turn over the prospects.

Radio is an important item in the department's sales. One line of standard sets and a complete assortment of radio parts are carried. Sales of parts are large.

Price competition from dealers who use cut-price methods has been completely ignored by Chas. Brown & Sons. Customers are glad to deal with this reputable firm and do not question price. They are quick to recognize the safeguard of the firm's reputation.

Have Price Tags Give Costs of Operation

The public is still afraid of the cost of operating electrical appliances,—though needlessly so. Besides the regular price tag, each electrical appliance on display should be marked with information as to its cost of operation, as, for example: "Cost of making six cups of coffee in this six-cup percolator, 1 cent."

The following table gives the average cost per hour for operating the following electric appliances, based on a rate of 10 cents per kilowatt-hour for electricity:

Cents		Cents	
Flatiron	5	Heating pad.....	½
Toaster	4½	Radiant heater....	6
Vacuum cleaner..	1½	Fan	¾
Washing mach. .	.2	Percolator	4½
Curling iron.....	¼	Chafing dish.....	5½
Grill	5½	Ironing mach.2
		Sewing machine.....	1



Letting customers "tune themselves in" proves a good business-getter for Indiana druggist

Lets Customers Listen In

Druggist Has Radio Set Handy for Store Visitors

THE Peoples' Drug Store, Fort Wayne, Indiana, has installed radio equipment as a regular addition to its stock of goods.

Undoubtedly there will be a suggestion for other stores which are handling radio equipment in the methods used by the store in promoting the sales of these goods.

The store has a radio receiving set installed on a table at the rear of the sales room and all customers who come in the store are privileged to go to the table and don the headphones and then tune in for any desired stations.

To help the customers in getting satisfactory results from the radio, the store has a placard on the wall just behind the receiving set on which for every hour dur-

ing the day and evening there is a notation as to what stations are heard to the best advantage over the set and what wave lengths are used by these stations.

So, by referring to this placard, the users of the set can see just what stations they should try for at the particular hours when they are using the set.

This little extra service rendered by the store to the big percentage of its customers who are interested in radio and who tune in on the set provided for their use has brought the store some splendid compliments and has had such a great influence in putting the store on a friendly footing with many of the customers that it has been possible to make radio sales without much effort.

How to Catch the Dollars

*Showing prospects what they want
is the trick of Christmas selling*

Light Up a Tree to Make Trade Heavy

ONE or more Christmas trees illuminated by colored electric lamps will make the store attractive and will stimulate the sale of tree lighting outfits. Trees should be placed in the window or interior of the store, or both.

Sales of electric Christmas tree lights will be increased by the use



Everyone is a prospect

of display cards bearing a suggestion of "safer trees". Let your motto be, "Xmas tree lights for every home."

Show Electrical Things in Action

MANY electrical appliances and toys can be shown in motion. Here is where they have an advantage over most merchandise. Action in a window or interior display commands the attention of passers-by and customers, and usually gets their interest. Sales follow easily.

Sell Them Extra Christmas Tree Bulbs

FAMILIES who have Christmas tree lighting outfits will need extra Christmas tree lamp bulbs. Small lamp bulbs burn out just as their bigger brothers do. Everyone who has a string of lights will need some extra ones in case of emergency, even though

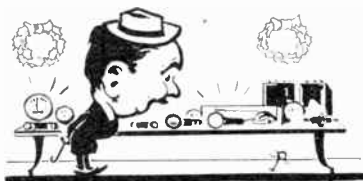
their old ones from last year are still burning.

Display the lamps prominently in your windows, and on a counter on the inside of the store, with cards suggesting "Insure yourself against a dark Christmas tree on Christmas Eve. Take along two or three extra lamp bulbs." Prices should be marked on the cards.

Auto Accessories for Dad's Christmas

MOTHER, Tom, and Helen all rack their brains for some idea as to what to give dad. Electric auto accessories, which often are considered luxuries in summer, make excellent Christmas gifts.

Put some accessories in the window with cards reading: "It's just the thing for dad"; "Dad will sure be happy to get this"; or "This will tickle dad." Electrical auto accessories include spot lights, backing lights, red stop lights, cigar lighters, electric windshield cleaners, running board parking



"Just the thing for Dad"

lights, lamp bulbs, spark plugs, tire pumps, trouble lamps, vulcanizers, batteries, battery chargers, flashlights and horns.

It Will Pay to Push Radio

STORES that handle radio have the advantage of having a line which appeals to everybody.

When the Xmas Buyers Shop

*There is something for everyone
in a complete electrical line*

Father might present a set to mother, and he will be tickled over the set himself, and so on around the family circle.

Christmas is just the time when dealers will be able to sell the higher priced cabinet sets. This season also opens a large market for accessories. Loudspeakers, especially, should have large sales. As for batteries and tubes, sales suggestions by word of mouth or

each one at his office and suggest a sweeper, washing machine, fireless cooker, or a range, as an appropriate gift of rest and comfort.

Lay in a Complete Electrical Stock

AN up-state New York druggist who regularly stocks in the electrical line only flashlights and curling irons, puts in a complete line of percolators, toasters, waffle irons and hot plates for his Christmas trade. He finds that electrical appliances are both great profit-builders and traffic-getters. The latter influence is accompanied by an increase in sales of other goods. Shining electrical appliances, he finds, catch the eye of women and appeal to their utilitarian sense. Merchants who have not the room to lay in a regular electrical stock will find electrical appliances great money-makers during the Christmas buying season.



They all want a radio

by display cards, will increase sales. Suggest something like this: "Bring in that Christmas concert clearly. Buy a fresh battery"; or "Give him a spare vacuum tube."

Loan Tree Lights to Churches

ONE dealer increased his Christmas trade by loaning tree lights to churches. Try this. Write a personal letter to the clergymen of every church and to the Sunday school superintendents, offering to loan them complete equipment for their Christmas tree celebrations. Do this two weeks before Christmas, and then advertise it in the local paper.

Sell Him Something "For the Wife"

MAKE a thorough canvass of business men in your community. Use the phone to call on

Set Up a Five-Dollar Electrical Table

CHRISTMAS shoppers want suggestions. If they don't see what they want, they will go to the next store. A \$5 electrical table will catch them every time.



Set up a \$5 electrical table

Boudoir and desk lamps, curling irons, marcel wavers, electric irons, radiant heaters, electric grills, toasters, percolators, heating pads, immersion heaters, and radio accessories are just a few of the articles that can be displayed.

When Your Community Thinks of Radio

Does It Think of You?

EVERY radio fan in Baltimore, Md., knows Mr. Driscoll. He is a radio dealer who believes that the public demand for radio is already sufficiently great, so he has turned to the second factor in selling the public, and is advertising himself.

The first of a series of newspaper ads was what advertising men call a "teaser", a blind ad to arouse curiosity. This was simply a photograph of Mr. Driscoll, with the words, "Ask Mr. Driscoll" written across it.

This was followed by "The Answer Man", shown in accompanying illustration, which explained that Mr. Driscoll was a radio ex-

pert who likes to answer questions. The third ad was headed, "Blame Me", carrying forward the same idea.

Each of the series is the same size, eight inches high and three columns wide, carrying the picture of the pleasant faced gentleman with the horn-rimmed glasses, and the line "Ask Mr. Driscoll". The store itself is linked with the advertising by the same picture painted on the windows.

As the public realizes more and more that radio satisfaction depends on the man it buys from and not on the price they pay, such advertising as this produces lasting and profitable results.


The answer man!

His is the man who knows how to tinker with his own car who gets real automobile service. Saves on garage bills And knows the job's done right.

But he wasn't born with his "auto-tinkering genius." He learned it from the men who sold him his car—experts who were glad to answer questions.

A radio is just as big a buy. One you want to trust to the responsible man, the expert who can answer your questions.

And that's Mr. Driscoll. Ask him



H. W. DRISCOLL RADIO CORP.
7 N. HOWARD STREET

This
Newspaper
Ad Shows
How
H. W.
Driscoll of
Baltimore
Sells
Himself
Before
He Sells
His Sets



Heavy advertising brings a continuous stream of radio customers up-stairs to the Colonial

Second-Story Clothes Shop

Does \$150,000 Business in Radio

*The reasons—plenty of advertising
and a manager who is a radio fan*

By D. G. Baird

TO THE already long list of non-electrical stores that are finding radio a profitable line, add a clothes shop—the Colonial Clothes Shop, of Detroit, Mich.

The Colonial Clothes Shop carries men's and women's ready-made clothing and furs for the latter. It sells on the time-payment plan. It is one of the city's most aggressive merchandising concerns—having built up a business of a million and a half a year in five years' time.

The radio department was added last February. In spite of

its youth, the Colonial's radio department is expected by J. A. Fenberg, general manager, to do a business of \$150,000 in this, its first year.

The success of this department is due to the same factors that have made the Colonial Clothes Shop one of the most conspicuously successful stores in the country: heavy advertising, credit terms, and good merchandising.

The Colonial Clothes Shop was opened in September, 1919, in a second-floor room, 18 x 50 feet, on a side street. Sixty days after the shop was opened, an additional 50

feet was added to its length, making the floor space 18,000 sq. ft.

In 1922, the company secured a lease on a building at the corner of State and Shelby streets, a very poor location, and occupied the entire second floor, which afforded 6,000 square feet of floor space. It did a business of over \$500,000 the first year there, instead, and passed the million mark in 1923.

The third floor of the building was taken over early this year, doubling the floor space. Radio, automobile tires, and luggage were added, and, according to Mr. Fenberg, business so far this year has shown an increase of 50 per cent over last year.

Company Is Heavy Advertiser

Mr. Fenberg frankly attributes the success of his firm chiefly to advertising. "Advertising will do almost anything," he insists. "Had we contented ourselves with running just an occasional advertisement in the local papers at first, we probably would still be in our original location, doing a business of \$50,000 or so a year.

"Some merchants are afraid to spend money for advertising because they think it will increase their overhead to a prohibitive figure. We find that, on the contrary, heavy advertising reduces our overhead, relatively speaking. Many times we have cut our percentage of overhead in half by doubling our expenditure for advertising."

The Colonial uses liberal newspaper space. It has taken as much as 90 inches for a single radio advertisement. It maintains 160 posters almost continuously, and does perhaps more direct-by-mail advertising than any other store in the city.

NOW YOU CAN OWN A RADIOLA SUPER-HETERODYNE

JOIN THE COLONIAL
SUPER-HETERODYNE
CLUB



Every Radio Fan Will Want to
Own a Superheterodyne
This Fall

100 members can join. Pay small sums on a Radiola Super-Heterodyne—delivery in Fall—continue small payments AS YOU ENJOY YOUR SET IN YOUR HOME.

We know you will want a Super-Heterodyne Radio in Fall, when radio reception is good—so we want you to START PAYING ON ONE NOW. \$6 starts you—only 100 members admitted—then small weekly payments until Fall. Your set will be delivered about Sept. 1st to 15th. Pay the balance while enjoying the set. \$6 STARTS YOU!

WE'VE ORDERED ONLY 100 SETS!

Hundreds in Detroit are awaiting delivery of the RADIOLA Super-Heterodyne—so come now. \$6 STARTS YOU. Be sure to have yours when Fall comes.

COLONIAL CLOTHES SHOP

113 STATE ST., CORNER SHELBY
ENTIRE 2nd and 3rd FLOORS COLONIAL BUILDING

Raising "the social position" of "credit" in the estimation of prospects—the Colonial finds it easy to get fans to "join a club"

In addition to circularizing customers regularly, Mr. Fenberg secures what he calls "select lists". These are circularized separately, with a definite appeal made to each group. "Are you a Ford employee?" one letter will ask, for example, and will go on to say that if so, this fact is sufficient assurance that the addressee's credit is good and he is invited to come in and open an account.

Credit Helps Sell Radio Sets

The present popularity of credit has also had much to do with the success of this store in selling radio. With the present high standard of living and multiplicity of wants, it is almost imperative that the average wage earner or

salaried person either buy things that "run into money" on time payments or not at all.

Comparatively few such persons are prepared to lay down \$150 or more in cash for a radio set. If cash is required, they will either buy a cheap set or none at all. However, having once obligated themselves to pay for an

HEAUVY advertising, credit terms, and good merchandising have made the Colonial radio department a success, "but the greatest of these is advertising," declares J. A. Fenberg, general manager of the store.

expensive set in a certain number of equal payments, they will discharge their obligations promptly and without embarrassment.

These factors—heavy advertising, credit, and good merchandising—then, have been responsible for the phenomenal growth of the whole store and the same principles have been applied in promoting the radio department.

The latter was added, Mr. Fenberg explains, for several reasons; because he was looking for a profitable side line that could be sold to advantage on credit, because he had many calls for radio sets, and because he himself is a radio fan.

At the time the radio department was opened, the company was able to invest any advisable amount in the line, so a complete and thoroughly stocked and equipped department was presented on the opening day. Three men were employed in the radio section during the busy period, but one or two took care of it during the summer months.

Being a radio fan himself, Mr.

Fenberg has given a great deal of personal attention to the department and this has contributed materially to the success he has achieved with it.

He has from the first made a practice of taking home a sample set and testing it out himself before stocking it, thus making sure that it is all that is claimed for it. Some time ago he got an opportunity to buy an inexpensive set that he could sell for \$10. Mr. Fenberg took one of the sets home with him to test it, and in doing so, found that the set would operate a loudspeaker splendidly. He immediately placed a larger order for these sets and secured exclusive rights to sell them in Detroit.

This set not only has proved highly popular, but has converted many who were hesitating to buy a set, Mr. Fenberg says. With it a definite appeal has been made

NEWSPAPER, poster and direct-by-mail advertising are all used by the Colonial. Mr. Fenberg maintains "select lists" which he circularizes regularly, with a special appeal to each group. Credit is the chief appeal to the working classes.

to the man who says: "Oh well, it's only \$10. I'll try it." The same man usually comes back a month or so later and wants an expensive set.

In this connection, The Colonial has found it well to offer a trade-in privilege to those who have had their cheap sets 60 days or less and desire to trade them in as part-payment on more expensive sets. The sets seldom are damaged at all in that time and the store can well afford to allow the customer the full purchase



Keeping an eye out for the latest developments in sets enables the Colonial to keep an up-to-the-minute stock

price on them to apply on a set that sells for \$100 or more.

Being a radio fan has also enabled Mr. Fenberg to keep on the alert for new developments in the field and stock all the latest things as soon as they come out, thus developing a reputation in this respect. Just now he is selling a new five-tube set that is not to be had in any other store in the Middle West.

Gives Prompt Service on Installations

Service is emphasized—too much so at times, Mr. Fenberg says with a rueful smile, and goes on to relate that on a recent Saturday every employee in the department went out to assist customers in one way or another, leaving no one at all to sell goods during the busiest period of the day. This was due, of course, to a misunderstanding, but it illustrates the point that if a customer who buys a set from the Colonial on Saturday, is going to have company the

next day, and is anxious to have his set in operation for their entertainment, employees of the department will see to it that his set is ready.

Credit terms usually are one-third down and the balance in five equal payments, although regular customers or those who are well rated may secure more liberal terms as to the initial payment. Five months is usually the limit, however, and six months is said to be the maximum time ever granted.

As might be expected, there is some "grief" involved in selling radio on credit—in selling it for cash, for that matter—but Mr. Fenberg says most of this can be avoided by making sure that the customer thoroughly understands all that is necessary for him to know about the set he buys. Tubes and parts are tested in the customer's presence, and a definite agreement is made concerning all the details of the transaction before the set goes out.

When the Regular Electrical Stores Are Closed

Tuttle Grabs Off the Business

H TUTTLE'S variety store, Brewster, N. Y., has taken advantage of the fact that the local electrical stores were closed when many people desired electrical service. So Tuttle's put in a line to meet this demand.

Electrical goods carried consist of lamp bulbs, sockets, attachments, fuses, plugs, flashlights, hot plates, curlers, irons, and percolators. They are displayed in a case, with some non-electrical wares. The business in lamp bulbs is large.

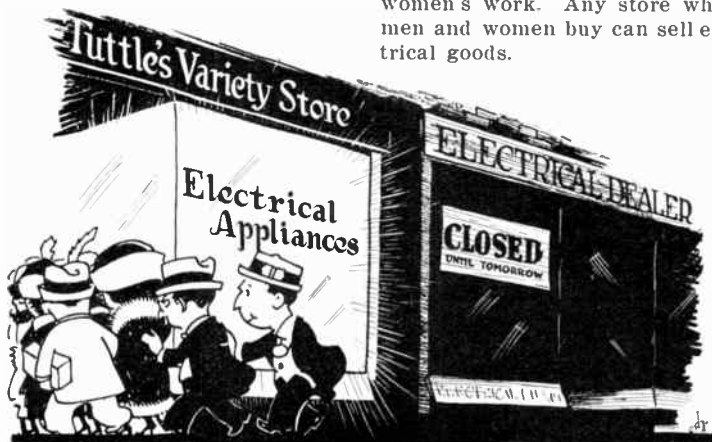
Brewster is a small town, and electrical competition consists of hardware stores, drug stores, electrical stores and auto accessory stores. However, Tuttle is open when the other stores are closed, and gets its share of the business on this point alone. No advertis-

ing is done, aside from the fact that people have been educated to look for electrical goods at this particular store.

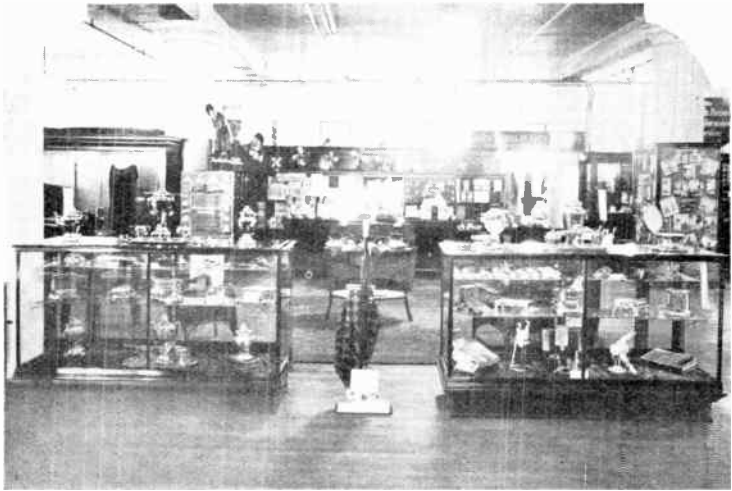
As electrical goods are a comparatively new line, many merchants seem to handle them with a guilty conscience, as if they were tramping on another fellow's domain. This is a wrong attitude.

The method today is not to sell a buyer a pair of suspenders and then watch him walk into another store for his trousers. A merchandising merchant will send him forth fully clothed.

Every woman is a buyer of household and toilet goods, is a possible buyer of electrical utilities. Most men are prospects for flashlights and installation equipment, and all residents of wired homes are prospective buyers of the many time-savers that lighten women's work. Any store where men and women buy can sell electrical goods.



Boy! Look at them go into Tuttle's after electrical goods!
Every store that stays open at night can get this trade.



This electrical department is placed right where the women will see it

Rich's Gave Electrical Department **New Location— Sales Jumped 50 Per Cent**

By Archie Richardson

AN OVER-NIGHT increase of 50 per cent in counter sales followed the moving of the electrical department a distance of less than 100 feet on the fourth floor of M. Rich and Brothers Company's new department store in Atlanta, Ga.

When the new \$1,500,000 Rich store was opened a few months ago, the electrical department was given a good position on the fourth floor facing, and about 50 feet from, the elevator landing. Getting off the elevator, one could

scarcely fail to notice the attractive display of the electrical department. But sales were not as large as had been hoped for.

Later the department was moved to a location between the ladies' rest room and the beauty parlors. Everyone going to either of these places had to pass by or through the electrical department, and a careful check showed that few of those who passed failed to at least glance at the display of electrical servants.

The increase in sales which was

noticeable immediately was credited entirely to the large number of women who passed the department and saw the goods on display. There was no change in display methods, and the fixtures designed and built for the old location were moved to the new.

"The electrical department is a success in the department store if the location is right," said C. A.

ELECTRICAL goods are sure sellers if they are attractively displayed in the right location, according to the electrical department manager of M. Rich and Company's new department store in Atlanta, Ga.

Morris, manager of this department. "This presupposes that the goods are displayed so as to catch the women's eye and make her want to possess them, and that courteous attention is given every customer. Sales will fall far short of what they should be if the department is not placed where the customers will pass and see the display."

Rich's electrical department occupies a floor space of 750 square feet and carries a stock that inventories close to \$1,200. With this limited space and stock they furnish, as their slogan puts it, "Everything electrical for the home."

An efficiency display fixture which occupies only 60 square feet of floor space provides for the display and storage of more goods than are found in many electrical stores. This fixture was designed and built especially for this store.

The front of the case, which the customer sees, is divided into three sections, each eight feet in

length. One section is given over to the display of cooking appliances, another to lamps and the third to irons, small lamps and such goods.

In the cooking appliances section, a percolator, a toaster, a waffle iron, a table stove and several other such articles are shown, each in an individual glass-front electrically lighted compartment. Just above or below is a duplicate appliance in a compartment that has a wooden front.

When the customer asks to see an article on display, the duplicate is taken out and shown her. The one in the glass-front case is never touched, which means that it will remain at just the right angle to show it off to best advantage and that there will never be any finger prints or dust on it. Another advantage is that the display is never interfered with when an article is taken out of the case to show a customer.

