

# Electrical Retailing

*A McGraw-Hill Publication*

August 1923



10c A COPY

\$1.00 FOR TWO YEARS

World Radio History

## The Switch Plug That Fits all Terminals

When Beaver combined a plug and switch in one casing they worked better than they knew. Thanks to the famous Beaver "Fingers" which fit both round and flat terminals, Beaver simplified the retailers' problems by reducing the amount of stock he heretofore had to carry in order to always have on hand a heater plug which would fit any terminal.

The trade quickly found this out by standardizing on Beavers. Today it is the leader in its field—one of the outstanding successes of the year.

If you will standardize on Beaver you will not only have quality products which you can recommend and guarantee, but you will have properly cartoned, well displayed articles to help you speed up turnover

All better type of jobbers can quote you attractive Beaver discounts. Ask any of them.

BEAVER MACHINE & TOOL COMPANY, Inc.  
Main Office and Factory  
625-647 North Third St., Newark, N. J.

# BEAVER

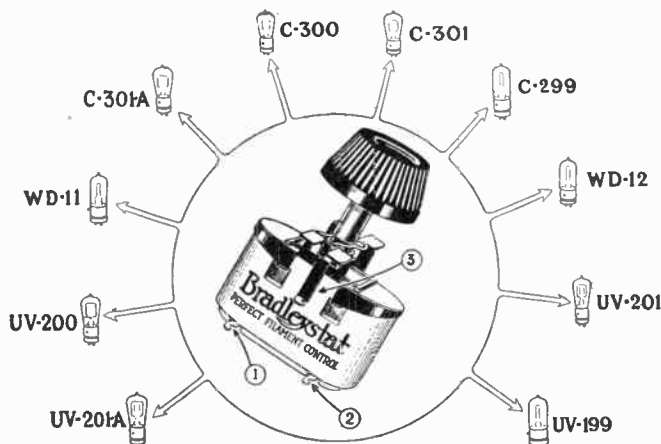
## SWITCH PLUGS



*Underwriters' Approved*

Showing below the blue and white carton in which each Switch Plug is packed.





# One Rheostat for ALL Tubes -the Universal Bradleystat

**Dealers!** The Radio Rheostat Problem has been solved by the best-known, best-liked and most widely advertised radio rheostat in the field, the Universal Bradleystat. No matter what tube your customer uses, the Universal Bradleystat will give perfect control. The factory guarantee of perfect performance for any tube is behind you.

Think of it! *One rheostat is a complete stock in itself.* This means a small investment, quick turnover and worthwhile profits from rheostat sales.

Order a small stock of Universal Bradleystats, today, and eliminate the possibility of obsolete stock and lost profits. Write for full information.

**Allen-Bradley Co.**  
Electric Controlling Apparatus

489 Clinton Street

Milwaukee, Wis.

*Manufacturers of graphite rheostats for over 20 years*

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

We want to know more about the Universal Bradleystat, how it works, and how we can increase our rheostat turnover at greater profit.

Say you saw it in ELECTRICAL RETAILING

# Snap up your plug sales



The manufacturers of "BEST" plugs have a keen eye for sales-pulling features and an equally keen eye for merchandising methods to sell them.

This display carton, designed and made by merchandising experts, is a strong attention getter and a rattling good salesman.

Order a sample carton of "BEST" plugs today, giving us the name of your regular supply jobber.

The Genuine Bakelite construction makes them heat-resisting and practically unbreakable.

The interior of "BEST" plugs is of new design that will stand up for years.

Test them; try to abuse them; match them against any other plugs on the market!



No. 1150  
with Push-  
Thru-Switch.  
List 80 cents

No. 500  
(Bakelite)  
Duplex Plug.  
List 75 cents



No. 555  
(Bakelite)  
Duplex Plug  
with chain.  
List \$1.35



No. 935  
Standard  
Heater Plug.  
List 40 cents

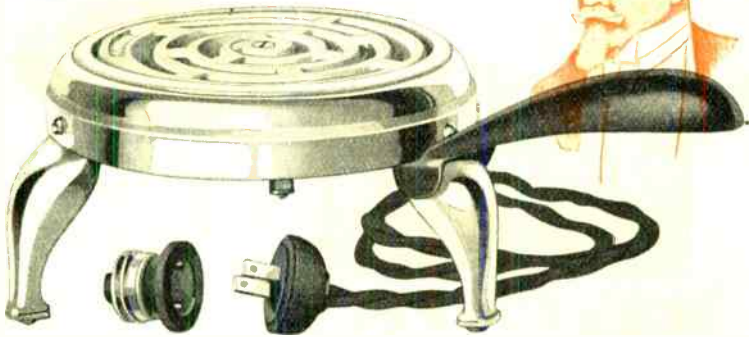
**Henry Hyman & Co., Inc.**  
Manufacturers