The back of the case was designed with as much care as the front. At each end is a locker

EVERYTHING electrical for the home, is Rich's slogan. Moderate stock well diversified, results in varied display, increased sales, more profits on the quick turnover.

which serves as a desk, one for the manager of the department and the other for the manager of outside sales. Between these are six lockers which are used by the outside salesmen. The back of one section is used for storage purposes.

Six outside salesmen are employed. Their time is given over for the most part to selling vacuum cleaners.

Electrical Salesmanship

And a Novelty or Two—in Pictures



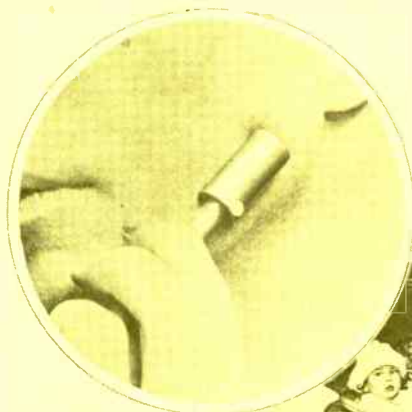
Tempt the Customer to Re-Open Her Pocket Book

TO DISPLAY electrical appliances is to sell them. That's why many dealers put them near the cash register where every customer is sure to see them.

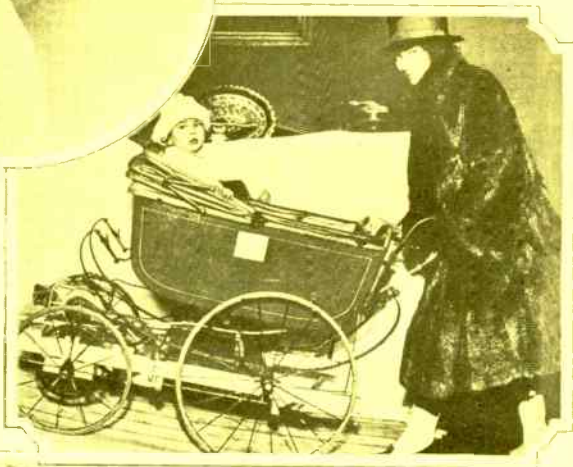
After the customer has paid for her original purchase, her eye falls on some shining household appliance. The salesman takes up the cue, and "clank" goes the cash register. Another sale!

Novel Electric Playthings That

ELECTRIC "LAWN-MOWER" SAFETY RAZOR—the invention of Prof. A. M. Low. By electric current two blades are made to revolve at the speed of 3,000 revolutions per minute. It is claimed that a shave is insured without the slightest "pull". What wonders electricity will perform!



LOOK! BABY HAS AN ELECTRIC AUTO—an electrically driven perambulator, the invention of the Reverend Mackenzie, a Scottish minister. The passenger, the chauffeur and the "pram" are seen daily in the region of Forest Hill, London



PORTABLE RADIO SET FOR OCEAN PASSENGERS—

the latest bit of service for trans-Atlantic passengers. The set is of the portable type, non-regenerative, with a built-

in loop which does not interfere with the reception by the ship's apparatus. Above, on board the S. S. America

Are Mighty Useful, Too!

NEW DEVICE TO MAKE MILADY MORE BEAUTIFUL— combination Turkish bath and sun bath for Milady's face, the invention of an English beauty doctor



ELECTRIC WAVES—PERMANENT WAVES—new hairwaving machine perfected by Prof. Frederick Korf and William Zentler of the Wilfred Academy, New York, gives Miss Ann Stewart a permanent via electric heat. The device is equipped with coils that transmit electric waves



MAKING LIFE EASY FOR THE MULE AND THE MULESKINNER—

a safe and sane use for vacuum cleaners. Col. Gerhardt of the 16th Infantry, stationed at Governors Island,

New York, is shown above instructing Corporal Atkinson of the Service Company on how to use a vacuum cleaner

She wants one of these two

IN ONE or the other of these HORTON Washers, the average woman wanting washer satisfaction will find just what she has been looking for. Thousands of dealers who display this combination are getting a maximum of the possible sales in their territory.

Ask your wife or some woman in your employ, to read over the Horton features shown on the opposite page. She will undoubtedly say that they amply meet her ideas of an "ideal washer."

First let us take the HORTON No. 40—the original 3-cup Suction Washer. This machine possesses a combination of attractive features which we do not believe are equalled in any other. It is a big, handsome machine built to give perfect laundry service for many, many years. Dealers

say that it is the most efficient, fastest, electric washer produced.

The No. 33 is the advanced dolly type. This washer finally brings to the medium priced class, a machine of sturdy build, excellent washing ability and attractive appearance. We have spent many years in developing this washer to its present stage of perfection and feel proud to be able to offer a machine of such excellence at so reasonable a price. You can easily compete with higher priced machines with this washer on your floor.

Jobbers throughout the country have these machines ready for immediate shipment to you. Give your jobber a trial order. Then get acquainted with the rest of the famous Horton line of washers and ironers — it covers every need.

THE HORTON MANUFACTURING CO. stands for fair dealing in all its relations and believes that there is a heart in business.

HORTON MANUFACTURING COMPANY
1122 Fry Street Fort Wayne, Ind.



Horton Home Ironer No. 30 inch roll. Irons EVERYTHING perfectly. Retail price, \$140 (gas heated); \$175 (electrically heated).



Horton "Peerless" Washer No. 30—Water Power. Requires only 25 lb. pressure. Retail price, \$22.50.



Horton Miscellaneous Washer No. 22—the highest grade hand operated washer. Retail price, \$16.



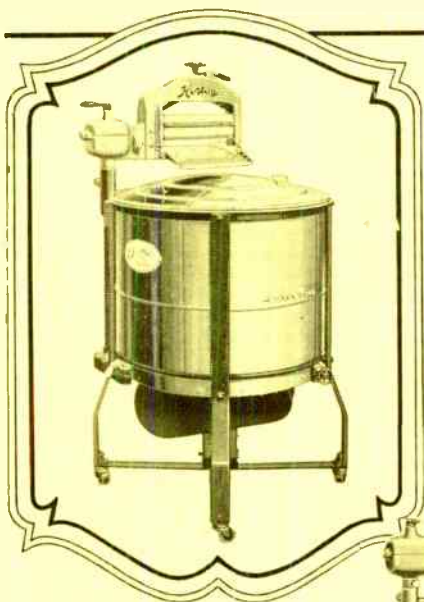
Horton Washer No. 35 Vacuum Type, Hand Power. Retail price, \$20.00.

ELECTRIC WASHERS
Pioneers for 50 Years

Horton

AND IRONERS
Fort Wayne, Ind.

Say you saw it in ELECTRICAL RETAILING



HORTON No. 40
3-Cup Suction Washer
(shown above)

It is handsome. Every woman will be attracted to it whether the tub is of shining white vitreous enamel or heavy copper.

Suction and Air Pressure Principle washes all kinds of clothes clean, quickly and with least amount of wear.

A gas burner keeps water in the tub at a uniform temperature through entire washing.

No heavy parts to lift.

Easy to operate and easy to understand. No intricate mechanism to get out of order or require oiling; working parts packed in grease.

Superior construction. Perfectly proportioned and balanced so as to run smoothly and quietly without vibration.

A real Horton product made entirely and exclusively in our own factory. Skilled workmanship backed by 54 years experience in building washers makes the No. 40 as near perfection as possible.

THE NO. 33 — Dolly Type
(shown below)

The tub is made of fine cypress. Water won't affect its endurance. The inside of the tub is corrugated—an aid to the washing process. The outside of the tub is finished in high quality enamel varnish.

The motor is the product of the world's largest builders of washing machine motors. Powerful, dependable.

Self-locking lid prevents the heat from escaping—and thus makes the washing more thorough.

The swinging wringer is the last word in efficiency. It affords a wonderful advantage when wringing the clothes from one tub into another. A safety trigger separates the rolls instantly in an emergency.

The construction and workmanship of the machine is perfect in every detail. It operates silently. It washes thoroughly.



ELECTRIC WASHERS
Pioneers for 50 Years

Horton

AND IRONERS
Fort Wayne, Ind.

Say you saw it in ELECTRICAL RETAILING



“Eveready Radio Batteries
are the greatest sales asset we have”

The Florida Radio Supply Co., Jacksonville, Fla., added Eveready Radio Batteries to its line of electrical merchandise in order to supply its customers' demand for the best.

Evereadys made good at once. They not only showed a good profit, but they did more—they proved to be one of the best salesmen the Florida Radio Supply Co. ever employed.

“The sale of batteries,” says Mr. J. F. Dobbin, manager of the company, “brings an increasing number of customers to the store and gives us an excellent opportunity of interesting them in the other lines of

merchandise that we carry. The Eveready Radio Battery line has helped us more than any other line of merchandise. In one month of this year we sold over \$400 worth of "B" Batteries alone, much of that volume to people I had never seen before. Turnover profit is greatest on Eveready Radio Batteries. Mr. Arthur Seager, my assistant, agrees with me that they are the greatest single selling asset we have."

Eveready Radio Batteries, nationally advertised, are quick sellers and quick profit-makers. A quality product through and through, they add prestige to your store and stock. They attract customers who are eager to buy and do not have to be sold. No radio, electrical, hardware or general store stock is complete without Eveready Radio Batteries. Order from your jobber.

Manufactured and Guaranteed by

NATIONAL CARBON COMPANY, Inc.

Headquarters for Radio Battery Information

New York

San Francisco

Canadian National Carbon Co., Limited, Toronto, Ontario

EVEREADY
Radio Batteries
- they last longer



A Display that Will Make Them Come In and Buy

CHRISTMAS shoppers will soon be with us. Here is a window that will pull them into your store,—whether yours is a hardware, drug, furniture, house furnishings, or whatnot store.

Study the above picture, then set up the window according to Mr. Johnson's article beginning on the opposite page. A suggested newspaper advertising tie-up appears on the third page following.

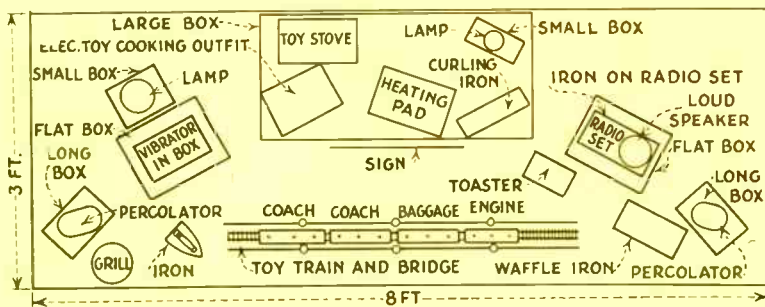


Figure 2. Set merchandise in window according to above illustration. For arrangement of boxes, see Figure 1, on second page following.

Let This Window

“Make This an Electrical Xmas”

*A December Sales-Making Display
That Will Cost \$1.40*

By Robert O. Johnson

THIS is the seventh article in Mr. Johnson's series on "Sales-Compelling Window Displays for Retailers of Electrical Goods." The picture on the opposite page shows how the window looks when set up. Study it, then set it up according to the following directions. Details may be altered and merchandise slightly changed according to the stock handled by the dealer.

CREPE paper decorations for this window consist of four packages of red brick paper at 25 cents each, one package of Christmas green at 15 cents, and one package of Santa Claus picture paper, 25 cents,—a total cost of \$1.40. The white paper used is left over from previous windows.

For the Background

The design on the back is intended to represent a chimney and gabled roof. Cut two strips of red brick paper 18 inches by 20 inches and pin it against the background by beginning at the floor. Put one of these pieces above the other so the chimney will be 18 inches wide and 40 inches high. Cut one strip of brick paper 22 inches long and the width of two bricks to make top of chimney extend out on each side about 2 inches. See A, Figure 1.

Take one piece of white paper 7 inches wide by 20 inches long. Cut one edge along the top in an uneven way to represent snow. Cut out the opposite edge to indicate icicles. Pin this piece of white paper along the top of chimney. See B.

Make the roof of Christmas green, taking a piece full width and long enough to reach from the center of the background to the left hand side of window. Cut the piece diagonally from one extreme corner to the other through the center, forming two triangles. Pin one triangle in position on the left hand side and the other (inverted) on the right hand side. The two pieces when pinned in position will form the roof. See C.

Take one narrow strip of white paper and cut one edge in an uneven line to represent snow and the other edge, zigzag, to represent icicles and pin these two strips along the top edge of the green to represent snow on the roof. See D.

Cut out the picture of Santa Claus and pin on top of the chimney. See F.

Floor Covering

Cover the floor with two 8-foot strips of brick paper. Do not ruffle and lay them as per instructions for preceding windows.

The boxes required for this win-

dow are one large box, 32 by 21 by 11; two long boxes, 30 by 5 by 7; two flat boxes, 11 by 9 by 4; one small box, 6 by 6 by 12; and one small box, 8 by 9 by 5.

Cover the big center box with brick paper across the front and ground on each side. Lay a piece of brick paper on the top. For the trimming around the upper edge, cut one strip of green crepe one and one-half inches wide, ruffle both edges, and lay from the rear left corner around the side across the front and back to the rear right corner.

Use Brick Paper

The two long boxes are to be covered with brick paper. The paper from which the picture of Santa Claus was cut is to be used for trimming the tops of the two long boxes, cutting the edges to resemble icicles.

The two flat boxes are to be covered with white paper and trimmed with strips of brick paper one brick wide and wrapped around the box from bottom to top.

The small 6 by 6 by 12 box is to be covered with brick paper.

The small 8 by 9 by 5 box is to be covered with white paper with a narrow strip of brick paper around from side to side.

Merchandise for Display

Place a 6-cup percolator on top of the left hand long box. Place an 8-cup percolator on top of the right hand long box. On the floor in front of the left hand long box place an electric grill and next to that on the floor near the glass an electric iron.

Across the front of the window in front of the large wooden box place a bridge set and toy train consisting of engine, baggage car and two coaches. If you do not have a toy train in stock, use radio parts.

At the right hand end of the toy train place an upright toaster. Set up the other merchandise according to figure 2 on second page previous.

For other Christmas window suggestions see the pictorial section of the December issue.

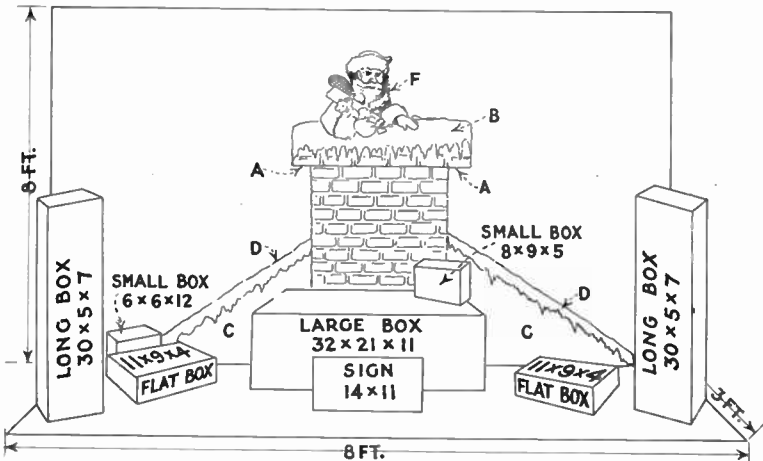


Figure 1. Set up boxes and background according to above illustration

Flash this Message in Your Christmas Newspaper Ad

A Knockout Advertising Tie-up for Mr. Johnson's Window Display

NEWSPAPER advertising at Christmas time offers special opportunities for the merchant who sells electrical appliances, for electrical gifts are a new note in the market.

Each Christmas, for the last half dozen seasons, thousands of shoppers have newly discovered that here is something novel for holiday giving—something particularly appropriate for modern times.

A spirit of eager search prevails during the weeks of Christmas shopping. Men and women with lists of names already made out are hunting for things to give to him and to her. They do not have to be urged to spend money. They want to be guided to a happy selection.

Under these conditions electrical household appliances make immediate appeal, once they are suggested. For a toaster, a grill, a percolator, a waffle, a lamp is not something that is received as a token and soon forgotten. It is a gift of personal service, a gift of comfort that is used and enjoyed in grateful memory.

Therefore, make your newspaper ad a reminder to—Give Something Electrical! If you use large space, list a dozen appliances by name and show small cuts of several. (The manufacturer will gladly furnish these.) In a five inch single column ad the accompanying copy will carry the message. Then if your

windows flash the same signal as the shopper comes down the street, she will drop in to see—and buy. Try it and see.

Give Something Electrical!



STOP in our store and see all the electrical gift appliances. They make delightful Christmas presents. New and just the thing.

Here are gifts that people use and enjoy a long time. Lots more fun to give and to receive than some trinket that carries no personal service.

There are lamps, grills, percs, waffle and other gifts—to suit all kinds of people and at a wide range of prices. In holly wrappings they are most appropriate—and pleasing



**The Park
Drug Store**
*Main Street
Yourtown*

Reproduce this ad in your
local newspaper next month

Sporting Goods House Wins New Profits from Old Friends *via Radio*

Memphis Firm Finds Friendship a Source of Large, Immediate Sales

IT IS a mighty fine thing for any man to have a great many friends—and a fine thing for any man's business, too. This fact is a commonplace. We all know it.

Friends contribute indirectly to any business success. Radio has enabled the Buckingham-Ensley-Carrigan Company, a leading sporting-goods house of Memphis, Tenn., to draw business directly from friends of the firm and its employees.

Selling the Man That Has the Money

And the selling plan it uses is so logical and easy that it began and developed itself.

The firm was doing good retail business in radio parts, chiefly with the younger element, and F. H. Yancey, in charge of radio, wondered why some of his old friends and sporting-goods customers were not enthusiastic about radio.

These men with the money to buy high-class radio sets had not thought much about radio. They would have to be converted to the idea. As Mr. Yancey saw it, the one way to sell them was to temporarily install radio sets in their own homes, and thus let them sell themselves.

So he went after these prospects by telephone and by per-

sonal calls at their places of business. He also tackled them when he met them on the street.

He put it up to them that here was a chance to hear for themselves just what radio was, and that it would cost them nothing. For, as Mr. Yancey puts it, "when you tell anybody that it will cost them nothing, no matter who they are, they are interested."

There seems to be almost no limit to the number of prospects possible with this plan, although no man is approached on the subject who is not known to some member of the organization. The

Friends— The Dealer's Best Radio Prospects

A merchant or business man, who is active in club, lodge or association work, knows and is known by many worth-while men of his community.

This wide acquaintance is a business asset which can be turned into sales and profits.

The accompanying article tells how a live sporting goods house in Memphis is making personal friendship the basis of a highly successful radio business.



Every Friend Is a Radio Prospect

If you are a live merchant, you probably attend banquets like this every month. Do you follow these friends up as radio prospects? Buckingham, Ensley and Carrigan do

acquaintanceship of the heads of the company who are active in local club and lodge work, is so wide that the sales work can not entirely cover the list.

"It surprised us," said Mr. Yancey, "when we came to making a definite selling drive in this manner, how many men were known. With the several members of the firm and the department heads, the list runs into thousands.

Company's Men Personally Know Thousands

"We often take a number of names here in the office, go over the list, and estimate how good they are as radio prospects. We eliminate some names for the time and go after the best ones.

"We put the most steam behind this selling during the first three months of the year. Those are the months when the sporting

goods business is dull. It was because of the dull months that we put in radio. We display radio prominently during these months. Most of the organization goes after radio sales in the store and outside.

Radio Good When Sporting Goods Dull

"In these months there are morning conferences at which we check up on those who have bought sets and those who have not been approached. As most of these prospects are business men with offices or stores a few blocks from this store, it is easy to run in to see them about sets.

"The approach is friendly. We want a prospect to enjoy radio for a few evenings at our expense. We go out and make a temporary installation and demonstrate the set.

With this personal selling, it is

not practical to make more than one demonstration in an evening. We do not try to make a quick demonstration, a business-like solicitation and a quick get-away.

Home Demonstration Completes the Sale

"We usually spend the evening at our friend's house and show him how the set is operated. That means that we are working pretty nearly every evening, but as we are all radio fans, we would probably be doing at home the same thing we are doing outside.

"The great majority of trial installations result in sales. Most of these sales are on the high-priced sets.

"This same method has developed a wholesale business through agents that is in addition to the regular dealer business brought in by the company's wholesale salesmen."

To this well known and long established sporting-goods house many applications come weekly from men who want to represent the Buckingham-Ensley-Carrigan Company on radio in the smaller towns.

An agent's plan has been developed that creates local agent

representatives in the smaller towns and country communities.

Many apply under this plan who simply want to buy one set at a discount. The company meets this by insisting that anyone becoming an agent must buy not less than three sets at a time.

So long as these agents are active and buy at least three sets a month, their territory is held for them. These agents are not allowed to sell retailers, so they only supplement, and do not interfere with, the wholesale dealer business.

Buckingham - Ensley - Carrigan Company is thoroughly convinced a sporting goods house has a profit-making line in radio.

Radio Concerts—A Traffic- Getter for Department Store

Wanamaker's, New York department store, has for many years given daily musical concerts in the store auditorium. The Broadway Department Store, one of the leading merchandisers of Los Angeles, Calif., has applied this same idea to radio. The store's regular newspaper advertising carries this invitation: "Concert daily during the broadcasting hours. We invite you to come and listen in. Take elevators to the music auditorium, eighth floor."

These concerts serve not only as traffic-getters, but are valuable builders of good-will, prestige, and radio sales. Shoppers, weary of jostling with the midday crowds, are refreshed after listening to the concerts, and are in better mood to buy radio and other merchandise. The same idea can be applied on a smaller scale by other stores.

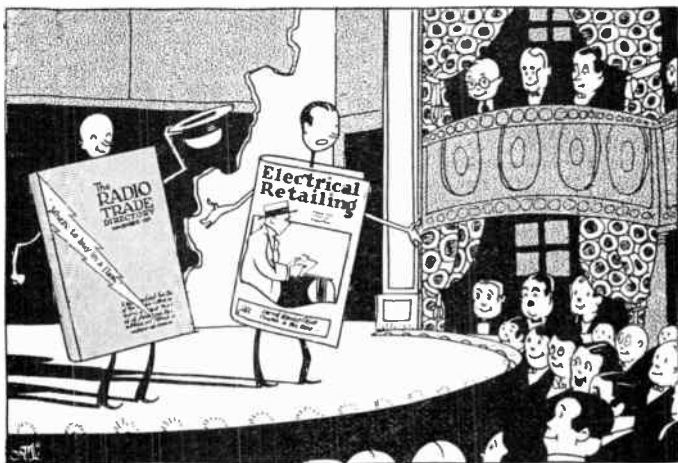
What Radio Did for Sporting Goods House

Built up sales volume at little increase in expense.

Turned sporting goods dull period into live season, thus keeping rent and salaries at their fullest earning power.

Secured quick turnover and large business without a strain on capital or its diversion from other use.

“Electrical Retailing” *Presents*



“The Radio Trade Directory”

*“Where to Buy
in a Flash”*

TO GIVE the radio buyer and seller the answers to all their vital questions, the McGraw-Hill Company, publishers of *Electrical Retailing*, announce the Radio Trade Directory and the Directory's List Service.

As the world's largest publisher of engineering, industrial and business publications, including such magazines as *Electrical Retailing*, *Electrical Merchandising*, *Electrical World*, *Journal of Electricity* and eleven others, the McGraw-Hill Company has exceptional facilities to compile and publish such a Directory.

In the Directory will be found classified lists of all the American

manufacturers of everything used in the construction, operation and maintenance of radio equipment, both transmitting and receiving, —makers of raw and semi-finished materials, parts, accessories, supplies and machinery and tools peculiar to the industry. The Directory will be issued this month and quarterly thereafter.

The work of compiling the Directory and the List Service is in charge of J. S. Cortelyou, formerly editor and business manager of the Automobile Trade Directory.

The List Service will provide authentic data on the wholesalers of the country as well as complete lists of the radio retail trade.

Electrical Retailing

Editorials, November, 1924



“Don’t Sell the Auger—Sell the Hole”

THAT is the very practical and homely advice of a hardware friend of ours to his clerk,—his way of emphasizing to them the importance of showing the customer the use of the article rather than the mere merchandise itself.

Same with electrical appliances! Instead of selling a toaster, sell the idea of crisp golden-brown toast. Instead of a washer, sell the thought of spotless linen and more leisure hours. Instead of a vacuum cleaner, sell her the picture of easy house cleaning and dustless sweeping. “Don’t sell the auger, sell the hole!”



Who Will Profit Radio Week?

INTERNATIONAL Radio Week has been set for November 23 to 30.

During that period the daily press will abound in articles telling the joys of radio, and large sections of magazines will be devoted to advertisements stimulating the public’s “desire to possess.”

Public interest in radio will be at its greatest pitch. The dealer who brushes up his window displays and puts a little extra punch into his sales effort should reap large rewards.



Sell Fuses—But Be Careful About Sizes

PRETTY nearly all electrical wiring is thoroughly safe so long as it is properly guarded by the right size of a fuse.

Many non-electrical dealers are today handling fuses. Rightly so, because people need fuses at odd hours and at times when



they cannot get to a regular electrical store. We believe that every hardware, drug, house furnishing and ten-cent store should sell fuses—for the convenience and safety of the community.

But don't sell—nor let the customer buy—any fuse larger than the “10-amp” or “15-amp” sizes—which are proper for ordinary household use and on branch circuits. If a “20-amp” or “30-amp” fuse is to be put in, make sure the customer knows what he is doing or will have an electrical man advise him.

Caution both clerks and customers about selling or using fuses too large. Especially warn them against the dangerous practice of putting pennies, nails, hairpins or wire into fuse boxes. Sell customers 10-amp or 15-amp fuses freely, and you and they will always be safe.



What Makes a Leader?

A CUT PRICE? No, not always. A leader can also be something seasonal and timely, something that most of your customers can use, something that appeals to their pride of ownership. The merchandise is the best leader that best meets these requirements, *regardless* of price. And no merchandise meets these requirements of customer popularity so well as electrical merchandise.

At every season, the year round, “something electrical” is wanted by the public. Electric fans in summer, electric heaters in fall and winter, for example. That something electrical makes a leader that stimulates buying. *Profitable* in itself, it is also, by bringing buyers into your store, a promoter of profits for other departments.



"Sound Sailing"



Cut-Price Radio Evil "Gets the Gate"

*By the Radio Apparatus Section
Associated Manufacturers
of Electrical Supplies*

ELECTRICAL RETAILING believes that the dealer who maintains prices on standard radio goods will be the dealer who will accumulate the greatest honest profits and will best serve the public's interests.

THE CUT-PRICE radio dealer who sells poor supplies and equipment, and unheard-of receiving sets, is rapidly disappearing as the industry approaches stability.

The public now is aware of the desirability, from the standpoint of real economy, of purchasing only standard sets, supplies and parts.

There is, however, still some indiscriminate price-cutting to be observed, and it is even indulged in by reputable dealers. There will, perhaps, always be reductions on sets at certain times,

made with a view to attracting new customers.

Whatever may be said as to the wisdom of this practice, there can be no question as to the false position taken by those who reduce prices on batteries and tubes below the level of reasonable profit.

The men who make these reductions are blind to their own best interests as well as to the interests of the industry as a whole—for radio in the future will depend to an increasing extent on the sale of replacements.

Many factors are now operating to eliminate the disreputable concerns with their false appeals to economy.

Foremost of these is the ever tightening grip that radio has on the public interest and imagination. A radio set is no longer regarded as a plaything, but rather as an investment in entertainment and information.

*Clinch That Fatal Hesitation
With a "Make-Good" Guarantee*

High-Grade Electrical Goods Insure Confidence

By Charles M. Stephens

*A Interview with Max Rothman
Proprietor of the Royal Tea & Coffee Company
New York City*

THE biggest factor of my success in selling electrical merchandise? High-grade electrical specialties! A trade-marked sideline of goods which inspire me every time that I look at them. Enthusiasm did the rest!

I installed an electrical sideline two years ago by combining it with hardware, a department already installed. I began with a heavy stock of German and other foreign electrical specialties. These goods were flimsy and had only a low price to recommend them. As there was no such thing as a guarantee, I faced one or the other of two things—to take the loss myself, or to lose the customer. I "made good" and then threw out the entire stock.

Studied Advertisements

I made a close study of the advertisements in magazines and newspapers, and then a list of the most prominent electrical goods. I had a confidence in those trade marks that was never mine when I sold the German brands. I was enthusiastic, because I knew that I could now hold my trade and increase my business.

My trade is drawn—not from the wealthy, or even well-to-do classes—but, from families of limited income. It was foreign,

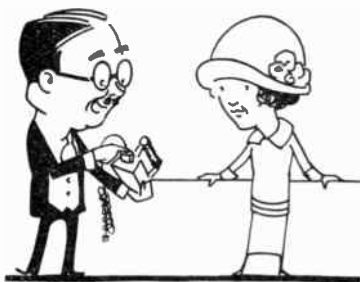
for most part Italian. Does this class demand quality? You'd be surprised, if you could see the pains they take to buy the best. For—thanks to their children in the public schools—they have learned that the best is cheapest in the long run.

Foreigners Hard to Sell; But Easy to Hold

In selling these Italian housewives, you must make your appeal to one of the strongest human instincts—sense of value. Let us imagine that it is one of these women who has entered the store. She buys, perhaps, three electric lamps. Her eye falls upon one of the household specialties, displayed on both sides, and in the center of the aisle. I speak. "Madam, that's a very fine electric iron you were just looking



Get it into her hands



"Just look at this substantial plug"

over; one of the best on the market." I name the brand.

"Oh, well!", she replies, "I don't believe an electric iron would do my work nearly as fast, or nearly as cheaply, as the ordinary kind I have already. It costs a lot to operate them, and they are always 'blowing up' (blowing fuses). Oh, I know—! My neighbor, Mrs. J—, had one, and now she's back with the old kind again." Mind you—the customer is still interested in the iron, nevertheless, and keeps eyeing it. It is now my turn:

"That's what Mrs. B— down the block said, too, until last month. She bought one of these irons, and now goes to the movies in the afternoon. So did your friend, Mrs. H—. She bought one of the new kind here day before yesterday. She knows now that she bought the wrong kind (one of the German variety), and the reason of it's 'blowing up.'" I turn the iron in different positions, to show off its fine finish.

Stressing Quality

"How do I know," exclaims Mrs. Housewife, "that these new ones of yours aren't just as bad as the old?" Here is my big chance. I must now drive home my point, or lose the sale.

"Bad irons, madam," I reply, "are the kind I do not sell. This is a—; one of the best. It is guaranteed not only by myself, but by the maker as well. I sell dozens of these irons every week. Let me show how it works. It will save you many a step, and time to go to the movies, too, if you wish."

"Oh, I guess not, today—," is her rejoinder. "I'll think it over and let you know—." At this point I stand alongside with a new iron in a metal container. I work fast, although, to all appearances, I am calm and deliberate.

"See this solid gun metal container?" I ask. "It is small, but of quality steel—the same as is used on the big guns of a battleship. It takes but little room. The iron is inside. It opens, thus!" I simply push the catch and fold back the top. "Now, feel the weight of this iron." I hand it to her, and her eyes brighten at noting the balance.

Holding Prospect's Interest Makes the Sale

"Now just look at the bottom," I insist. "Ever see steel so smooth? Why, it'll iron the family wash in a jiffy." She passes the iron back and forth on her sleeve. "Look at its heavy nickel



Show her the low cost of operation

finish. See these solid, gunmetal screws! Just look at the substantial plug—no wear out there! The stout insulated wire—no fires with this iron! And, see how quickly it heats!" I turn on the current to demonstrate. "The whole thing'll last for a lifetime with proper care."

"But the cost?" she queries.

"Ten cents an afternoon," I reply instantly. "That's all!" Thanks to the little chart I got in a recent issue of *Electrical Retailing*.

"Oh, only ten cents!" says Mrs. Housewife. "That isn't high at all! I really think I need that iron. Just wrap it up. I'll take it with me!"

The sale is made. This housewife—an old customer—hasn't even mentioned price! She leaves that to my integrity and one-price policy. I'll have to do the right thing, or go out of business in the neighborhood—and she knows it! She knows she has value for value. Usually, in about a week's time, she'll come in and tell me she didn't know how she ever got along without that iron—had no idea that it would save her so much time. I sell her something else, either a curling iron, or a thermostat for baby's milk.

Driving Home Your Message at the "Fatal" Pause

I always drive home my message at the so-called "fatal pause," when prospects cease discussion, and study the object in view. It isn't a "fatal" pause at all, but a moment of indecision, when the salesman must concentrate on some feature, or the sale is lost. Don't permit the customer's attention to wander. Point to the workmanship, the finish, the weight. Compare! Always compare!

Your confidence in the merit of



When she has purchased, show her something else

trade-marked goods will make specialty selling a pleasure. You grow enthusiastic as you talk, and—believe me—enthusiasm is contagious. The customer'll get it. Don't worry if she rushes from the store to get more money. She'll be back. If you have "talked" your goods properly, your prospect will fret until she has the article paid for.

Window Displays Attract Attention

By arranging my show windows and special sidewalk cases I keep attention drawn to my electrical goods. I avoid expensive fixtures and frills. The foreigner takes these to mean "high prices." They scare him off. Make the foreign born American feel at home, and he is a splendid customer. The children see some new specialty at school, or in other homes, and rush home with the news. The result is a call on the electrical specialty dealer.

An electrical sideline has aided the sales of our other specialties, coffee and hardware. It has helped to put my business on a paying basis. I sell a few native-born Americans, and find that clinching the sale at the "fatal" pause, is just as important in selling them, as it is with foreigners.

Quick! Tell Us!



What's Wrong With This Window?

CHILDREN are the toy customers. Toy sales are made by displays showing toys that children want. They will see to it that dad is influenced into buying.

This is the principle on which the greatest merchandisers base their toy displays. Children these days are not much excited over the gingham dog and the calico cat. You have to give them action.

The toys they really want, where there is action and interest without end, are electric toys.

This window is wrong because the merchant has omitted the very things his kid customers are urging dad to buy. Without an electric toy display, the window gives the impression that this merchant's toy line is not as complete as it should be.

How can it be complete unless it includes such electric sales and profit-makers as the following?

- Christmas tree lighting outfits,
- Electric lighted Christmas wreaths,
- Electric toy trains,
- Radio sets and parts,
- Toy electric range,
- Miniature electric iron,
- Dolls with electric eyes,
- Electric boat,
- Toy motors and transformers,
- Toy transformers,
- Flashlights, and
- Construction sets with electric motor.

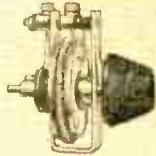
An electric toy train can be added to add action to the display. Such a toy will attract the attention of adults and children alike.

Construction sets put into action by an electric motor also are good attention-getters and build up sales.

The doll house should be illuminated with small electric lights.



Instruments of Guaranteed
Quality Assure Success
in Radio



The C-H 4 Ohm Vernier
Rheostat

Perfect detector tube control. Also furnished without vernier for amplifier tube control. C-H 30-ohm rheostats are also available for control of the $\frac{1}{4}$ amp. "UV-201-A-C301-A" type receiving tubes and the "UV-199-C299" type, as well as C-H 125-ohm rheostats for control of 4.5-volt UV-199 tubes on 6-volt storage batteries.



The C-H Radio Switch

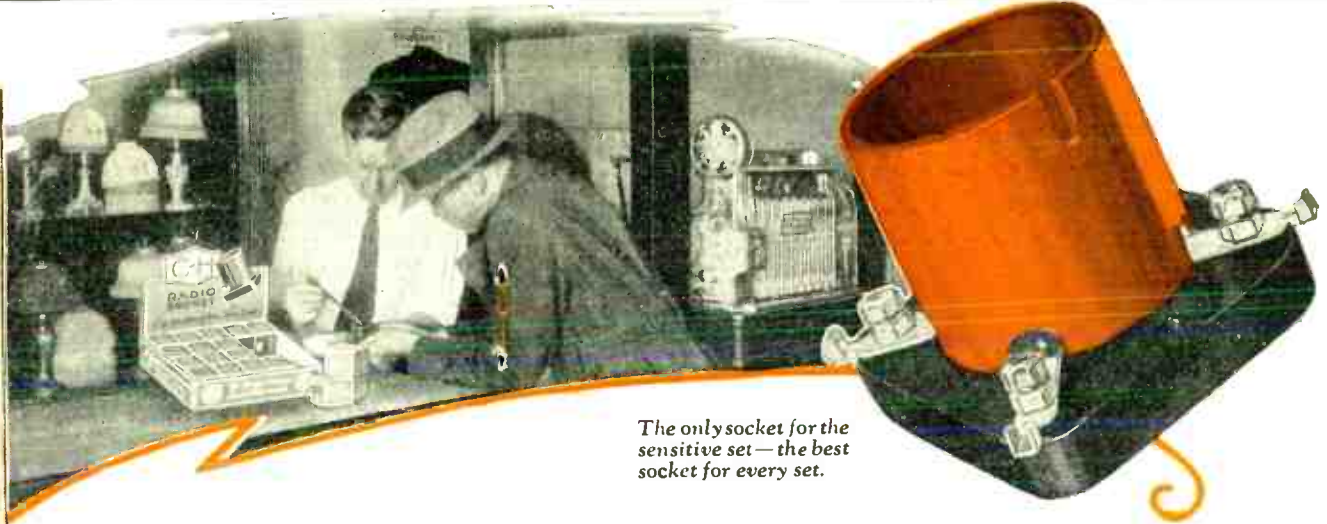
The switch with the perfect mechanism for providing easy control of the most delicate circuit without introducing microphonic noises—no hole mounting.



The C-H Variable Grid Leak
Mounted on the tube socket-panel controlled. Adjustable for all grid condensers.



The C-H Radio Potentiometer
The potentiometer with the resistance unit that does not wear and cannot be displaced under constant use.



The only socket for the sensitive set—the best socket for every set.

This Display Container and Your Cash Register Will Work Well Together

The only thing that can get ahead of this radio socket is its reputation. Another bit of electrical perfection—the C-H Radio Socket goes into the field this season—already sold. The column of C-H successes, lined up at the left, and the C-H Radio Switch, of which nearly half a million were sold last season, have blazed a trail of quick acceptance for products of "The Master Builder" to every corner of the radio world.

Tune now to catch calls for the socket with the bright orange Bakelite shell. Have a display container on your counter when the national advertising appears—you'll make many sales without increased effort.

THE CUTLER-HAMMER MFG. CO.

Member Radio Section, Associated Manufacturers of Electrical Supplies
MILWAUKEE, WISCONSIN

*This coupon
brings one
Quick!*

USE IT

THE CUTLER-HAMMER MFG. CO., MILWAUKEE, WIS.
Please send me one Display Container of 20 C-H Radio Sockets to retail at 90c each. My discount 35%.
Bill through the jobber indicated below, or send C. O. D. parcel post.

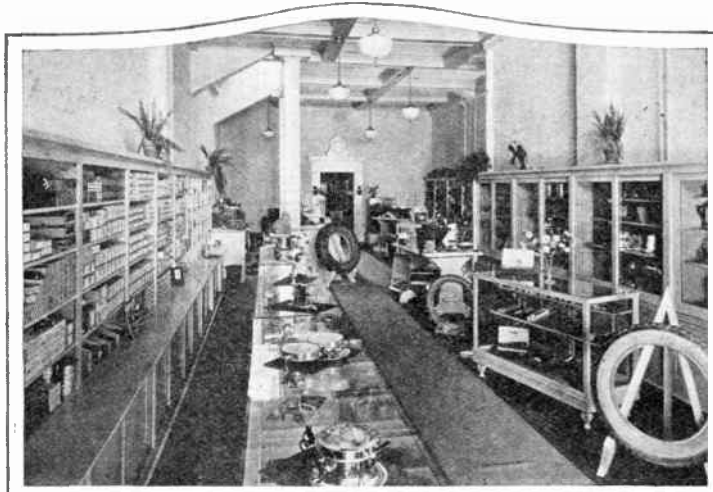
Name _____
Address _____
City and State _____
Jobber _____

CUTLER-HAMMER

Say you saw it in ELECTRICAL RETAILING

Say you saw it in ELECTRICAL RETAILING

*Idaho Dealer Finds
Auto Supplies and Electrical Appliances
Profitable Companion-Lines*



IN THIS attractively arranged store, the Walker Company of Boise, Idaho, sells both auto supplies and electrical appliances.

Here are a few things which auto supply dealers are selling at a profit:—

Flashlights, batteries, electric irons, toasters, percolators, grills,

waffle irons, radiant heaters, fans, lamp bulbs, sockets and plugs, cords, switches, lighting fixtures, cigar lighters, auto spot and backing lights, stop signals, heating pads, curling irons, vibrators, electric sewing machines, vacuum cleaners, and radio sets, parts and accessories.

So unquestioned is the superiority of The Hoover that it leads its field in sales despite the slightly higher price which must be asked for its quality and efficiency. This, we believe, establishes a unique precedent.

THE HOOVER COMPANY, NORTH CANTON, OHIO
The oldest and largest maker of electric cleaners
The Hoover is also made in Canada, at Hamilton, Ontario



Say you saw it in ELECTRICAL RETAILING

Auto Supply Dealer Proves **It Pays to Push Radio**

Attracts Trade by Newspaper Ads and Window Displays

THE Main Auto Supply Company, of Fort Wayne, Ind., recently added its name to the list of successful radio dealers.

At the start it put in a \$2,000 stock of radio goods, but has consistently increased the stock on hand to keep pace with radio's growing popularity in the Fort Wayne territory.

The main methods used in promoting the sale of the equipment are as follows:

Uses Suggestion in Selling Radio

First.—*Calling the attention of all store customers to the radio stock.* Radio is always given attractive display in the store's two main show windows and on the tables in the aisles of the store. The store finds that there still are many customers who are not familiar with radio, and to whom the operations of radio are still somewhat of a mystery.

These persons always become interested in radio as soon as it is brought to their attention, and numerous sales are made as the result of telling the store's regular customers about its new line of goods.

Second.—*Always having something coming in over the radio.* The Main Auto Supply Company is open from 6:30 in the morning until 11 o'clock at night every day of the week including Sunday, so the store always has a long time

every day in which to give demonstrations of this sort. These demonstrations never fail to arouse the interest of the store's visitors, and they frequently lead to sales.

Third.—*Newspaper advertising in which results are played up more than price.* In its advertising this concern tells about the clearness of concerts received over its sets. As strong a personal and local touch as possible is given to the ads. Names and addresses of "fans" getting particularly long distances are given.

Fourth.—*Window displays in various parts of the city.* Mr. Zweig, president of the company, considers his window displays to be the most effective of all methods in promoting the sale of radio equipment. He has regular displays not only in the two principal show windows in his store, but also at various places about the city.