476 Broadway New York City  
Branch: 212 W. Austin Ave., Chicago, Ill.

Say you saw it in ELECTRICAL RETAILING

\$ **3<sup>85</sup>**  
Retail

**4<sup>20</sup>** west of the  
rockies



### Specifications

Liberty Quality and Value are fully represented in The Liberty Hot Spot. Consider these points:

Frame and three legs. Twenty gauge bright cold rolled steel beautifully nickle-plated and polished.

Special deep groove element base of finest porcelain brick composition. Five and one-quarter inches in diameter.

Genuine Nichrome heating element.

Ample ventilating space and heat and current insulator between element base and metal parts.

Six feet of heavy heater cord with standard two-piece plug—all parts riveted.

Two porcelain terminal bushings, strain relief bushings and bracket.

Beautifully black finished detachable handle of stamped steel will not chip or rust.

All covered by one year guarantee against defects of material and workmanship.

Dimensions: four inches high top diameter six and three-quarter inches; foot spread seven and one-half inches; handle five and one-half inches long.

Capacity: 110-120 volts; 550-650 watts.

Packed complete in attractive individual cartons; weight two and three-quarter pounds each. Shipped 12 and 24 to a case; gross weight case of 12-33 pounds; case of 24-70 pounds.

## Hot Spot Is "Quality Folks"

Blood tells! Who your family is makes a difference. Gentlefolk are born—nine times out of ten. That's why Hot Spot is so attractive. He was born into the right family. He is the third generation of Liberty hot plates—"Quality Folks," every one. Into Hot Spot has gone all the experience gained in building the entire Liberty line. He is the Aristocrat of the Sales Counter. A leader in appearance—in sales—in profits. Hot Spot is backed by the same Liberty square deal sales policy.

Write for details and prices.

Now is the time to stock Hot Spot.

THE LIBERTY GAUGE & INSTRUMENT CO.  
6545 Carnegie Ave. Cleveland, Ohio

Pacific Coast Representatives—Western Agencies, Inc.  
711-713 Mission St., San Francisco, Cal.



# Liberty Hot Spot

LIBERTY USERS BECOME APPLIANCE BOOSTERS

# Sell the Plug that Suits the Need



**LOCATAP**  
Cat. No. 1080



The handsomest, most useful two-way available. The exclusive Benjamin features put this plug in a class by itself.

Socket brass shell to harmonize with fixtures. Satisfies the most discriminating good taste. Lamp hangs straight down. Shell takes standard shade holder.

Separable attachment plug cap fits the side outlet. Plug swivels so that cord leads away in most convenient direction.

In addition to all these big selling features, there is a dispenser-display card with every 10 Locataps, which is a complete and compelling merchandising set-up.

Your jobber will supply you,  
or ask our nearest office

## **BENJAMIN ELECTRIC MFG. CO.**

847 W. Jackson Blvd., Chicago  
247 W. 17th St. New York  
500 Howard St. San Francisco  
Toronto and London



This handsome and Effective Dispenser-Display Stand with Every 10 Locataps

*A Plural Plug  
for Every  
Purpose*

Adjustalet No. 955  
Full Chain Two-Way No. 292  
Two-Way Plug No. 92  
Twin-Socket Plug No. 942  
Duolet No. 122  
Localet No. 77  
Locatap No. 1080

Stock the complete line of Benjamin Two-Way Plugs and sell your customer the device that best suits his particular need. Assort and combine your purchases to secure maximum discounts and raise the profits on every sale. Address nearest office for full information

*Make Your Store Headquarters for Complete Benjamin Two-Way Plug Service*

Say you saw it in ELECTRICAL RETAILING



...LOOK...

*for our*

**SPECIAL**  
*Announcement*

In Next Month's Issue

**FEDERAL ELECTRIC COMPANY**

*Household Appliance Division*

8700 South State Street  
CHICAGO

130 West 42nd St., New York City 91 New Montgomery St., San Francisco, Cal.

*Branch Offices Everywhere*

**CLEANER CLOTHES~QUICKER**



\$115.00

## Low Price—High Quality Big Volume

**COMPARE!** That is the acid test. Then you will learn for yourself that the ABC Oscillator is, beyond question, the biggest value in an electric washer of the oscillating type.

**FOR INSTANCE**—for \$115 you offer your customers a washer with an angle steel frame, rigidly bolted and riveted; a full swinging wringer; enclosed cabinet; all gears machine cut and running in heavy oil; heavy copper tub, 6 sheet capacity; standard make motor; and belt drive that never gives any trouble.

Where can you duplicate this unprecedented value? Where can you find such a machine to sell to your customers for \$115? Only because of the tremendous volume of sales on this model are we able to build such high quality, at such a low price.

Do you want to duplicate the success of hundreds of ABC dealers the country over? Then write, wire or phone today for the ABC proposition that will put money in your pocket! Right now is the best time to act.

# ABC

*America's  
Leading*

WASHING MACHINES

## Altorfer Bros. Company

PEORIA,

ILLINOIS

Veteran and Leading Makers of Washers and Ironers

NEW YORK

CHICAGO

BRANTFORD, CANADA



# Make this Your Opportunity for Summer Sales!

**An Artistic Stand Lamp**  
that also Clamps or Hangs Any Place



**\$200**  
Retail



## The BUSS Clamp-o-Set LAMP

Sales of the BUSS Clamp-o-Set LAMP have been fine for dealers in every section of the country. At \$2.00 this remarkable little portable electric lamp is making new sales records.



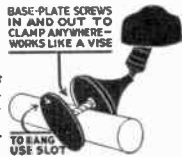
A TOUCH OF THE HAND ADJUSTS THE LAMP OR SHADE TO ANY POSITION

One dealer in a town of 3,500 sold 500 BUSS Clamp-o-Set LAMPS in sixty days.

Summer gives you a good opportunity to get off to a flying start with sales. The lamp is ideal for use on porches, in summer homes, in the garage and many other places. And remember the sale of one lamp leads


to the sale of another and another. Your price, in standard packages of 10 lamps is \$1.33 each. Less than 10, \$1.40.

Each case of 10 lamps contains a large window poster and a counter card, both in colors, and a list of other advertising sales helps that will be yours for the asking.



Order a case today. Use the window poster and counter card that are packed in it. Show 'em you have it. Sales will come. This is good, profitable business that should be yours—now.

**BUSSMANN MFG. CO., St. Louis, Mo.**



**BUSS**  
THE LAMP OF A THOUSAND USES

Send this order to your jobber at once or direct to 25  
 BUSSMANN MFG. CO. 3819 North 2nd Street, St. Louis, Mo.

Ship us at once via \_\_\_\_\_

Quantity \_\_\_\_\_

Lamps weigh 2 pounds each

BUSS Clamp-o-Set LAMPS

ER-8-23

Say you saw it in ELECTRICAL RETAILING



## Let Flood-o-Lite, Jr., Twins Boost Your Sales

Progressive merchants want novel and attractive lighting effects. Flood-O-Lite, Jr., a portable unit for interior flood-lighting, is just what they need. This unit is equipped with cord, plug and self-supporting base. It may be placed on the floor or hung on the wall to get the best effects. Flood-O-Lite, Jr., Form I throws a well-diffused flood light, Form C gives a concentrated brilliant spot light. Color-Lite attachments can be used with either for special decorative effects.

Put Flood-O-Lite, Jr., under your arm and make a demonstration to the leading merchants in your city. In this way, a dealer in Chicago sold 25 Flood-O-Lite, Jr.s., to down-town merchants in a few hours at a splendid profit. You can do as well in your city. Write for descriptive matter and liberal dealer's discounts, at once.



### REFLECTOR & ILLUMINATING CO.

573 W. Washington Street, Chicago

**MAIL THIS COUPON TODAY**

Reflector & Illuminating Co.,  
 573 W. Washington St., Chicago, Illinois.

Gentlemen: We want to get our share of Flood-O-Lite, Jr., sales. Send us, at once, prices, discounts and sales literature.

Name .....

Address .....

Retail Price . . \$15.00

Color-Lite . . . 3.50

Discounts Good

## GIVING YOU WHAT YOU WANT!

YOU HAVE ALWAYS WANTED  
A TUMBLER SWITCH  
THAT WOULD:

- 1 Always work without fail.
- 2 Go in a thin partition.
- 3 Look well on the wall.
- 4 Fit any need and be made in all styles and types.
- 5 Be easy to get.
- 6 Be reasonable in price.