Sets Up Displays in Vacant Stores

For instance, when Mr. Zweig finds a vacant store room, he tries to secure the use of the place's show windows until the store is rented. In these windows, which are often secured free of charge, he sets up attractive displays of his radio goods, with snappy posters telling all about the goods and stating that they are for sale at his establishment. Many sales

have been traced directly to these outside window displays.

Mr. Zweig also has a display in the long lobby leading into one of the main motion picture theaters in Fort Wayne. There are show cases on both sides of this lobby where different merchants have displays. There is no competition allowed among the articles on display, so when Mr.

Zweig has a radio display in this lobby, he is the only merchant having such a display and he profits accordingly.

Showing the goods to folks, letting them listen to the radio, and telling them you're selling the goods are all that is needed, in Mr. Zweig's opinion, to make splendid progress selling radio equipment.

Some Suggestions for "The Demonstration Wash"

IN ORDER to determine and standardize the best possible method of washing in an electric washer, the Lever Brothers Company, Cambridge, Mass., has been conducting some interesting tests in its soap laboratories, besides many practical field experiments.

The following recommendations are a result of this study, and will be of interest to every washing machine sales woman and demonstrator:

Soaking

Soak clothes at least one hour—overnight if more convenient—in a lukewarm soap solution.

Note—Colored clothes should be soaked in cold water and no longer than half an hour.

Soaking gains for you the following advantages:

- A. Actually removes surface dirt.
- B. Dissolves albuminous matter and starch, insuring white collars and cuff edges.
- C. Opens up the meshes and weave of the fabric, allowing a free passage of the soap solution through the clothes, thereby loosening the dirt.
- D. Assures an easy perfect job when operating the machine later in the washing process.

E. Cuts down time necessary to operate the machine, thereby saving not only time, but operating expense.

F. Prevents wash water in your machine from becoming disagreeably dirty.

Washing

Always dissolve your soap first in boiling hot water, giving you a rich soapy solution. It is necessary to have your soap completely in solution in order to obtain the most uniform and maximum efficiency of its cleansing properties.

Add this solution to your machine containing the clothes which have been soaked and filled with the proper amount of hot water for washing. Enough of this solution should be added until you have big lasting suds on surface of water. (Exact amount of soap necessary varies in accordance with hardness of water in locality.)

Personal experience here alone determines exact amount required. Do not forget, however, that an excess of suds will interfere with the action, defeating the purpose of the machine. Operate the machine the necessary length of time as instructed by the manufacturer or dealer. The temperature of the water for washing should be hot but not boiling hot if the clothes have not been soaked preparatory to washing. Boiling hot wash water will set the albuminous matter if the latter has not been dissolved by a preliminary soaking.

Rinsing

Rinsing is very important. The first rinse should be scalding hot—in order to rinse all the soapy solution out of the fabric of the garment. This hot rinse should be followed by one or two cooler rinses.

Never allow your first rinse water to be cooler than your wash water. Soap in solution has a tendency to solidify again if submitted to colder temperatures. Rinsing is particularly important in hard water territories in order to prevent clothes from acquiring a grayish tinge.

Lights and Shades

A Xmas Sales Idea

Vendor: "Buy a Christmas tree, buy a tree and make the kiddies happy."

Old Maid (blushing): "Sir! I have no children."

Vendor: "Buy some mistletoe, lady! Nice mistletoe!"

Broadcast Billy a baseball fan—

He hates to miss a game;

But when he has to stay at home

He gets there just the same.

—Radio Progress.

Do You Know Him?

A certain employee in a big manufacturing concern ambled into the office about 9:30 and found the boss infuriated.

"Do you know what time we begin work in this office?" he thundered.

"No, I can't say that I do," replied the tardy one, "but they're always at it when I get here."

—Lyre.

The Latest Song Hit

"She was only an electrician's daughter, but she gave him a deuce of a shock."

A Fresh Clerk

The sweet young thing was examining cameras. "What is the name of this one?" she inquired of the assistant. "That is the Belvadere," replied the man.

For a moment there was a chilly silence. Then the sweet young thing pulled herself together and inquired icily: "And can you recommend the Belva?"

If Brazil expects this country to take much interest in its revolution it will have to make arrangements for putting it on the radio.

—Indianapolis Star.

A Good Way to Sell—Too

"What's the best way to appeal to audiences?"

"First find out what they think about something," answered Senator Sorghum, "and then tell 'em they're perfectly right."

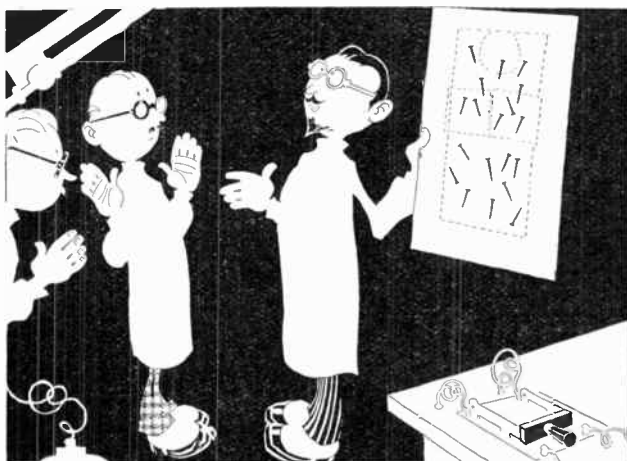
—Washington Star.

*Minus to minus and plus to plus;
If the hookups don't get you,
.....You're marvelous!*

—Amateur Radio.

Something New to Sell

By John Held, Jr.



—Courtesy, Elks' Magazine.

Scientist finds that X-ray can be used to find pins in new shirt

New Things in Radio that the



Loudspeaker

The flare of the new "Burns" loudspeaker made by the American Electric Company, State and 64th Streets, Chicago, is 14 in. in diameter and is made of polished black pyralin. The loudspeaker unit has an adjuster for regulating tone, making it possible to adapt the speaker to any type of radio set, it is explained. In black finish it is listed at \$22.50; in deluxe finish, \$25.



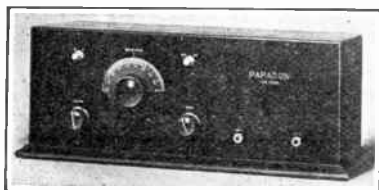
Four-Tube Radio Set

The Model OEM-7 "Day-Fan" radio set designed by the Dayton Fan & Motor Company, Dayton, Ohio, has four tubes and employs the Dayton Duoplex circuit. It is enclosed in a mahogany cabinet. Listed at \$98. OEM-11, the 3-tube set, retails for \$90.



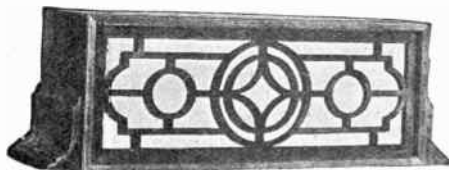
Device for Operating Radio From Electric Light Circuit

"Run-A-Radio" is made by the Rader Appliance Company, 4912 Hudson Boulevard, West New York, N. J. With the use of this device, which operates from the electric light circuit, no batteries of any kind are required, it is pointed out, neither "A", "B" nor "C" batteries being necessary.



Radio Receivers

Three new models of its "Paragon" line of receivers are announced by the Adams-Morgan Company, Inc., Upper Montclair, N. J. No. 4, a four-tube set (illustrated), has single major dial control and is intended for sale at \$65. No. 3, three-tube set, is listed at \$48.50. No. 2, a two-tube set, is listed at \$27.50.



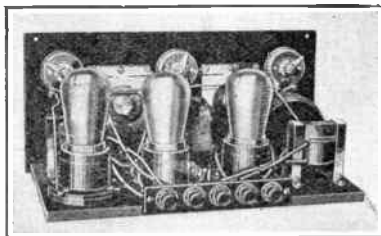
Cabinet-Type Loudspeaker

For radio owners who dislike the appearance of the horn-type loudspeaker, many new models of cabinet-type loudspeakers are being offered. The unit illustrated is made by the Freed-Eisenmann Radio Corporation, Brooklyn, N. Y., and is known as FE-50. Its list price is \$35.

Manufacturers Are Offering

Loudspeaker

Hamburg Brothers, 624 Grant St., Pittsburgh, Pa., are the manufacturers of the "Pennsylvania" loudspeaker. It is 24 in. high, has fibre horn and closed base and is adaptable to any unit. Recommended by the manufacturer for use with the new two-tube sets. Intended retail price, with unit, \$10; horn only, without unit, \$7.



Three-Tube Radio Set

One stage each of radio frequency, straight audio and reflex audio amplification, together with detector, are provided in the new "Kodol" three-tube set made by the Kodol Manufacturing Company of Cincinnati, Ohio. Individual rheostats control detector and each amplifying tube. Because of its universal sockets any standard type of dry cell tube may be employed, it is explained. Intended retail price, not including accessories, \$28. This company is also marketing a line of battery compartments and cabinets in addition to its radio sets.



Portable Radio Outfit

That its new portable receiver is a six-tube set complete with self-contained aerial and loudspeaker and with a compartment for the necessary dry batteries is pointed out by the Gled Radio Company, 1212 Arch Street, Philadelphia, Pa. The cabinet or container of the set is built to resemble in size and appearance an overnight bag, easy to carry. No outside fixtures or accessories of any kind are needed for its successful operation, the manufacturer explains. Intended retail price, without tubes or batteries, \$150.

Headset

The "Pennsylvania" headset is a new product of Hamburg Brothers, 624 Grant Street, Pittsburgh, Pa. Type E-25, made of aluminum, is listed at \$3.50, while Type L-32, all-bakelite set, is intended for sale at \$5.

Small Portable Radio Set

The new model "B" pocket radio set announced by the Auto Indicator Company, 209 Ottawa Avenue, N. W., Grand Rapids, Mich., is made for convenient use for carrying, for it measures but 2¾ in. x 12½ in. x 4 in. It is self-contained and requires no outside batteries, ground or aerial, the manufacturer points out. All that is required is the plugging in of the headset. It is a one-tube set and is designed to operate from any standard 3-volt tube, whose filament consumption is very low. Intended retail price, \$23.50.



Folding Radio Loop

For use with both portable and permanently-installed radio sets, the Pacent Electric Company, 22 Park Place, New York City, has brought out a new collapsible loop aerial which may be easily carried in the average-sized traveling bag, for when folded it measures only 13½ in. long and 3 in. wide. The base is made of white metal with dull black finish. Wooden parts are finished in dark mahogany and the loop wire is covered with brown silk. Intended retail price, \$10.

Genuine Arnolds

\$13⁷⁵



No. 70
Arnold
Hairdryer

America's Greatest Vibrator and Hairdryer Values!

THE most costly thing in retailing—selling the goods—is more than half accomplished when your sales folk show the famous Arnold Vibrator or Hairdryer. They look the part—and are—America's greatest Vibrator and Hairdryer values.

Both in beautiful plush-lined leatherette cases, both with oilers, and the Vibrator with six applicators.

Write for literature, terms, discounts.

ARNOLD ELECTRIC COMPANY
RACINE, WISCONSIN



No. 1
Arnold
Vibrator

Say you saw it in ELECTRICAL RETAILING

No. 4 HEMCO "Better Business Campaign" Series

A FREE BOX OF HEMCO HEATER PLUGS



LIST OF PRIZES

- 1st\$75
- 2nd 50
- 3rd 25
- 4th 10
- 5 next best, ea.... 5

And for every photo submitted a box of HEMCO Heater Plugs FREE.

JUDGES

- J. Duncan Williams,
Window Display Specialist,
Barnes-Crosby Co.,
Chicago.
- L. W. Rodgers,
Editor, Merchants Record
and Show Window.
- J. H. Picken,
Advertising Counselor.

TO every HEMCO dealer, and to all other retailers of electrical goods who put in a Thanksgiving HEMCO Window and send us a photograph of it, large or small, we will send, absolutely free, one box of new HEMCO heater Plugs—retail value \$4.50.

We don't ask you to make an exclusive HEMCO display. Show any other lines you wish. We furnish for this Thanksgiving Window—FREE—all the needed trim materials, a window trimming plan to help you trim your window, and in addition offer NINE CASH PRIZES for the nine best windows (see list).

This is a splendid opportunity. Act on it today. It will mean more sales and more profits for your store.

CONTEST RULES

This November Contest opens November 6, 1924—closes December 5, 1924, 12:00 P. M. It is open to every retailer of electrical goods. All windows will be judged as to attractiveness and selling power. In case of tie equal awards will be made. Send today for our standard package of free window display material—beautiful Thanksgiving crepe paper, window cards and other helps to make your window 100% effective.

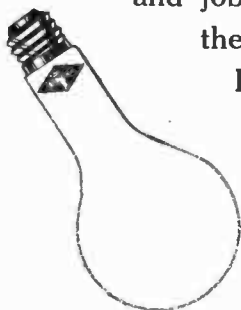
SEND YOUR NAME AND ADDRESS FOR FREE DISPLAY MATERIAL

GEORGE RICHARDS & COMPANY Inc.
557 W. Monroe Street Chicago Illinois



Champion Cooperation Plan Campaign No. 64 Sells Lamps for the Jobber

No other sales campaign makes salesmen of novices. **CHAMPION COOPERATION CAMPAIGN** forces the jobber and jobber salesmen to deliver the goods. Our plan puts **PROFIT** into otherwise **UNPROFITABLE** salesmen. Look us up in Dun's or Bradstreet's and write now for Cooperative Plan No. 64.



THE WHITE
CHAMPION

Consolidated Electric Lamp Co.

881 Maple St., DANVERS, MASS.

Champion
CONSOLIDATED ELECTRIC LAMP CO. DANVERS, MASS. U.S.A.
Lamps

FOR SURE REPEAT BUSINESS

Licensed under General Electric Company's Incandescent Lamp patents

Say you saw it in **ELECTRICAL RETAILING**

*Now is the Time to Order
Holiday Stocks of*

ANYLITE PRODUCTS



Anylite Regulator

Make your plans early for "More Business" this season. All signs point to a heavy volume of business—for those who go after it aggressively. A well filled stock of Anylite Products will increase your Holiday sales and profits.

The Anylite Regulator makes an excellent Christmas gift—something that adds to the convenience of the home.

Women prefer Anylite Regulators for their convenience and safety. When the bedrooms, bathrooms, hallways and entrances are equipped with Anylite Regulators the home is well equipped for safety and convenience.



Anylite TP-2

Anylite Plugs are demanded because of their convenience and safety. Women particularly, desire Anylite Plugs because of the freedom from danger of shock, short-circuit or annoyances so common with many lower-priced plugs.



Anylite TP-1

You can sell Anylite Plugs and extension sockets with appliances. A great many of these will be sold this season and everyone sold creates additional demand for Anylite Products.

Display them prominently in your windows and on the counters to reap the maximum harvest of profit.

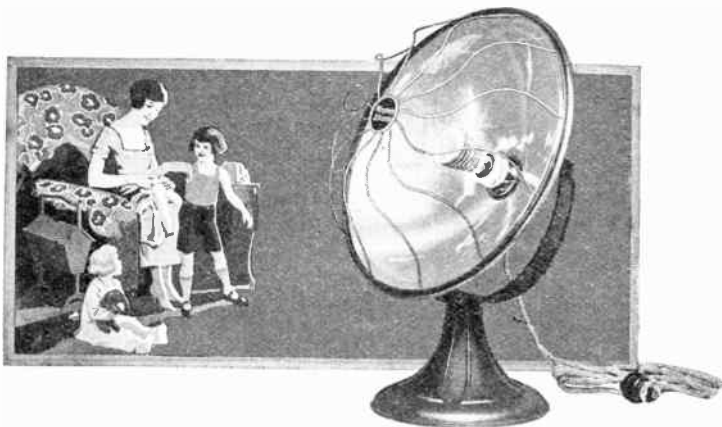


Anylite TP-3

Order Your Supply Now

ANYLITE ELECTRIC CO. - Fort Wayne, Ind.

The only heater backed by a company with 55 years' electrical experience



In this new Western Electric Reflector Heater you have all the talking points of any other good heater, plus the fact that it is backed by a company with 55 years' electrical experience.

That alone will inspire confidence and will play an important part in turning a prospect into a customer.

You can count on the satisfaction which this Western Electric Reflector Heater will give to fix the name Western Electric in your customer's mind—and also your name as that of a dealer who sells reliable products.

The snappy weather is here, so get ready now to supply the demand. Write to our nearest Distributing House or the Western Electric Company, 100 East 42nd Street, New York City, for data on this real money maker and the other Western Electric household appliances.

Western Electric

OFFICES IN FORTY-NINE PRINCIPAL CITIES

Say you saw it in ELECTRICAL RETAILING



Nothing stands the Knocks like *Steel!*

The tough, resilient steel shell of the Dreadnaught Plug carries it safely through many a blow no ordinary plug could stand.

This means a real saving in worry and expense to every user of an electrical appliance or tool. A Dreadnaught Plug on the cord is a guarantee against the delay and inconvenience of repairing or replacing the cord plug every time it is accidentally jerked from the socket and falls to the floor . . . it is steel.

And the battleship-grey of the Dreadnaught Plug *looks* strong too. Furnishing a Dreadnaught Plug with an electrical appliance adds so little to the cost and eliminates the biggest possibility of cord trouble "kick-back" from the sale—it helps build both sales and good will.

THE CUTLER-HAMMER MFG. CO.

Switch and Specialty Department

Works: MILWAUKEE and NEW YORK



DREADNAUGHT PLUG

Say you saw it in ELECTRICAL RETAILING

Radiola
For

"Just samples of the tremendous RCA Christmas campaign everywhere"

Give Radiotrons for Christmas

Buy N... Ca

More Christmas Fun

Radiola Loud Speaker

Radiola Regenflex for all the family

Christmas Radiolas

Christmas is Christmas - with a Radiola

Confidential

RCA

Radio Corporation of America

Sales Offices:

233 Broadway, New York
28 Geary Street, San Francisco, Cal.

10 So. La Salle Street, Chicago, Ill.

Radiola

REG. U. S. PAT. OFF.

Full Page Advertisements — Bringing Business

Nationalize

The **Drumhead**! The transformer for the most of them. Available in 100, 200, 300, 400, 500, 600, 700, 800, 900, and 1000 volt. Available in standard sizes. \$6.00
Cat. No. 100

Post-Pull Available both sides of the case. Co. grade. \$12.00
National Duet Amplifiers
Cat. No. 1200-10-100

The National One of the most popular in the world. Available in 100, 200, 300, 400, 500, 600, 700, 800, 900, and 1000 volt. Available in standard sizes. \$4.00
Cat. No. 200, 300, 400, 500, 600, 700, 800, 900, 1000

The U-Type Each National Transformer is designed to perform a certain function to give you better results. These National Transformers are made from the best materials available in a factory down to the smallest detail. They are of high grade construction. You will like the design and appearance of the National Transformers. You will like the many little refinements in construction. But above all, you will like their better amplification.

The Greater Available in 100, 200, 300, 400, 500, 600, 700, 800, 900, and 1000 volt. Available in standard sizes. \$4.00
Cat. No. 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000

National Transformer Mfg. Co.
Manufacturers of Transformers of All Types
Dept. H, 154 Whiting St., Chicago, Ill.

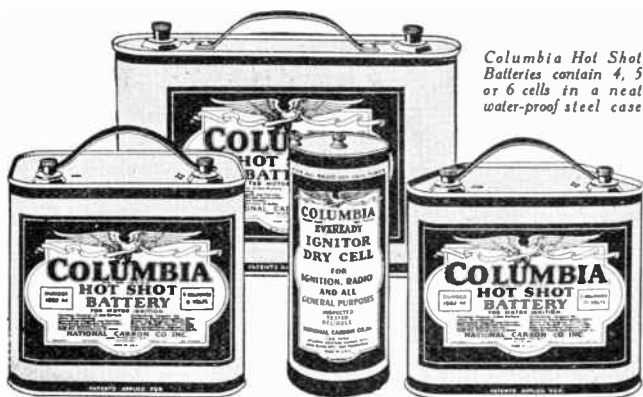
to National Dealers

There's big business right now for dealers handling National Transformers. They give you several unusual advantages:

1. A complete line of radio transformers. One trade name, one high standard of excellence at a price range to meet the demands of your trade.
2. National Transformers, no matter the price or the style, possess many unusual features to recommend them to radio buyers. You get all the refinements of appearance and convenience in Nationals backed up by absolutely correct design and splendid construction.
3. Don't overlook the business the big smashing National advertisements in Popular Radio, Citizens Radio Call Book and increased space in Radio News and Radio Broadcast are bringing.

National Transformers bring repeat business. Place a trial order now and get your share of this profitable business

National Transformer Mfg. Co.
Manufacturers of Transformers of All Types
Dept. H, 154 Whiting St., Chicago, Ill.



Columbia Hot Shot Batteries contain 4, 5 or 6 cells in a neat water-proof steel case

FOR QUICK TURNOVER

DEALERS who handle Columbia Eveready Dry Batteries enjoy quick turnover. The small amount of capital they put into battery stock is quickly back in the cash register with its profit, then out again, and so on, many times each year.

Small investment, rapid turnover, adequate profit on each individual sale—these make Columbia Eveready Dry Batteries mighty desirable for you to handle. Order from your jobber.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, INC.
New York San Francisco

Canadian National Carbon Co., Limited, Toronto, Ontario

Columbia

EVEREADY

Dry Batteries

—they last longer

for— Gas engine
ignition
Tractor ignition
Starting Fords
Firing blasts

Heat regulators
Doorbells
Buzzers
Ringing burglar alarms
Protecting bank vaults

Calling Pullman
porters
Motor boat ignition
Telephone and
telegraph

Electric clocks
Lighting tents and
outbuildings
Running toys
Radio "A"

Say you saw it in ELECTRICAL RETAILING



To Help You Get Those Big Jobs!

Here's a New Line. There's nothing just like it anywhere.

Moe-Bridges Lighting Equipment of Wrought Iron in Picado has just one meaning for you. It will enable you to get business that you couldn't get before.

Picado is a new, beautiful finish—it's stippled gold—and very attractive. It was designed to satisfy the popular demand for Wrought Iron Fixtures. It is priced to sell in large quantities. It is something new. With it you can go after the builders of large apartments and sell them. For you can show them a very attractive fixture at an equally attractive price.

Our Picado Line for the first time puts Wrought Iron Fixtures within the reach of the big builder's purse. The quality's there. The price is right. Big builders who plan to meet the popular demand will want them.

Sell Moe-Bridges Wrought Iron Fixtures in Picado—for apartments and other large installations.

Send Now for Beautiful Illustrated Catalog Describing the Entire Moe-Bridges Line. It's just off the press.

30-K-5

MOE-BRIDGES COMPANY

NEW YORK

MILWAUKEE
FACTORY & HOME OFFICE

SAN FRANCISCO

See you saw it in ELECTRICAL RETAILING

Quality-Price and Christmas

CHRISTMAS at hand means a big profit season in vacuum cleaners. Competition is keen—and sales records will be made by quality—and price. In the LIBERTY—you have the quality and efficiency of the cleaner—the fame of the maker—and a moderate price. Get ready now for the Christmas business.

Liberty



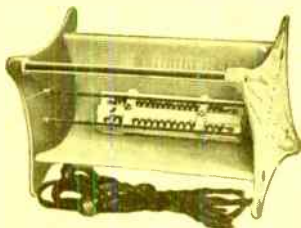
ELECTRIC VACUUM CLEANER CO., INC.
CLEVELAND, OHIO

Distributed in Canada by the Premier Vacuum Cleaner Company, Ltd.,
Toronto and Winnipeg and the Canadian General Electric
Company, Ltd. General Offices, Toronto.

Say you saw it in ELECTRICAL RETAILING

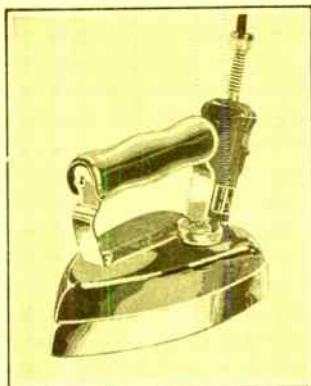
Electrical Money-Makers

*Items and Novelties That People
Everywhere Are Asking For*



Radiant Heater

"Comfy Coil" is the name of the new electric heater announced by the Esler Manufacturing Company, Marion, Ind. Features of the new device are the foot rail, sturdy construction, preventing it from accidental upsetting and its unique design. It is made of cast aluminum, highly polished, and measures 8 in. high and 12 in. long.



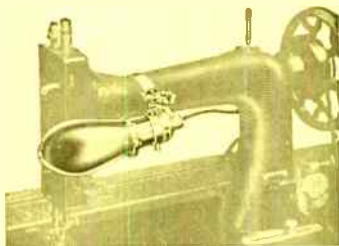
**Electric Iron With Safety Fuse
and Warning Light**

The moment the new "Brite Spot" iron becomes dangerously overheated, the fuse with which it is equipped opens the circuit and thereby immediately eliminates the fire hazard. It also has red warning light which glows when current is on. Listed at \$8. Ampere Engineering Laboratories, Inc., 149 Broadway, New York City.



**Boudoir Lamp with Regulating
Feature**

A portable lamp that can be turned up or down like gas has been announced by the R. D. Electric Company, Fort Wayne, Ind. Six different degrees of light are provided in this one lamp, which may be used on either direct or alternating current. The lamp has a metal base, silk oil-treated shade and its intended retail price is \$9.50.



Sewing Machine Light

To provide sufficient illumination for work on the sewing machine, the O. C. White Company, 15 Hermon Street, Worcester, Mass., is manufacturing a sewing machine fixture Style I-SM that is adjustable and detachable and made for use on any standard sewing machine. About \$5.

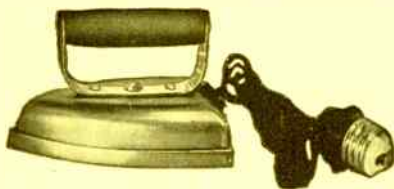
Please write to the manufacturer for additional information.

Electrical Novelties That



Christmas Tree Set With Twinkling Lights

All the artistic effects of flickering candles, without any of the usual fire hazard, may be obtained by using with the Christmas tree set made by Betts & Betts Corporation, 645 West 43rd Street, New York City, the "Wynk-A-Lyte" flashing plug also made by this company. The "Beso" Christmas tree set is a multiple unit and one "dead" lamp will not cause the other lights of the set to go out. The set is made for use on 110-120-volt a.c. circuits. There are sixteen lights to a set. No. 503 Christmas tree set, is \$9.75. Retail price of the flashing plug, \$1.50.



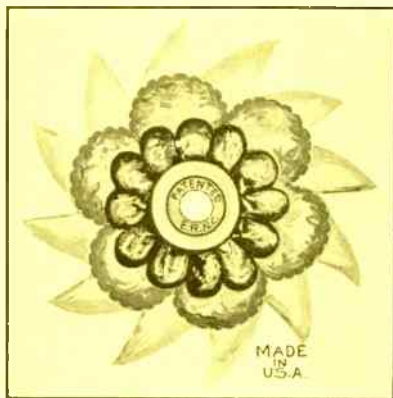
Toy Electric Iron

It is always on a busy ironing day that the little daughter of the house is insistent upon using mother's 6-lb. iron to press out some doll-clothes or something equally as unimportant. As a Christmas gift for the industrious little lady, the Northern Electric Company, 2835 North Western Avenue, Chicago, is suggesting its "Midget" toy flat iron No. 66 which consumes but 27 watts, and which although developing sufficient heat to iron a doll's dress, does not get hot enough to do any harm. Weight 1½ lbs. Retail price, \$3.



Electric Star for Christmas Trees

The "Starglow" is a tinsel star, 6 in. in diameter and 1½ in. thick, designed to top the Christmas tree. It is made with hollow inside to accommodate any Christmas tree lamp. Intended retail price, \$1.50. Manufacturer: C. W. Wood Electric Co., 565 Broadway, New York City.

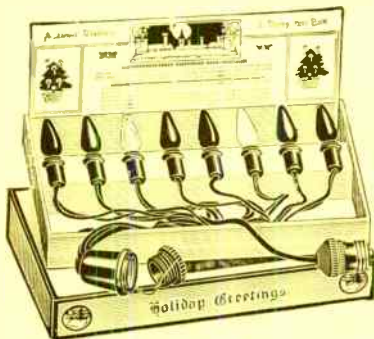


Reflector for Christmas Tree Lights

The new "Pinwheel" reflectors brought out by the Electrical Reflector & Novelty Company, 1170 Broadway, New York City, are made of tinsel in all-colors. Miniature bulbs with non-standard base may be used. Per set of 8, small size 35c; 3½ in. size, about 75c.

Please write to the manufacturer for additional information.

Christmas Shoppers Will Buy



Christmas Tree Set

The "Woodwin Tatchon"—an extension device designed to take any style of attachment plug—is a patented feature of the Christmas tree outfit No. 301, made by the C. D. Wood Electric Company, Inc., 565 Broadway, New York City. The set is an eight-light series outfit.

Reflectors for Christmas Tree Lights

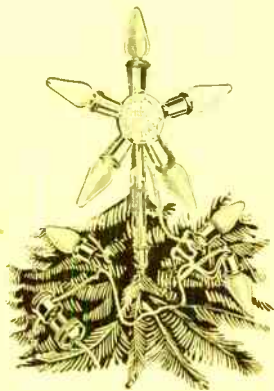


The petals of the new reflectors brought out by Eckhardt Brothers, Green Bay, Wis., are so flexible that they can be bent up into cup shapes, thereby intercepting the light rays, the manufacturer explains, and retaining the color used in the light. The reflectors are guarded against short-circuiting, it is pointed out, and are free from rust pitting. There are

eight different designs to one set of reflectors. Intended retail price, about 5c each or 40c per set.

Electric Christmas Wreath

A softly-glowing Christmas wreath to lend life to other holiday decorations has been brought out by Eckhardt Brothers, Green Bay, Wis. The wreath is furnished in two sizes, 16 in. and 20 in. in diameter. It is made of tinsel in red, green, silver and rainbow or jay fibre, in red and green or jay fibre trimmed with tinsel. Wired with eight lights and reflectors of poinsettia design—\$6 to \$8.



Star-Shaped Light for Christmas Trees

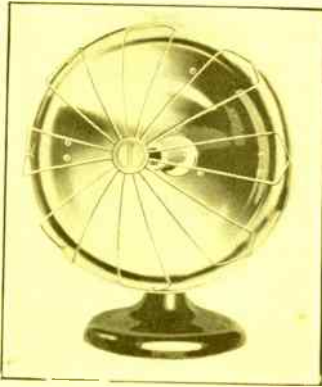
A "Star of Bethlehem" to grace the very top of the Christmas tree has been announced by the Morowatt Electric Import Company, 546 Broadway, New York City. It comes equipped with Edison Mazda lamps. Intended retail price, \$3.



Toy Electric Reversing Locomotive

The new toy locomotive, No. 3432-R, brought out by the Ives Manufacturing Company, Bridgeport, Conn., has a new reversing feature by means of which the train's direction can be immediately reversed by simply closing the speed control and opening it again. No extra equipment of any kind is required, the company points out, for the entire reversing feature is contained in the locomotive itself. The locomotive may be obtained separately or with complete set, including tracks, cars, etc. Intended retail price of the locomotive only, \$14.25 to \$26, according to model desired.

Please write to the manufacturer for additional information.



Reflector Heater

One of the new "Everhot" appliances recently brought out by the Swartzbaugh Manufacturing Company, Toledo, Ohio, is the heater illustrated which has the "Ever-hot" hot blast core. This core, it is pointed out, carries the resistor wire entirely on its surface, no connection or other wires being carried back through the core, therefore providing longer life for the heater element, the manufacturer explains. The heater may be obtained in six finishes, and its intended retail price according to finish is: gloss black, \$7.50; new brass, old brass and full nickel, \$9; blue and brown Krako finishes, \$10.



Violet Ray Outfit

Eastern Laboratories, Inc., 227 East Thirty-eighth Street, New York City, has brought out a new popular-priced violet ray outfit. It is similar in construction to the company's No. 3 set, except that the new model has only one electrode. Intended retail price, \$9.50.



Electric Iron

The "Queen Quality" electric iron recently brought out by the Watlow Electric Manufacturing Company, 1320 North 23rd Street, St. Louis, Mo., has the usual Nichrome ribbon and mica insulation in the element as well as red rosewood-finished handle with bolt through the entire length of the wood handle to prevent its breaking in case the iron is dropped. A reversible steel stand and 6 ft. of extra cord are supplied. Listed at \$3.95.



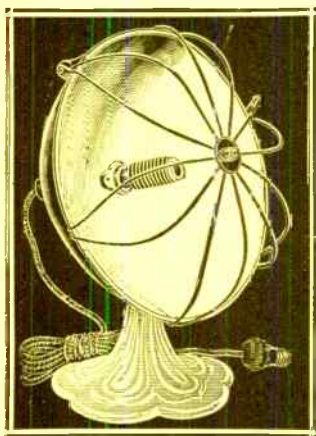
Washing Machine

The appearance of the new washer made by the Hart-Parr Company, Charles City, Iowa, can be seen from the accompanying illustration. Its outstanding features are the vacuum cups which are operated from the cover, the revolving copper tub, the aluminum wringer, oilless bearings and safety devices.

Marcel Waver

Among the new hair wavers recently brought out is the "Beauty" waver made by the Midland Electric Manufacturing Company, 1811 South Wabash Avenue, Chicago. It is unusually simple to operate and no professional turn of the wrist is required for its success. Listed at \$6.50.

Please write to the manufacturer for additional information.



Reflector Heater

"Sun Heat" is the name of the new bowl heater brought out by the Waage Electric Company, 5100 West Ravenswood Avenue, Chicago. It has 13-in. solid copper adjustable reflector and its height overall is 16½ in. The base is ornamental, with bronze finish. Consumes 650 watts. The nickel chromium element is replaceable. Intended retail price No. 130, \$6; No. 131, in old ivory finish, \$7.

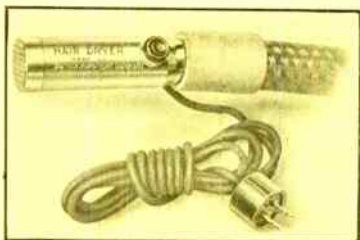


Electric Soldering Iron

The Unity Manufacturing Company, 224 North Halsted Street, Chicago, is announcing a new electric soldering iron that has copper point and porcelain lining to prevent heat from passing through handle. Intended retail price, \$1.50.

Marcel Waver

A new design in marcel wavers is incorporated in the new iron brought out by Macdonald & Riley, Inc., 1731 Broadway, Oakland, Cal. It was invented by a woman and was designed to eliminate the usual difficulties experienced by the woman who curls her own hair. The waver is equipped with a double comb which fits down over the waving rod to guide the wave and at the same time prevent the iron from touching the head. The comb is moved first in one direction, then, at the next insertion, in the opposite direction, thereby creating the desired marcel effect. Intended retail price, \$7.50. (Illustration at right)



Electric Hair-Dryer Attachment for Vacuum Cleaner

For use with its vacuum cleaners, the Torrington Company, Torrington, Conn., has brought out an electrically-heated hair dryer attachment which can be plugged into the usual hose connected to the blower attachment on the cleaner. The dryer delivers a large quantity of either cold or hot air, the dryer heater being turned on by pushing the button shown. Intended for sale at \$5.

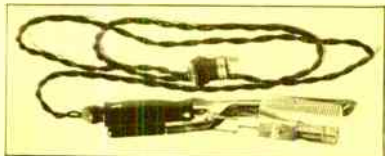


Cord Set for Appliances

"Suitzall" is the name of a new cord set for general appliance use brought out by the Beaver Machine & Tool Company, Newark, N. J. The set is made up of 16 ft. of No. 18 gage asbestos-covered cord with the new "Suitzall" heater plug cord with the new "Suitzall" heater plug. Intended retail price, \$1.25.

Decorative Clamp Lamp

The same mechanical features as are incorporated in the "Clamp-o-Set lamp of the Bussman Manufacturing Company, 3819 North Twenty-third Street, St. Louis, Mo., are found in the new decorated model recently brought out by the company. Intended retail price, \$3.



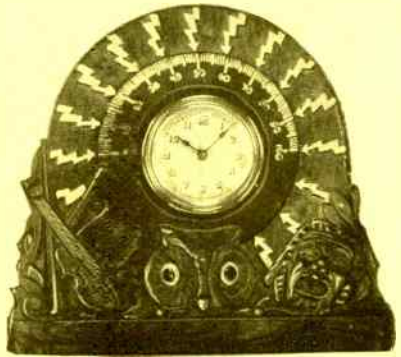
Please write to the manufacturer for additional information.

New Radio Parts and Accessories



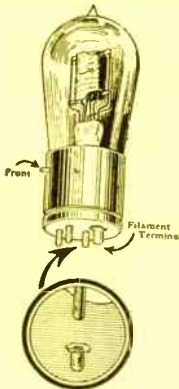
Battery Charger

That it embodies a new principle in battery charging,—that of charging at varying rates as desired, up to 120 volts of "B" batteries in series, is claimed by the France Manufacturing Company, Berea Road and West 104th Street, Cleveland, Ohio, for its new "Super Charger" battery charging outfit. 2, 4, 6, or 8-volt "A" batteries may also be charged at 1.5 to 7 amp. rate, the manufacturer explains. Intended retail price, \$22.



Radio Clock

As a Christmas gift for the radio fan or as a holiday souvenir from the radio dealer to purchasers of complete radio sets, the radio clock illustrated is most acceptable. It is made to simulate hand-carved wood, in walnut finish and has black dial with white numerals, thereby harmonizing with the radio set. It measures 7 3/4 in. x 7 in. x 2 1/2 in., and its intended retail price when sold by the dealer as a separate item, is \$5.

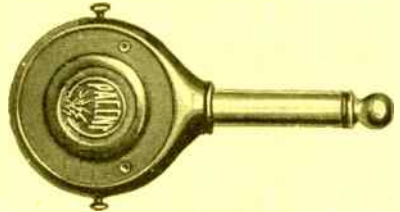


Safety Fuse for Radio Tubes

To protect the precious vacuum tube from blowing, the Radio Equipment Company 29 Stuart St., Boston, Mass., has designed its "Radeco" safety fuse which slips on the filament terminal of any standard-base vacuum tube. The fuse wire is specially-treated, the manufacturer points out, to make it unusually fast-acting. Intended retail price, 5¢ cents.

Radio Solder

The "Kester" radio solder developed by the Chicago Solder Company, 4201 Wrightwood Avenue, Chicago, is described as a hollow ribbon of genuine tin and lead, having inside a pure rosin flux. This flux is in proportion to the surrounding solder and feeds out as the solder is used.



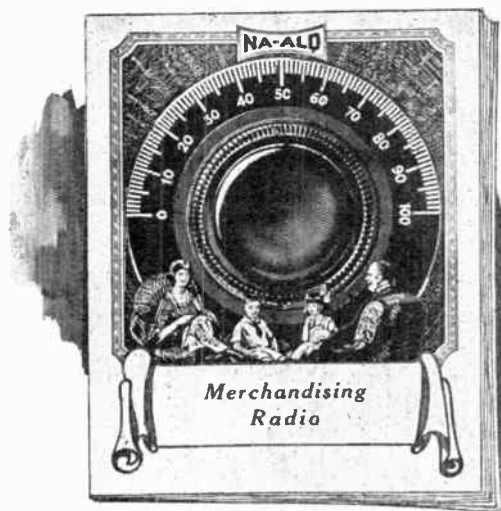
Automatic Radio Plug

One of the chief advantages of the new Patent No. 60 "Autoplug" is, says its manufacturer, the Patent Electric Company, 22 Park Place, New York City, that when the phone cord tips are inserted, their entire length is incased in the plug handle. This feature, together with the non-conductive material used in the push buttons which release the tips, is intended to make the plug entirely shock-proof. Intended retail price, 75 cents.

Radio Headset

The Triangle Electro Trading Company, Inc., 632 Broadway, New York City, has brought out a new radio headset, the "Little Gem". The headset weighs only 10 oz. and is intended for sale at \$3.

Please write to the manufacturer for additional information.



Let us help you increase your sales and profits

HERE is the new illustrated sixteen-page Na-ald Radio Merchandising Booklet. It contains many valuable and profitable suggestions for dealers. Some of the interesting subjects are:—

How to merchandise radio equipment successfully.

How to increase profits from radio parts.

Buying discounts or profits. Profit power of turnover.

The real effectiveness of advertising.

Every dealer ought to have a copy of this helpful booklet. Copies furnished free upon request. Fill out the coupon below and return to us today.

THE ALDEN MANUFACTURING COMPANY
Manufacturers of the famous Na-Ald Dials and Sockets
 Springfield, Mass.



Alden Manufacturing Co.
 Dept. T.I., Springfield, Mass.

Please send me free copy of your Na-ald Merchandising Radio Booklet containing valuable sales suggestions.

Dealer's Name.....

Name of Jobber.....

Street Address.....

City.....State.....

Say you saw it in ELECTRICAL RETAILING

DOUBLE YOUR RADIO SALES

You could easily sell two or three times as many radio sets as you are now selling if you could absolutely assure buyers of clear, distinct reception entirely free from hissing, sizzling and disagreeable noises.

This you can now do with the new Ray-dio "B" Storage Battery—the most remarkable single development since radio first became general.

Attach a Ray-dio "B" Storage Battery to a Radio set in your store and it will not only sell Batteries, but it will sell Radio sets for you and increase your profits many times.

Write for detailed information about the most remarkable radio battery ever built to the Jordan Battery Company, Dept. 4, Ypsilanti, Mich.—Adv.

NEW!



**A distinctly fine
musical instrument
by BRISTOL**

NOW comes the new Audiophone, a true musical instrument! It is not too much to say that only those who knew the original Bristol Audiophone can fully grasp the significance of this announcement. The same sweet tone, with *more* volume! A new velvet mat finish so handsome as to be beyond description. Black, mottled black and bronze and plain bronze effects. Four models of the conventional horn

type, ranging from \$12.50 to \$25.00. Also a Cabinet Model at \$30.00. Several brand new features are described in our illustrated folder. Mail this coupon for it. We consider this one of the major achievements in loudspeaker development, and one which will be warmly welcomed by the whole trade. Get the full details and our interesting proposition, no matter what line you are now selling.

THE BRISTOL COMPANY,
Waterbury, Conn.

Mail me illustrated folder describing in detail the important features of the new Audiophone family and your dealer proposition.

Name.....

Address.....

Say you saw it in ELECTRICAL RETAILING

Business is Booming for YAXLEY Approved Radio Products Dealers

Page Advertisement
from
Popular Radio
for December

**Your Set is Only as Good
as You Make It!**

There is no magic in Radio. Results are governed by materials of cause and effect. You cannot get out of your set any more than you put into it.