HERE IS THE TUMBLER  
SWITCH THAT YOU  
ALWAYS WANTED

- 1 It has a mechanism that can't stick.
- 2 It is only  $1\frac{1}{8}$  inches deep.
- 3 It is neat in appearance and the plate is flat.
- 4 It is made single and double pole, three or four-point, in porcelain and composition cups, in lever-operated or lock type.
- 5 Bryant Distributors in 89 cities sell it.
- 6 The single pole, porcelain cup costs \$0.45 list; other prices are in proportion.



No. 2951 Single Pole Switch  
with Porcelain Cup



Showing Indicating Feature



No. 2963 Three-Point Switch  
with Composition Cup

*The demand for these switches has been very gratifying and is growing constantly. We are very busy making them but we can take care of your orders too. Ask your jobber about deliveries.*



"A Superior Wiring Device for every Electrical Need"

**THE BRYANT ELECTRIC COMPANY**  
BRIDGEPORT, CONNECTICUT

NEW YORK  
342 Madison Ave.

CHICAGO  
844 West Adams St.

SAN FRANCISCO  
149 New Montgomery St.

Say you saw it in ELECTRICAL RETAILING

# Cozy



National Advertisement  
Ladies Home Journal  
October



Dealers Window Trim Service



# Westinghouse

# Glow time is here-

"Cozy Glow" means "radiant heater" to the great American Public. This can be attributed largely to the extensive and impressive Westinghouse advertising.

The well-known Cozy Glow Kid was created by Westinghouse several years ago because it was so expressive of the comforting rays of the Cozy Glow. This likable lad has been universally used in national advertising in the Saturday Evening Post, in the Ladies Home Journal, Good Housekeeping, and Sunset, in newspaper advertising and on all literature and display advertising featuring the Cozy Glow.

Cozy Glow! Fortunate name! Popular name!

After all, isn't the name on the device the deciding factor in a sale? After you tell 'em all the good points of the Cozy Glow (and it has plenty) it's the old, familiar Cozy Glow, tied to the old, familiar Westinghouse, that goes a long way toward making the sale.

Think of what it means to fall back on the line: "remember this is the famous Westinghouse Cozy Glow—the one they advertise everywhere with that cute kid."

Immediately, you are getting on familiar ground, and it's surprising how much more prone your customers are to buy when they are on familiar ground.

Our last year's sales showed how popular the Cozy Glow was. There were many happy Cozy Glow dealers. You should be one this year. Don't fail to get a copy of Direct by Mail Folder 4813, covering our complete campaign—it contains some mighty interesting sales suggestions. Get the folder and try them.

Westinghouse Electric & Manufacturing Co.  
Mansfield Works Mansfield, Ohio



# Westinghouse

# Why Five McGraw-Hill Electrical Publications?

To keep faith with the electrical industry—to secure coverage of the specialized development of the electrical field and its markets—to meet the diversified viewpoints of the men in the electrical industry with specialized information and leadership thinking—

That is why. In short, expansion of coverage to meet the need for such. A complete service to all divisions of the industry.

Nowhere has greater history been written by the keen lance of publishing than across the pages carrying the great story of electricity and the part it plays in the progress of the world—in the development of mankind—in the advancement of industry.

And thus has been created by a process of evolution, the McGraw-Hill Electrical Group; a notable achievement of publishing, backed by the ideal to give, and give to the fullest.



## First, *Electrical World*

established in 1874, serving executives and engineers, including those who design, construct, operate, maintain, equip or finance the great plants that generate or use electrical energy for power, light, heat and transportation—

The key paper of the industry.

But the tremendous expansion of electrical development made it impossible for one paper, regardless how powerful its influence, to blanket the field and serve all. The task became too great. It became necessary to provide for more coverage; to unlock other doors. From the swelling ranks of those interested in electrical marketing and installation came the cry for specialized thought and attention focused on their problems. To keep faith with the industry it served, McGraw-Hill could do no less than heed.

## Thus was *Electrical Merchandising* given to industry

This paper was established in 1907 under another name, but in 1916 became the second of the McGraw Hill Electrical Group that was soon to expand still further. Through *Electrical Merchandising*, specialized contact was secured with the men who sell, manage or finance electrical appliances or service.

*Electrical World*, that rugged trunk of the industry, had begun to shoot out its branches to the hitherto unsurveyed parts of the field. But the work was not destined to stop. A third electrical publication soon became necessary.