YAXLEY

have always used the correct design, precise workmanship and the best materials. Leading makers of high-class radio equipment have selected Yaxley made radio parts as standard for their sets. The radio made jacks, plugs, chassis and other radio parts, as the best that can be obtained regardless of price.

Yaxley Approved Radio Products are designed with a firm technical understanding and they are made with a keen sense of responsibility to the radio public which insures their purchase of satisfaction in service.

When your owner asks to heat for your set, and your dealer for Yaxley products.

YAXLEY MFG. CO.
111 No. Desplaines St., Chicago, Ill.

Radio Jacks
The Yaxley Radio Jack is made of solid brass and is the best made in the world. It is the only one that will not rust and will not break. It is the only one that will not break and will not rust. It is the only one that will not break and will not rust. It is the only one that will not break and will not rust.

Chassis
The Yaxley chassis is made of solid brass and is the best made in the world. It is the only one that will not rust and will not break. It is the only one that will not break and will not rust. It is the only one that will not break and will not rust.

Single Nut Mounting
The Yaxley single nut mounting is made of solid brass and is the best made in the world. It is the only one that will not rust and will not break. It is the only one that will not break and will not rust. It is the only one that will not break and will not rust.

Phosphor Bronze Springs
The Yaxley phosphor bronze springs are made of solid phosphor bronze and are the best made in the world. They are the only ones that will not rust and will not break. They are the only ones that will not break and will not rust. They are the only ones that will not break and will not rust.

Pure Silver Self-Cleaning Contact Rivets
The Yaxley pure silver self-cleaning contact rivets are made of solid pure silver and are the best made in the world. They are the only ones that will not rust and will not break. They are the only ones that will not break and will not rust. They are the only ones that will not break and will not rust.

A permanent, pleasing nickel finish which will not tarnish.

The original and correct design and superior construction of Yaxley Approved Radio Products will make and hold customers for you as they are making business for other dealers.

Take Yaxley Jacks as an example. They have:

- Single nut mounting;
- solid brass frames.
- Phosphor bronze springs.
- Pure silver self-cleaning contact rivets.
- A permanent, pleasing nickel finish which will not tarnish.

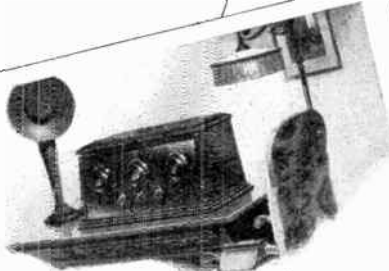
Our dealer price sheet gives you full information on all Yaxley Approved Radio Products. Ask your jobber for your copy or address:

Full Pages in Popular Radio and Citizens Radio Call Book and increased space in Radio News and Radio Broadcast are helping to make business boom for Yaxley dealers.

YAXLEY

Yaxley Mfg. Co.

Dept. E, 217 No. Desplaines St., Chicago, Ill.



The FADA Neutrodyne
will surpass anything you have expected of a radio receiver

VOLUME? The FADA Neutrodyne will give you all the volume you desire. Cranked to its fullest volume and operated, it is guaranteed to give personal satisfaction. Clarity? The wonderful FADA Neutrodyne sets a new quality which is second to none in every respect. Musical enjoyment, clearness of every note, brilliant fidelity? Separate, distinct notes, powerful, distinct broadcasting and singing, these are the features that separate FADA receivers from all other sets. Amplifier of voice? Automatic volume control? Experience, low impedance, the Neutrodyne. You will

run your dial continuously, located after night. It is a piece of art-hand work. The cabinet is solid Neutrodyne with the most perfectly balanced and stayed piping to facilitate and lasting. Supplementing the FADA Neutrodyne and making a complete FADA set, are the other Neutrodyne receivers. See models in other three, four and five tube Neutrodyne receivers in prices as well as service charges.

You have a choice from \$75 to \$200 and will find it satisfactory in quality, such a remarkable value. We suggest that you see your dealer.

FADA Radio
F. A. D. ANDREA, INC. 1581 JEROME AVENUE, NEW YORK



Grand Radio

watch THE SATURDAY EVENING POST

KEEP your eye on *The Saturday Evening Post*. You'll find FADA the most widely advertised of all Neutrodyne receivers. With public attention focused on "Neutrodyne" it means a preferred demand for FADA receivers. The first full-page FADA advertisement appeared September 27th. The second is due October 25th, the third November 8th and the fourth full page November 22nd. In the December 6th issue FADA takes the center of the stage with a two-color, two-page smash that will boom FADA sales for dealers who are ready with FADA Neutrodyne sets in stock.

Add to this *Post* advertising the tremendous circulation of

The American Magazine and *The Literary Digest*, plus the big space in all the leading radio magazines, and you have an advertising and selling campaign that will make this your most profitable season.

Get behind this FADA publicity. Display the various FADA receivers in your windows and on your counter. Talk FADA, boost FADA—and FADA sales will increase your profits.

Distributors are ready with all six FADA Neutrodyne receiver models—three, four and five tube sets at prices that appeal to all. Order now.

F. A. D. ANDREA, INC.
1581 JEROME AVENUE, NEW YORK

"Merry Christmas"

-your best salesman



IT will be a radio Christmas—no doubt about that. As a Kennedy dealer you will have the opportunity to make a December radio sales record that will stretch the dials of your cash register.

With Kennedy receivers in the window, Kennedy demonstrations going on inside, and Kennedy advertising suggesting to the readers of national magazines that a Kennedy makes a wonderful gift, you can roll up a highly satisfactory sales record.

Most of your December Kennedy sales will multiply themselves in later

months. For it is a well known fact that Kennedy owners become so enthusiastic that they call their friends in to listen and urge them to buy. Like Santa Claus, they become your unpaid salesmen.

This extract from a letter written by E. W. Stevenson of Baltimore, is typical of the way Kennedy owners feel toward their sets:

"Some of my friends who had sets of their own had never listened to such brilliant reception. Three have bought your sets after listening to my instrument and I do not hesitate to recommend it to any one."

WRITE FOR KENNEDY DEALER PROPOSITION

THE COLIN B. KENNEDY COMPANY
Saint Louis

KENNEDY

The Royalty  of Radio

0720-18

Say you saw it in ELECTRICAL RETAILING



Novel Features

make this Radio Horn
a fast and easy seller!

Head Phones Eliminated by Supersensitive Stethoscope Attachment

Tuning is done with Stethoscope in ears; then one turn on lever transfers to horn. No plugging in and out of Radio set.

Any number of Stethoscopes may be used without loss of volume or additional tax on batteries. One-piece Horn, sparkling finish; silver plated metal parts—a sweet job throughout!



A Musical Instrument for the Radio

Sells Fast because it has patented mechanical features which place it in a class all its own.

Sells Easy because of its musical excellence and its simplicity of operation.

*If your Jobber does not handle CHARMITONE
write to us for dealers' terms*

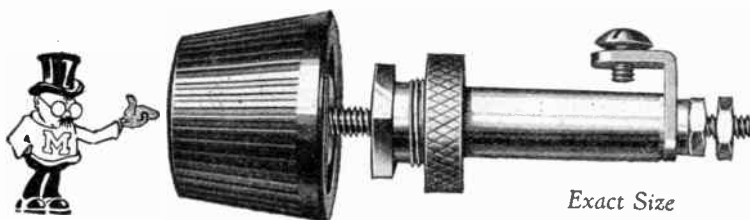
DUAL LOUD SPEAKER CO.

210 West 54th Street

New York City

Say you saw it in ELECTRICAL RETAILING

THE IDEAL RHEOSTAT FOR ALL TUBES



**Old Man Ohm says "It's easy
to sell the Marshall-stat"**

**Why Old Man Ohm
Likes the
Marshall-stat**



Requires only one hole in panel. Can be inserted in hole from which old rheostat is removed.

Vernier all the way—but only one adjustment to make.

Can be used with any tube or combination of tubes.

Working parts entirely enclosed in nickel-plated chamber.



Only two terminals. Connections cannot be made incorrectly.

Old Man Ohm knows all about resistance. He's the fellow who measures it.

His message to dealers is to sell the Marshall-stat, the smoothest accurate adjustment rheostat on the market. He says it's easy, because he can get any resistance he wants on the Marshall-stat.

And so can your customers. When they want a rheostat, sell them the Marshall-stat. Marshall-stat control of tubes will bring in new stations and clear up those which are heard only occasionally or indistinctly.

Old Man Ohm says there is nothing like the Marshall-stat for smoothness of adjustment. Take his word for it. The difference between step-by-step variation and smooth, continuous variation of resistance requires a Marshall-stat, he says.

List price, \$1.75. Write your jobber or us now for full particulars. No obligation.

MARSHALL ELECTRIC COMPANY

3243 Locust Boulevard
St. Louis, Mo.

M
Marshall-stat



THE IDEAL RHEOSTAT FOR ALL TUBES

Say you saw it in ELECTRICAL RETAILING



C. H. Berger & Co.,
Philadelphia
One of Thousands of
Keystone Boosters

Sold!

A KEYSTONE RADIO LIGHTNING ARRESTER

Retail Price

\$1.50

Complete with
instructions

Listed as Standard by the
National Board of Underwriters



Easily SOLD whenever you sell antenna material

After he's purchased antenna material, a set, or accessories, sell him a Keystone Lightning Arrester. Should he spend his good money and time on a dandy receiving set, and then leave it exposed to the danger of damage by lightning?

Few, if any customers, will pass up such inexpensive insurance against lightning. This little device almost sells itself, when you put it to the customer that way. So there's a neat little extra profit for you, almost without effort.

The body of the Keystone Arrester is moulded of genuine Bakelite and all metal parts are of brass, thus providing an arrester which is most durable and attractive.

The Keystone Arrester is backed by over 32 years' experience in the design of lightning protective apparatus. It is a strong, sturdy, reliable device and is in line with the better radio products on the market. Yet it retails at the popular price of \$1.50.

Backed by national advertising and the producers of a million and a quarter lightning arresters.

Ask your jobber for prices or write direct.

ELECTRIC SERVICE SUPPLIES CO.

PHILADELPHIA
17th and Cambria Sts.
PITTSBURGH
829 Oliver Building

NEW YORK
50 Church St.
SCRANTON
316 N. Washington Ave.

CHICAGO
Monadnock Bldg.
BOSTON
88 Broad St.

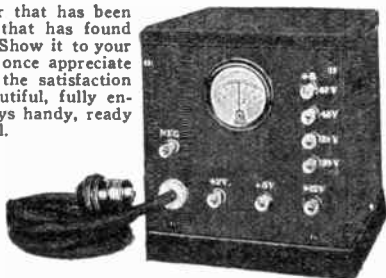
Lyman Tube & Supply Co., Ltd., Montreal, Toronto, Winnipeg, Vancouver.

People now like to own their own Battery Charger

HANDY CHARGER

Here is the battery charger that has been highly successful and one that has found a very responsive market. Show it to your customers and they will at once appreciate its value—they'll soon see the satisfaction obtainable in having a beautiful, fully enclosed battery charger always handy, ready to use, and very economical.

Operates from 110 volt A. C. lamp socket. No bother to use. No bulbs—sloppy liquids or sticking contacts. Here is a really complete charger at a low price. Has WESTON ammeter.



You'll sell many of these chargers and it will be to your advantage to get the details at once. The list is \$18.00. Liberal trade discounts are in effect. This is the charger designed to appeal to all.

INTERSTATE ELECTRIC CO.

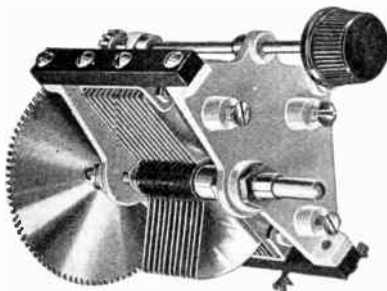
4339 Duncan Ave., St. Louis, Mo.

Ultra Model.
Charges all
A and B Storage
Batteries.

The AIROPHONE

Reg. U. S. Patent Office

LOW LOSS CONDENSER



We have been building Radio Condensers since 1911

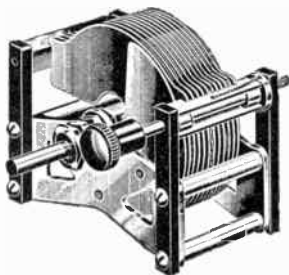
**BRASS PLATES
HARD RUBBER INSULATORS
GEARED VERNIER**

—give—

Low Resistance, Low Dielectric Losses,
Sharper Tuning and Selectivity.
Ask your jobber about it.

**A. W. BOWMAN & CO.
CAMBRIDGE 38, MASS.
Factory Representatives
INDUSTRIES SALES CO.
132 Nassau St., New York, N. Y.**

HICO Variable Condenser



**5 ENGINEERS designed
this condenser!!**

Works well in any circuit. Low loss, minutest adjustment, quiet, perfect in action. Four capacities, 11 17-23-43 Plates.

Send for samples and prices.

**Hartford Instrument Co.
303 Pearl St., Hartford, Conn.**

Say you saw it in ELECTRICAL RETAILING

Lower priced

for bigger sales!



Full 2200 Ohms

When the AMPL-TONE Guaranteed Radio Headset was first brought out three years ago, the price was very much higher because we did not foresee such a sweeping demand.

Our costs have permitted us to lower the price to \$5, also improving the set, thus passing on to the trade an advantage that spells TURN-OVER! We believe this is the lowest price ever on an instrument with such outstanding merits.

NOTICE: Our new, modern and up-to-date factory at Derby, Connecticut, is in a position to resume prompt deliveries on all orders.

Sells for

\$5

For loud, clear, equalized tone, we have found no equal to the AMPL-TONE Headset selling at a price anywhere within the popular range. We use only the best materials.

We cannot make all of the headsets used, so we make the best. Once tried, always satisfied.

Our Loud Speaker Units (including blue print for horn) list \$3.00. Responsible jobbers and dealers. Write us.

AMPL-TONE

Guaranteed

RADIO HEADSETS

Address

The Union Fabric Co.
Successors to
C. M. French Mfg. Co.
Derby, Conn.

Build Christmas Business Bigger

With



Radio in the home and on the Christmas tree means happiness! Radio in your store as part of your Christmas stock means business!—new business; more profits!

Count on it. This will be a Radio Season, for never has radio been more enjoyable or desirable than now.

Send Today for Our New, Illustrated 96-Page Radio Catalog

25 of the leading radio manufacturers in America want to help you get part of the business and profits that dealers in all lines will enjoy on radio this Christmas. Their complete lines are assembled at The Sutcliffe Company—ready and waiting your selection. Our new 96-page radio catalog is one of the most complete published. All goods pictured, described and wholesale prices given. It's all you need to order with. Write for your copy today and get in on the Christmas radio business.



Address
Dept. F.

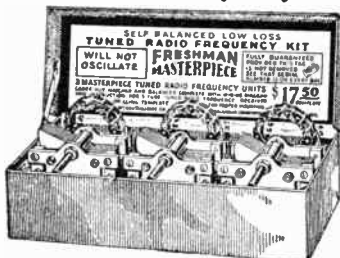
The Sutcliffe Co.,
Incorporated
Louisville, Kentucky

We Represent These Leading Manufacturers:

Cunningham Tubes
Magnavox
Federal
Frost
Atwater Kent
Western Electric
Pada
Allen Bradley
All American
Dubilier
U. S. Tool
Music Master
Crosley
Burgess Batteries
Grebe
Remler
Brandes
Cardwell Condensers
Jefferson Transformers
Cutler Hammer
Willard Batteries
Acme
Eby Binding Posts
Carter
Western Coil

FRESHMAN MASTERPIECE

Tuned Radio Frequency Kit



No neutralizing or balancing condensers required to build a five tube radio frequency set that is unsurpassed for volume, selectivity and distance.

Kit consists of 3 Masterpiece Tuned Radio Frequency Units **\$17.50** carefully matched and balanced.

Write for *new complete catalogue and discounts*
CHAS. FRESHMAN CO., INC.
106 Seventh Ave., New York

Perfect oscillation in all circuits—

THE BRENDONNE TUBE
Amplifier and Detector

with a guarantee that protects the dealer and builds friends

One reason why the Brendonne tube has made such rapid sales progress, lies in our four-square guarantee to replace without question any tube that lights but proves unsatisfactory! We are backing this in turn by NATION-WIDE advertising.

Write for proposition! No obligation. It is the most worth while plan in the radio world, and is backed by a million dollar corporation.

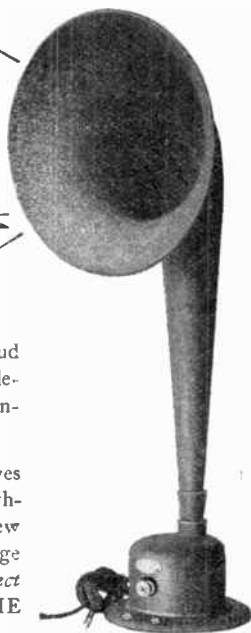
List PRICE
\$3.50
Everywhere

WHOLESALE
\$2.25
Less 20 per cent
to Rated Dealers

Brendonne Corporation
Orange New Jersey

Every DYMAC Product Guaranteed One Year

*They All Want Me—
and They Can All
Afford to Buy Me!*



Every real radio "fan" wants a Loud Speaker. Heretofore the *cost* of a dependable instrument has been the principal barrier to your sales.

The new DYMAC Loud Speaker solves the problem. A quality product throughout, with unique outside thumbscrew control, permitting a remarkable range in the volume of tone with *perfect modulation*. To you, it says "VOLUME—TURNOVER."

Finished in high-lustre, black deckled enamel with bright nickel trimmings. Be ready for the holiday demand.

**List Price
\$10.00**

No unit of the DYMAC line is assembled. All are made complete in our modern plant, of superior materials—and GUARANTEED FOR ONE YEAR.

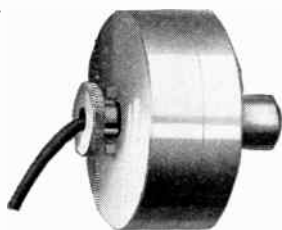
ELECTRICAL PRODUCTS MANUFACTURING CO.

Sole Makers of DYMAC Radio Equipment
69 Sprague St., Providence, R. I.

Dymac

Radio Equipment

Say you saw it in ELECTRICAL RETAILING



GIANT Phonodapter

This unit fits all standard talking machines. Recommended for high-powered, multi-tube sets. Special diaphragm, easily adjusted, guarantees maximum reproduction and marvelous fidelity of tone.

TRIMM

Superior Reproducers

Headsets

Professional - \$7.50

Dependable - \$5.00

Speakers

Concert Model \$25

Home Speaker - \$10

Phonodapters

GIANT Unit \$10.00

Little Wonder \$4.50

TRIMM

RADIO MANUFACTURING

COMPANY

24 So. Clinton St.

CHICAGO

U.S.A.

Member Radio Manufacturers' Ass'n

IT'S BETTER—IT'S BRAIDED

It's our business to make BRAIDED WIRE. It's not a side issue with us but our whole business. We try to make our braided wire the best that can be made.

Our 16-strand braided copper wire is positively the best antenna wire you can buy. Tensile strength is over 100 pounds. We make braided wire in any size and finish, for any purpose, but for radio reception we recommend our 16-strand bare copper wire, enamelled copper, tinned copper, or tinned bronze.

We are specialists in Radio wire and in fact, in all kinds of braided wire. We call our wire Raco and you can buy it by that name.

We want your business, will give you quick deliveries, and certainly the right price.

RACO
RADIO ANTENNA

Ask us for samples and prices.

ROSS ANTENNA CO.

9 Charles St.,

Providence, R. I.

Folks who are particular—

—about *tone quality* are easy prospects for the N & K Imported Phonograph Unit. A lot of them refuse to own loudspeakers. When they hear radio come in through the medium of the phonograph and this handy attachment, clear, mellow, undistorted, they are delighted. And the economical price of the unit closes the sale.

If your jobber is not yet supplied with the N & K Imported Phonograph Unit, write us for address of nearest N & K authorized distributor.



N & K

Reg. U. S. Pat. Off.

Imported

**PHONOGRAPH
UNIT**

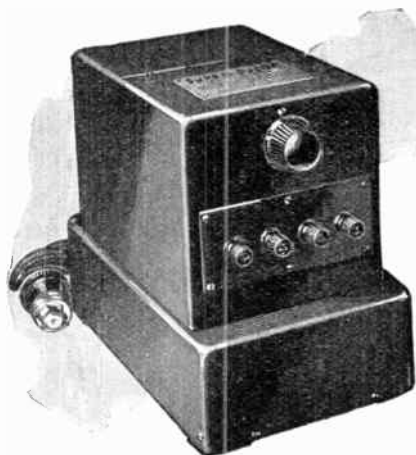
Th. Goldschmidt Corporation

Dept. E11

15 William St., New York

41 Common St., Montreal, P. Q.

Super-Ducon



*D. C. Type No. 801
List Price \$30*

*A. C. Type No. 800
List Price \$47.50*

It does away with "B" batteries!

The Super-Ducon—developed by Dubilier engineers after exhaustive research—answers a long-felt radio need.

It reduces the cost of radio! Uses the house current and eliminates "B" battery expenses.

It increases the fun of radio! Makes reception 100% efficient all the time—no more trouble with weak batteries.

It creates a new market for Dealers! Every radio owner living in a wired home, is a prospect—there are millions of them.

Prepare for the Demand!

Send for our 12 page Booklet which tells all about the Super-Ducon and let us put you in touch with our nearest jobber. Address 51 West 4th St., New York

Dubilier

CONDENSER AND RADIO CORPORATION

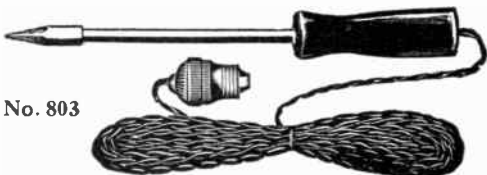
The new, high quality soldering iron *Drake Junior*

\$2.00 LIST

Here is your opportunity to stock a soldering iron at a real low price yet with full Drake quality. Has Nichrome element wound on lava core. *Unconditionally guaranteed for two years.* An exceptional iron for radio and fine soldering work. Has a $\frac{3}{4}$ -in. tip. Liberal discounts. Order a sample now.

Be sure and ask for information on the Drake Vibrator and Drake Curling Iron. All fully guaranteed.

No. 803



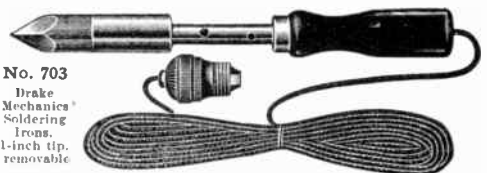
No. 603

Drake
"Radio"
Soldering
Iron.
3-8 inch tip.
removable



No. 703

Drake
"Mechanics"
Soldering
Irons.
1-inch tip.
removable



DRAKE ELECTRIC WORKS, 3943 Lincoln Ave., Chicago



Buy Right, Buy Wisely, Buy Profitably

CO-OP solves for you, the way to better business

Don't fail to get the Co-Op Monthly Bulletin, every month of the year. It lists 3000 electrical bargains including radio. All nationally advertised, reputable merchandise. It's free—when you write on your letterhead. We sell wholesale only.

Buy Right We offer to Dealers and Contractors, first class, standard Electrical Lighting Supplies, Appliances and Radio, direct by mail—all guaranteed. We sell only items that you can sell. We are a live organization in business to help you.

Buy Wisely Dealers using our service find that they are accomplishing something really desirable in any business. They get fast service, therefore don't need to overstock. They don't tie-up capital unnecessarily. They make this their headquarters and therefore don't waste time looking around and wondering what is best. They know we have it.

Buy Profitably Take advantage of our great purchasing power and buy at prices that make your profits unusually good.

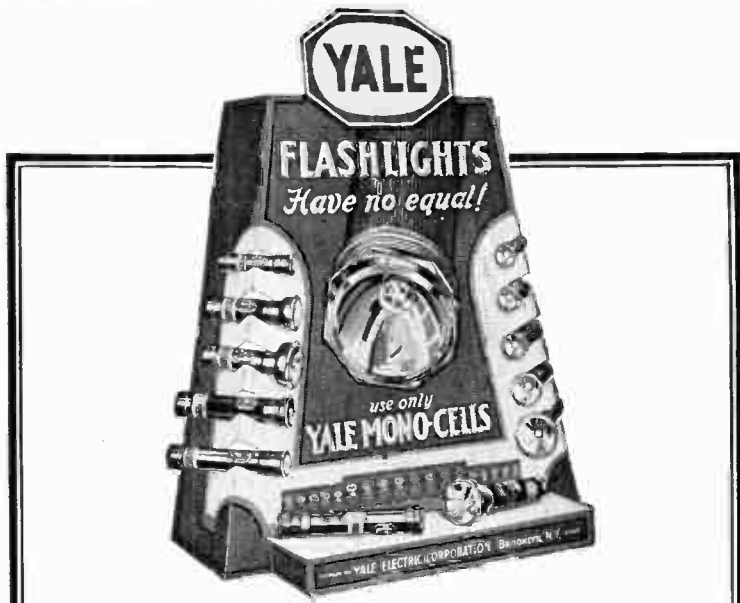
Here is your opportunity to make your Xmas business really successful. Just make good use of our service.

Co-Operative Electrical Supply House

120 NORTH UNION STREET
CHICAGO, ILLINOIS

110 MERCER STREET
NEW YORK CITY

Say you saw it in ELECTRICAL RETAILING



The New Yale Window Display *is now ready*

THE Quality and Attractiveness of this clean cut and dignified window display can be compared with that of the Yale Flashlights it so proudly displays.

This window display stands 40 inches high and is 31 inches wide at the base. It is made of heavy re-inforced cardboard. The entire surface of display is varnished to give added brilliancy and durability.

A REPRESENTATIVE assortment of Yale Flashlights is inserted in the grooves on either side. Write for further particulars as to how you can receive this display free of charge.

YALE ELECTRIC CORPORATION

CHICAGO

BROOKLYN

SAN FRANCISCO

Say you saw it in ELECTRICAL RETAILING

The Popular Haag Oscillator Now Carries Our New All-Metal Soft-Roll Wringer

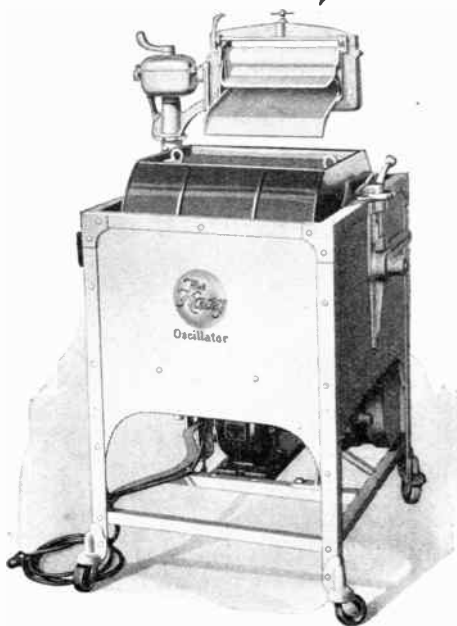
"George" and "Al" have recently produced a new wringer that makes their popular Oscillator even more desirable than before.

Much more compact and of vastly improved design, this wringer now becomes a prime selling feature of a machine that, even before, left but little to be desired.

First: The large SOFT rubber rolls leave the buttons ON and ALL IN ONE PIECE—but they wring the clothes DRY.

Second: If any unusual circumstance develops, the top bar and spring can be instantly tipped backward—which automatically releases the rolls.

Third: If any occasion arises for the removal of the rolls, you simply tip back the top bar and LIFT THE ROLLS OUT!



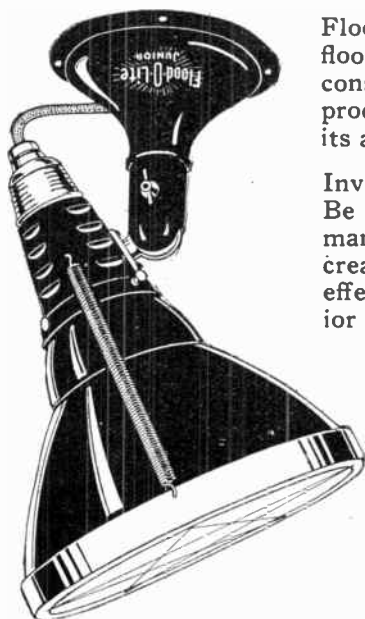
*Beyond Any Question,
It Is a Washer
You Should Be Selling!
Women Do Like It!*

**HAAG BROS. COMPANY,
PEORIA, ILLINOIS**



Flood-O-Lite Jr.

Will Increase Your Sales and Profits



Flood-O-Lite Jr. is the popular spot-flood unit that sells big and is in constant demand. It is a quality product that will increase your profits and sales.

Investigate Flood-O-Lite Jr. now. Be ready to supply the strong demand for Flood-O-Lite Jr. that is created by the many special lighting effects desired in window and interior displays at Christmas time.

Write us right now. We'll gladly send you complete information, literature, sales plans, etc., on request.

Flood O Lite
JUNIOR

Trade Mark Reg. U. S. Pat. Off.

Reflector & Illuminating Co.

573 Washington Blvd.

Chicago, U. S. A.



Say you saw it in ELECTRICAL RETAILING



Brushes ring the register



Most electric cash registers use brushes. But they are not the only ones that ring the register. The brushes in fans, washing machines, hair dryers and other home and office appliances can do it too.

Service every appliance with Columbia Pyramid Brushes and you make a lot of sales that total pleasing profits. And keeping all apparatus operating perfectly, free from all brush trouble, builds new sales for you.

From Assortment No. 50 you can pick the correct brush and spring for the majority of fractional horse-power motors in use in the average home and office.

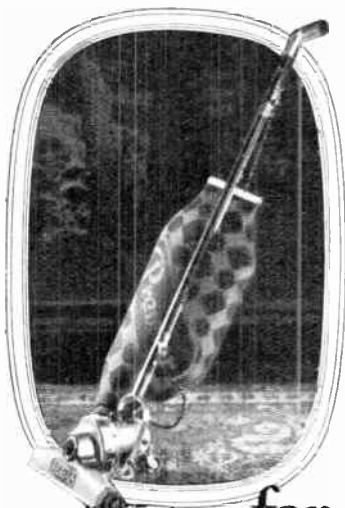
Order Assortment No. 50 from your jobber.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, Inc.
New York, N. Y. San Francisco, Cal.

Canadian National Carbon Co., Limited—Factory and Offices: Toronto, Ontario

COLUMBIA PYRAMID BRUSHES



Prepare *NOW* for Christmas Sales

Get your stocks ready. Get your mailing lists ready. Your window displays. Your ads. We are putting every inch of effort into sales support in a month when big sales are there to get. Tune in—work along—and get *those sales*.

We are supplying heavy ammunition; a two-page Christmas ad in the SATURDAY EVENING POST; Christmas ads in the women's national magazines; a mailing card and the Premier Duplex booklet and window displays.

Write for helps. And use them. The Premier Duplex will lead the Christmas gift list because of the double action that cleans *cleaner*; because of the ball-bearing motor that will run for years without oiling; because of its fine make and thorough quality. It has every Christmas appeal.

Premier Duplex

ELECTRIC VACUUM CLEANER CO., Inc.
Cleveland, Ohio

Distributed in Canada by the Premier Vacuum Cleaner Company, Ltd., Toronto and Winnipeg, and the Canadian General Electric Company, Ltd., General Offices, Toronto.

Say you saw it in ELECTRICAL RETAILING

Why Should the Life and the Earning Power of an Electric Motor be limited by its Bearings?



**"NORMA"
PRECISION
BALL BEARINGS**



and
**"HOFFMANN"
PRECISION
ROLLER BEARINGS**



**MAKE
GOOD MOTORS
BETTER**

Motor windings seldom fail. Good insulations stand up. Commutators wear but slowly. Brushes are easily and inexpensively replaced.

What, then, makes motors "wear out"? What cuts down their efficiency and finally fails?

Experience, alike of motor manufacturer and motor user, furnishes the answer—INADEQUATE, UNRELIABLE, SLEEVE TYPE BEARINGS.

Whatever of anti-friction quality a sleeve type bearing possesses, it has by virtue of the lubricant used and not because of any friction-reducing quality in the sleeve type bearing itself.

The success or failure of such a bearing, then, depends upon its lubrication. Inadequate, or neglected, or improper lubrication means the failure of the sleeve type bearing—and this means the failure of the motor.

The one and only complete solution of the motor bearings problem lies in the use of true anti-friction bearings—

Bearings which, though vastly improved in their operation by ample and proper lubrication, are yet not absolutely dependent upon the lubricant for their anti-friction qualities—

Bearings designed to provide, in their mountings, a store of lubricant ample for long periods of high-efficiency operation, without renewal or attention—

BALL BEARINGS, for motors of smaller power and higher speeds: **ROLLER BEARINGS**, for motors of larger powers and heavier duty.

The production cost, to the manufacturer, and the purchase price, to the buyer, may be a little higher for the ball or roller bearing motor.

But this difference is far over-shadowed by the subsequent savings resulting—the saving in lubricant, the saving in current, the uninterrupted service, the lower up-keep, the longer life of sustained high efficiency.

NORMA-HOFFMANN BEARINGS CORPORATION

Amble Avenue

Long Island City

New York

PRECISION BALL ROLLER AND THRUST BEARINGS

A Vacuum Cleaner by Sturtevant



With the backing of
60 years experience
in the design of
efficient air moving
machinery

Most of you men who read this *know cleaners*, good, bad and indifferent!

You've read all there is to read in the way of noisy claims and sales suggestions.

In presenting this latest Sturtevant Product we want to deal rather in practical terms with practical men who have a resale organization, and who are looking for a thoroughly dependable cleaner at a saleable price.

Compare the Sturtevant Cleaner part by part and feature by feature. On its own merits it stands as a worthy example of Sturtevant achievement—a product of 60 years practical experience in the design of efficient air moving machinery.

We'll be glad to discuss the matter further with responsible parties and to send detailed specifications on request.



B. F. STURTEVANT, Hyde Park, Boston, Mass.

1140

Say you saw it in ELECTRICAL RETAILING



The oven at the left is used for aging and testing for free sulphur. Dial at side records actual oven temperature for 24 hours. The presence of active sulphur is determined by wrapping clean copper rod with tape and baking for 16 hours at 100 degrees C. The composition shall not discolor.

Tests More Exacting than Those of Government or Industry

Firestone Friction Tape is submitted to a series of the most rigid laboratory tests. In fact these are stricter even than those of the government or the big electrical concerns.

They cover adhesive tensile and dielectric strength, freedom from active sulphur and resistance to deterioration. And they assure the maintenance of the high standard of quality for which this famous tape is known everywhere.

The reliability of Firestone quality has brought preference among

the big industrial users. It has meant, too, a steady, profitable sale for the many dealers marketing Firestone Tape in the convenient and attractive carton. Leading electrical jobbers distribute Firestone Friction Tape. It can be furnished in bulk, under jobber's name, or in standard Firestone cartons.

Complete specifications and discounts promptly supplied from the Home Office at Akron, or from any Firestone Branch.

Firestone

FR I C T I O N T A P E

Say you saw it in ELECTRICAL RETAILING



“--so now I sell more plugs
and make 54% on all I sell”

“This Silent Salesman is the handiest thing I've got in the place. All the stock fits right in the back of the display. Think of the space I save.

“I got it free as part of a special proposition which nets me 54% profit!

“The assortment of BEST plugs that the Silent Salesman holds is made up of the six fastest selling numbers in the whole line. All live wire sellers, and not a slow moving one in the lot.”

The Special Assortment
\$42.10 (list) Worth of Popular Over-the-Counter Merchandise for \$27.20!

- 10—500 “Best” Bakelite Duplex Plugs.
- 6—555 “Best” Bakelite Duplex Plugs, with Pull Chain Switch.
- 10—5130 “Best” Nickel Cord Switch.
- 10—1150 “Best” Heater Plugs with Push Thru Switch.
- 20—935 “Best” Quality Heater Plugs.
- 3—940 “Best” Heater Plug Outfits. (2 pc.) Attachment Plug, No. 935 Heater Plug and 7 ft. of No. 16 Asbestos Heater Cord.

And the Silent Salesman Display Case

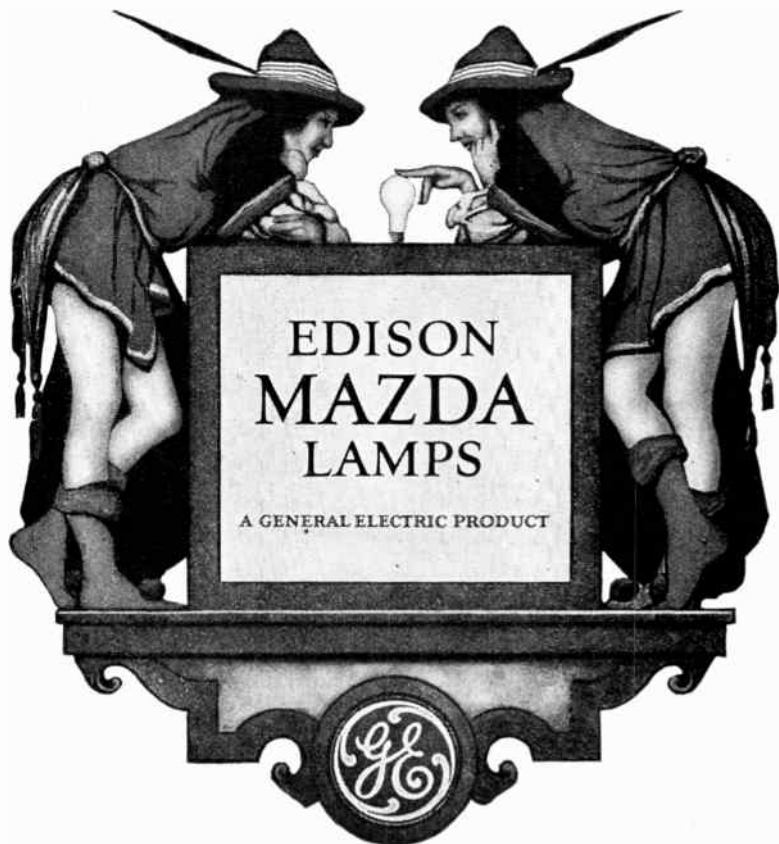
FREE!



This special proposition gives you \$42.10 (list) worth of stock for \$27.20, and the *Silent Salesmen absolutely free of cost.* There are no strings tied to this offer. You don't have to contract for a carload to get this price.

Get full information today by writing Henry Hyman & Co., 476 Broadway, New York, or 212 Austin Avenue, Chicago.





*"Buy your lamps where you see
THIS SIGN"*

THIS MESSAGE is being carried into every town and city by the advertising of Edison MAZDA Lamps. The sign, designed by Maxfield Parrish, is the new and beautiful emblem of the Edison MAZDA Lamp Agent.

To the public it says: "Here is a quality electrical dealer. This store is headquarters for good lighting." For particulars, write Edison Lamp Works of General Electric Company, Harrison, N. J.

\$1,000
for
WINDOWS

**Don't
Let It
Get Away
From You**



Every Dealer is Eligible

Here is another chance to get in on the big \$1,000 Benjamin Two-Way Plug

Prize Window Contest

Send at once for your Thanksgiving Window Trim — it's free. Dealers everywhere are cashing in on big sales and profits, in addition to which there is the chance at one of those forty-three fine prizes. Send to-day for full particulars.

Benjamin Electric Mfg. Co.

120-128 S. Sangamon St., Chicago

247 W. 17th St.
New York

448 Bryant St.
San Francisco



Locatap
No. 1080



Duolet
No. 122



Localet
No. 77

Say you saw it in **ELECTRICAL RETAILING**

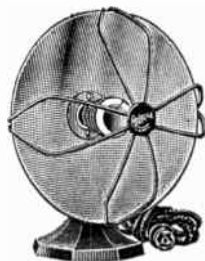


RIMCO RAYFLECTOR JR.

Here's a 10-inch reflector heater made to adequately fill the demand for a low price, high quality, heater now so much in demand. None of the quality of the 16-inch Rimco Rayflector was sacrificed in producing this one. It holds the lead in real value.

You'll appreciate fully the selling possibilities of Rayflector Junior the minute you put one on display. And, it's priced low. Write at once and be prepared with the finest small heater.

ROCK ISLAND MFG. CO.
ROCK ISLAND, ILL.



It's equipped with a high-grade inverted cone shaped element of 660 watts, producing a "spot" heater of 100% effectiveness. The bowl is of solid copper. Packed 2 in carton only.



Order Xmas Tree Lamps NOW

Dealers everywhere are getting a live, attractive stock of tree lamps for this Xmas season because they are coming here to headquarters for their supply.

Anthony Wayne Lamp Co.
Broadway and Savilla Avenue, FT. WAYNE, IND.

Rush your request for our catalog and reasonable prices.

*Don't
delay
if
you
want
a
profit
making
line of
lamps*



No. 113

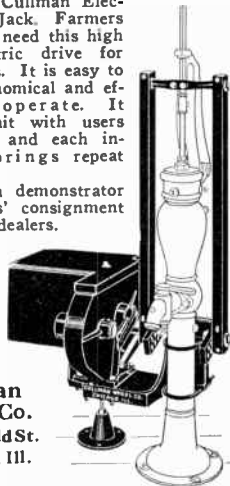
Be the first in your city

to sell the Cullman Electric Pump Jack. Farmers everywhere need this high grade electric drive for their pumps. It is easy to install, economical and efficient to operate. It makes a hit with users everywhere and each installation brings repeat sales.

We send a demonstrator on 60 days' consignment to reliable dealers.

*Write for our
introductory
proposition
and liberal
dealer
discount*

**Cullman
Wheel Co.**
1361 Altgeld St.
Chicago, Ill.



Say you saw it in **ELECTRICAL RETAILING**



**A Pound
a Minute**

This Twin-Tub Automatic speeds up the washing and does more of the hard work. Washes at the rate of a pound of clothes a minute.

It costs no more than the average washer of only one tub, yet it is a great time-saver and labor-saver. No woman who once uses a Twin-Tub Automatic will be content with any single-tub machine. It's a good seller.

We can also supply Twin-Tub Washers in wood tub styles with the Rackbar drive.

All Automatics now equipped with the Hydro-Disc—a remarkable improvement in washing machine agitation. Ask us for full information and prices.

**AUTOMATIC ELECTRIC
WASHER CO.**

212 W. Third St., NEWTON, IOWA

AutoMatic
Washer

with the new aluminum

HYDRO-DISC

Automatic Electric Washer Co.,
212 West 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

Profit by Selling Oakes Electric Hen



A BIG new market is opened up for you by the modern trend toward hatching chicks by electricity. You can sell the Oakes Electric Hen to many people never before considered prospects. It is 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 on every 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.
365 Dearborn St., TIPTON, INDIANA



Queen Quality



RETAIL
\$3⁹⁵

A full size, honestly made and handsomely finished iron, *guaranteed for one year*, selling for \$3.95.

You don't have to take a thousand to get this price.

A free window poster in colors with every order for six irons.

Clip and mail this coupon for our money-making proposition. No obligation.

WATLOW ELECTRIC MFG. CO.
Franklin McDermott, Gen. Sales Agent
1320 N. 23d St., St. Louis, Mo.

Genuine NICHROME Element.
High Lustre Nickel Finish.
Handle of Tuscan Rosewood finish.
Complete with stand.
Guaranteed for one year.
Get our proposition!

FREE—Our Money Making Offer

Firm Name.....
Attention of.....
Address.....
.....
.....

Memorandum

There's still time to start the Home Lighting Essay Contest.

If you haven't already started one in your town, get in touch with the Lighting Educational Committee, 680 Fifth Ave., New York City immediately and ask for details.

N.B. - All essays must be in the hands of the Committee not later than December 15th.



Has Your Town Started a Home Lighting Essay Contest?



NATIONAL



MAZDA LAMPS

A GENERAL ELECTRIC PRODUCT

Say you saw it in ELECTRICAL RETAILING

The Iron with the Safety Appeal

The Guardian Safety Iron will put your iron sales on a new profitable basis. It's a new accomplishment in modern construction. It eliminates fire hazard—saves current—never too hot—never too cool. Its internal construction is its guarantee of protection.

There is no heavy back or point, no odd-shaped handle or other clumsy arrangement to destroy its balance. It eliminates forever the menace of the forgotten iron.

The Guardian Safety Iron will retail at a price no higher than the ordinary high-grade electric iron. Write for information on the merchandising of this iron.



"The Iron You Can Forget"

Manufactured and Guaranteed by
Rock Island Mfg. Co.
Rock Island, Ill.



KILLARK
BELL TRANSFORMERS
In Counter Display Cartons



Highest Quality Armature Winding



Vacuum Cleaner Armatures re-wound, \$3.50 net each.
Ford Generator Armatures re-wound, \$1.95 net each.
Other types, Two-Unit Generator Armatures re-wound, \$4.95 net each.

24 Hours Service
Fully Guaranteed

Write for Catalogue.

H. M. Fredericks Co.
Armature Winding Specialists
LOCK HAVEN, PA.

Say you saw it in ELECTRICAL RETAILING

\$ 3.85
Retail
420 West of the
Rockies

**LIBERTY
HOT
SPOT**

Cash in on Christmas Gift Buying!

*Make Liberty Hot Spot Your Leader
with the Complete Liberty Line*

IN THE COMPLETE line of Liberty Hot Plates there's a model for every purse and for every cooking purpose, from Original Liberty Improved at \$2.50 to Liberty Super Twin (a portable range) at \$16.65.

Every woman appreciates a gift of utility, safety, comfort, economy and convenience. And low-priced, efficient, guaranteed Liberty Hot Plates offer you an attractive opportunity to cash in on this demand, as well as the demand Liberty national advertising is creating.

The Liberty Hot Plate Fall advertising campaign is focused on Christmas Gift Buying.

There is still time to stock Liberty Hot Plates for the Christmas Buying Season. Write us for interesting details.

PRICES—LIBERTY HOT PLATES;

Liberty Hot Spot.....	\$ 3.85;	West of Rockies, \$ 4.20
Original Liberty Improved.....	2.50;	West of Rockies, 2.75
No. 2-H Super 3-Heat	9.85;	West of Rockies, 10.35
No. 3-H Liberty Twin.....	13.85;	West of Rockies, 14.75
No. 5-H Super Twin.....	16.65;	West of Rockies, 17.65

Call Your Jobber or Write Us Today

The Liberty Gauge & Instrument Company

(World's Largest Exclusive Makers of Electrical Hot Plates)

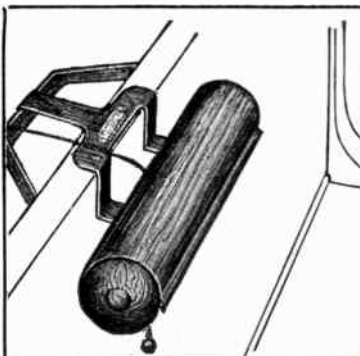
6543 Carnegie Ave., Cleveland, Ohio

New York Representative
Industries Sales Co.
132 Nassau St., New York, N.Y.

Pacific Coast Representative
R. H. Thiess
216 Byrne Bldg., Los Angeles

Liberty HOT PLATES

Say you saw it in ELECTRICAL RETAILING



faster turnover on lamp sales!

Why does one lamp sell while another gathers dust?

The answer is that so many "pretty" lamps lack the stuff that sales are made of!

The "Play-O-Lite" sells so big because its many selling points appeal to such a huge audience.

It sells for \$5

1. It slips on or off the piano in a second without the use of tools. Cannot mar the finest finish on the piano.
2. It blends with the most beautiful instrument, and is finished in mahogany, ebony, or walnut.
3. It throws a soft light right on the music, without glare.
4. Its use is not limited to the piano. It works equally well on a chair or bed!

The "Play-O-Lite" is handsomely boxed, and makes a peach of a gift specialty for the holidays ahead.

Rattling good window cards and dealer helps are ready to help you too!

Write today for illustrated folder, liberal discounts and all details!

A. HALL BERRY

Sales Agent

71-73 Murray St., New York.

PLAY-O-LITE

Redtop

A Big Line for Christmas

Fast selling numbers from a recognized line of low priced and exceedingly high quality appliances. They carry a real profit. Write for details and discounts.

R. B. COREY

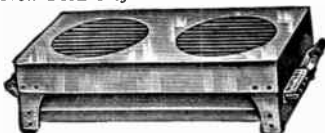
Co., Inc.
General Sales Agents
Grand Central
Terminal Bldg.
New York City



No. 224. 3-heat Iron
Price \$6.75



No. 450. Toaster
Price \$4.50



No. 209. Kitchenette. Price \$8.50

Cash Electrical Supply Co.

Wholesalers, Distributors

Jobbers of
*Over 2000 different
items in the electrical
business*

**Electrical
Supplies
Fixture Parts
Glassware
Complete Fixtures
Construction Material
Appliances**

*Send for the
"Cash Saver"
catalog*

Cash Electrical Supply Co.
1849 W Oakley Ave. Chicago

The BIGGEST-LITTLE IRON

-you can sell today.

BABY
Betsy Ross
ELECTRIC IRON



Weights 1½ Lbs.

Your Livest Christmas Specialty

Buyers on the alert for new merchandise are buying Baby Betsy Ross Electric Irons as a special Christmas number. Original orders quickly went into profits, for these irons when displayed gave live dealers the hint that Christmas will see these 1½ lb. irons fast sellers. One big Chicago store has ordered 750.

The profit in them is your kind of a profit. Order a trial quantity of ½ dozen, display them, and see how quick they will be taken up by women eager for a little iron and by children who want one for helping mother. Novelty value plus genuine utility value make this electrical specialty a leader in holiday offerings.

Packed in a red lined black leather fabrikoid case with six small clothes pins it is an attention getter and profit producer. Carries the same 1 year guarantee as the famous 6 lbs. Betsy Ross Iron, and its heating unit is made of the best nichrome wire.



½ Dozen—Trial Order

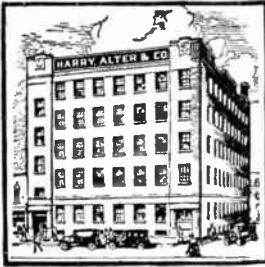
One trial set (6 irons) complete costs you \$2.00 per iron (\$3.00 list—less 30% and 5%). Six irons without case and clothes pins are \$2.20 per iron (less 30% and 5%). Order whichever you want.

Address Specialties Division

Central Flatiron Mfg. Co., Johnson City, N. Y.

Makers of the popular Betsy Ross 6 lb. iron, 3½ lb. Boudoir Iron, Hot Plate, Curling Iron and Duo Point Electric Iron.

Say you saw it in ELECTRICAL RETAILING



WHOLESALE
EXCLUSIVELY

HARRY ALTER & CO.

OGDEN and CARROLL AVES., CHICAGO

Distributors for the following nationally advertised lines of electrical and radio supplies:

- | | |
|----------------------|---------------------|
| Benjamin Products | Freed-Eisemann Sets |
| Hold-Heet Appliances | Radion Panels |
| Appleton Fittings | Premier Parts |
| Save Lamps | Signal Apparatus |
| Simplex Irons | Balkite Chargers |
| Liberty Stoves | Brandes Head Sets |
| Wadsworth Switches | Dubilier Condensers |

and many others equally as well known

SEARCHLIGHT SECTION

EMPLOYMENT - SURPLUS STOCK - BUSINESS OPPORTUNITIES, ETC.

UNDISPLAYED

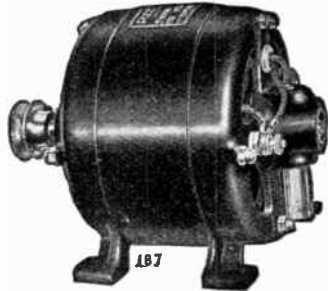
Positions Wanted, 6 cents a word, minimum \$1.25 an insertion, payable in advance.
Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.
Discount of 10% if one payment is made in advance for four consecutive insertions of an undisplayed advertisement.

Box 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	3 pages 84.00
1/2 page 22.50	6 pages 82.00
3/4 page 44.00	12 pages 80.00

1-6 H. P. Motor Less Than Cost



Strictly brand new motors of exceptionally high quality (Reliable Reynolds Make). The kind that operate 90% of the flashing signs and stand up under most severe testing.

Each motor carries our guarantee of perfect performance and complete satisfaction. These are strictly new motors, but have a frame design that we have now discontinued. Hence the below cost clearance.

Just the right size to run washing machines, dishwashers, compressors, drills, blowers, lathes, grinders, and other small machinery in the home, shop or garage.

Real Bargains

- | | |
|--|-------------|
| Type "N" 1/2 H.P. D.C. Motors 110 V. 1750 RPM..... | \$9.00 each |
| Type "A" 1/2 H.P. D.C. Motors 220 V. 1750 RPM..... | 7.50 each |
| Type "A" 1/2 H.P. A.C. Motors 220 V. 1750 RPM 60 Cy. | 8.00 each |

Also 25, 40 and 50 Cy. in 1/4 and 3/8 H.P.
Ratings are for continuous duty—40° temp. rise.

Write for quantity prices. All orders subject to previous sale.

LOOK



At These
Prices

2616 W.
Congress
St.

REYNOLDS

ELECTRIC COMPANY

Chicago

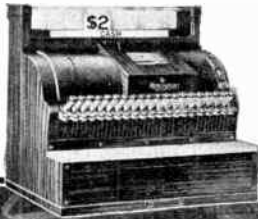
Say you saw it in ELECTRICAL RETAILING

Remington Cash Registers

Where they are put through their paces

THIS is the Final Inspection Department. Here each Remington Cash Register receives the last of many rigid tests and inspections given it during the course of its construc-

tion. If it gets past these keen-eyed, expert final inspectors, it's right. This is one of the reasons why the Remington Cash Register is known as the new and better Cash Register. You ought to see it.



Akron, Ohio
Albany, N. Y.
Atlanta, Ga.
Baltimore, Md.
Binghamton, N. Y.
Birmingham, Ala.
Boston, Mass.
Bridgeport, Conn.
Brooklyn, N. Y.
Buffalo, N. Y.
Charlotte, N. C.
Cincinnati, Ohio
Cleveland, Ohio
Columbus, Ohio
Dallas, Tex.
Davenport, Ia.
Denver, Colo.
Des Moines, Ia.
Detroit, Mich.
E. St. Louis, Ill.

REMINGTON CASH REGISTER COMPANY, Inc.
Factory and General Sales Office, Iliion, N. Y.
Subsidiary of REMINGTON ARMS COMPANY, Inc.
Makers of Remington Firearms, Ammunition and Cutlery
In Canada: Remington Cash Register Co. of Canada, Ltd.
557 Yonge Street, Toronto, Ont., Canada

Fargo, N. D.
Fort Worth, Tex.
Fresno, Cal.
Grand Rapids, Mich.
Harrisburg, Pa.
Hartford, Conn.
Houston, Tex.
Indianapolis, Ind.
Jacksonville, Fla.
Jersey City, N. J.
Kansas City, Mo.
Lansing, Mich.
Little Rock, Ark.
Los Angeles, Cal.

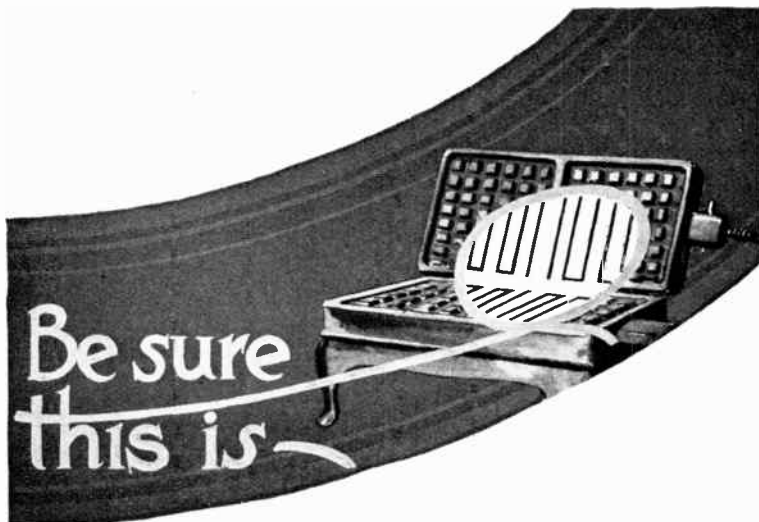
Louisville, Ky.
Madison, Wis.
Memphis, Tenn.
Miami, Fla.
Milwaukee, Wis.
Minneapolis, Minn.
Nashville, Tenn.
Newark, N. J.
New Haven, Conn.
New Orleans, La.
New York City
Oakland, Calif.
Oklahoma City, Okla.
Omaha, Nebr.

Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Me.
Portland, Ore.
Providence, R. I.
Reading, Pa.
Rochester, N. Y.
Sacramento, Cal.
Salt Lake City, Utah
San Antonio, Tex.
San Diego, Cal.
San Francisco, Cal.
Scranton, Pa.
Seattle, Wash.

Sioux City, Ia.
Spokane, Wash.
Springfield, Mass.
Springfield, Ohio
St. Louis, Mo.
St. Paul, Minn.
Syracuse, N. Y.
Tacoma, Wash.
Tampa, Fla.
Toledo, Ohio
Toronto, Ont.
Trenton, N. J.
Utica, N. Y.
Vancouver, B. C.
Washington, D. C.
Wheeling, W. Va.
Wichita, Kan.
Wilkes-Barre, Pa.
Wilmington, Del.
Yonkers, N. Y.
Youngstown, Ohio

There is a Remington Cash Register built to fit your business. Get in touch with the Office nearest to you, and you will find our representative there willing and glad to make a complete demonstration.

Say you saw it in **ELECTRICAL RETAILING**



Nichrome

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

—the standard of comparison in electric heating element performance throughout the world.

Even in popular-priced appliances "Nichrome" is an aid to multiplied sales; "Nichrome" means the utmost service of which any type of electric heating appliance is capable.

Therefore specify in ALL your orders for electric heating appliances: "Heating elements of 'Nichrome'"—the wire made by DRIVER-HARRIS CO., Harrison, N. J.

The

DRIVER-HARRIS WIRE



for the heating elements in appliances—

Say you saw it in ELECTRICAL RETAILING

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Say You Saw It In Electrical Retailing

Everhot

Electric Appliances

*Above all else
Quality*



*Above all else
Quality*



Reflector Heater
\$7.50



Soldering Iron
\$2.75; \$3.25



Flat Iron
\$6.50

The evident high quality of the Everhot Hair Beauty Combination makes it an attractive "gift special". It is a requisite for the complete dressing table.

The combination consists of an Ivory Handle Curling Iron and Drying Comb with glazed white cords and two-piece connectors. It is packed in a two-compartment, heavy set-up box, covered with a tritone, leather-like material.

The set, complete, retails for the ordinary price of a good curling iron alone--\$5.00.

Write Department 20 for discounts.

How about a stock for Christmas showing?



Table Store
2-heat \$9.50



Curling Iron
\$1.75; \$2.00



Drying Comb
\$2.75; \$3.00



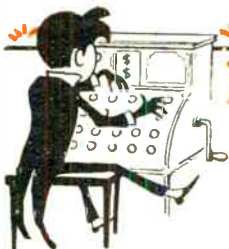
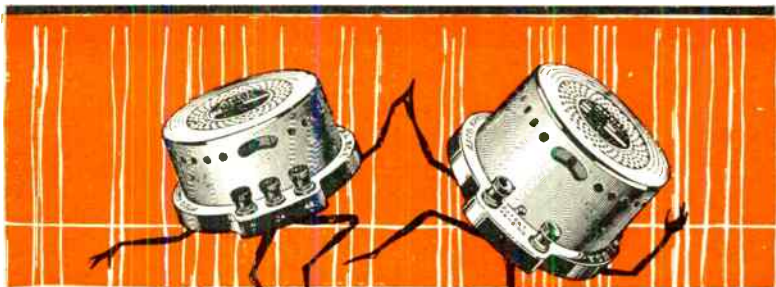
Professional Iron \$3.00

The Swartzbaugh Mfg Co.

Toledo, Ohio

Formerly The Toledo Coker Company
MANUFACTURERS OF APPLIANCES FOR THE HOME SINCE 1884

Say you saw it in ELECTRICAL RETAILING



**Holding the Centre
of the Stage**

APCO

**BATTERY CHARGERS
for A and B Batteries**

TINKLE the keys on your cash register—APCO Battery Chargers will do the rest. Every owner of a *real* receiving set needs them. They're so good looking and dependable, they sell "on sight". Quiet in operation, self-polarizing, with taper charge.

APCO "A" Charger, 7½ ampere capacity. List \$18.50, dealer price \$12.50.

APCO "B" Charger, for 24-or 48-volt "B" storage batteries, or 90 volts in multiple. List \$10.00. Dealer \$6.75.

**Try APCO Chargers yourself.
USE COUPON BELOW**

APCO MFG. CO., Providence, R. I.

Please deliver through my jobber

..... APCO "A" Chargers

..... APCO "B" Chargers

My Jobber : at your regular dealer prices.

Name

Address

Signed

Table-Talker

TRADE MARK REG US PAT OFF



**Stock up now!
Christmas is
coming – and
so is the rush
for *Table-Talkers*
and *Matched Tone*
Headsets.**

Stock Up NOW!

Brandes



*The name
to know in Radio*

Table-Talker

TRADE MARK REG US PAT OFF

\$10

Sell'em by tone!

Table-Talker tone is loud—but mellow. The horn is matched to the unit to assure full volume—but soft tone quality.

Stock Up NOW!

Brandes



Superior
Matched Tone
Headset \$7



Table-Talker
\$12.50
With it the
whole
family listens



Navy Type
Matched Tone
Headset \$9

*The name
to know in Radio*

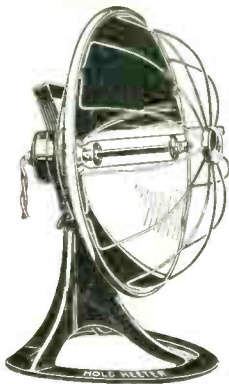
A Living Profit For Every Dealer—**HOLD-HEET**



Quality

Is Its Biggest Feature!

The "Old Reliable" Hold-Heet Pad is first of all a quality pad. This is the secret of its success as a seller and as a servant. Every foot of the durable spiral heating element is made by us under a rigid inspection system that leaves no chance for hot spots. The wonderful self-compensating double series thermostat, an exclusive Hold-Heet feature, is the most reliable heat control ever put in a pad. Then there's the beautiful eiderdown cover—eleven-ounce genuine virgin wool—that costs us twice as much as the covers on pads selling for \$2 to \$3 more than "Old Reliable."



Two Years' Guarantee

goes with "Old Reliable." And that's just one year longer than with any other heating pad made. You can rely on the Hold-Heet Pad. Your customer can rely on it. It gives reliable service—and doesn't come back. For over 10 years "Old Reliable" has given satisfactory service to its users. Only a quality article—an article made right in every particular—will stand such a sales test. "Old Reliable" is quality clear through. Wonderful in texture—wonderful in appearance—wonderful in performance.

Get The Facts

about the "Hold-Heet" electric heater with the non-metallic "Glebar" element, that has started the country. Radiates warm heat—uses no more current. Retains \$2.50. Ask your jobber.

110 Volts, 45 Watts. Size 12 x 15 inches. Supplied complete with washable slip, three-heat C. H. switch, 10 feet of cord and two-piece attachment plug. Comes packed in attractive black leatherette display case. "Old Reliable" sells, stays sold, has a big market and makes you a worthwhile profit. The discount is liberal. A word from you brings the inside facts.



RUSSELL ELECTRIC CO.

*The World's Largest Manufacturers
of Lamp Socket Heating Devices*

340 West Huron Street, CHICAGO, U. S. A.

**"Business Waits For No Man"
Go After It With Hold-Heet**

World Radio History