Out of the Golden West there came a vision typical of the great development taking place on the western fringe of the continent. With 70% of the undeveloped

water power of the Nation lying west of the Rocky Mountains, and the builders of this great Western Empire working shoulder to shoulder in the transformation of that wide expanse of partly-cultivated land into a highly electrified and productive section, there came again the cry for individual attention; a closer publication tie-up with the business and industrial life of this section to interpret the thought and activities of these Western men and their organizations.

So again, McGraw-Hill responded.

## ***Journal of Electricity***

established in 1887, became in 1919 another McGraw-Hill electrical paper, dedicated to the ideals of service established by the other two, and interpreting the ideals and aspirations of the electrical men of the Pacific Coast.

But the contact with the field was not yet complete.

Resistless in its advancement, insistent that its more clearly defined divisions be better and more specifically served, the electrical industry still called for more complete coverage. Certain important groups of men, bound together by common problems, voiced the need for another McGraw-Hill paper. These were the works managers, superintendents, master mechanics and chief electricians and their assistants responsible for the maintenance and operation of electrical and associated mechanical systems used in all mills and factories. Keen, wide-awake and progressive, these men voiced their cry for their share in the broader service being rendered by McGraw-Hill specialized electrical publications, and in January 1922, *Electrical Review*, established in 1882, was taken into the McGraw-Hill family and became the

## ***Industrial Engineer***

But still, the industry has again called for another expansion of McGraw-Hill service.

Gradually, but surely, a change has taken place in the distributing end of the electrical industry, and the number of channels of distribution has been increased. The remarkably increased demand for electrical service and appliances has caused thousands of retailers outside the electrical trade to take on electrical merchandise as side lines. And with this increased demand for electrical service and appliances has come an increase in the number of small electrical contractors. In a short time these new comers have become an important factor in the electrical distributing field; in the communities in which they transact their business and operate. So firmly have they become an integral part of the electrical industry that no longer could their needs be ignored. And so

## ***Electrical Retailing***

was purchased and is now giving to these men the broadening influence of the strong staff of McGraw-Hill editors focused on their problems.

Thus has coverage of the electrical industry been attained—by the McGraw-Hill Electrical Group. Only by this coverage could McGraw-Hill have kept faith. Acutely sensitive to the needs and changes within the electrical industry, McGraw-Hill has anticipated its publishing duty toward the electrical field and presented to over 85,000 electrical readers the right paper at the right time.

Consider the tremendous buying energy exerted by this great group of specialized publications. Used as a group, these five McGraw-Hill electrical publications offer you a total combined circulation of over 85,000, ready to carry your sales message direct to those who buy or influence buying in central stations, the plains and slopes of the West, behind the retail electrical supply counter and in mill and factory—a complete blanket coverage.

Buy this combined circulation to saturate the electrical industry, or pick the McGraw-Hill electrical publication serving that particular section of the industry in which you may wish to concentrate.

***Think of McGraw-Hill electrical publications as a group  
—use them as such whenever possible***

McGraw-Hill Company, Inc., Tenth Avenue at 36th St., New York City



# MOE-BRIDGES WROUGHT IRON FIXTURES

Do **your** sales reflect the present popularity of Wrought Iron Fixtures in Polychrome?

Does your display room bear evidence that you are an up-to-date dealer, alert to recognize modern trends in Lighting Equipment?

The Moe-Bridges Wrought Iron line is distinctive in design and beautifully finished. Prices are surprisingly low.

*Write today for our new catalog in colors.*

## MOE-BRIDGES CO.

This Fixture  
Number is  
40-K-5

MILWAUKEE  
SAN FRANCISCO

Say you saw it in ELECTRICAL RETAILING



# GLOLOG

## ELECTRIC FIREPLACE

### *Heats Entire Room—Not Just One Spot*

Here is an essential novelty that will find a ready sale AT A GOOD PROFIT in every wired home. GLOLOG is far superior to any reflector heater in beauty and in economy. It heats the air currents in the ENTIRE room.

### NOVEL SALES HELPS—GOOD PROFITS

When you see the complete GLOLOG dealer proposition—novel window and store displays and attractive discounts you will realize that GLOLOG is a real opportunity for you. Sign your name on this ad or a post card and mail today.

STRAIT & RICHARDS, INC., Selvaqe St., IRVINGTON, N. J.



No Fuel  
No Ashes  
No Dust  
No Soot

PRESS THE  
BUTTON—  
*Presto—*  
HEAT all  
over the room

Say you saw it in ELECTRICAL RETAILING

# The Sheraton



## Lighting Equipment that Pleases



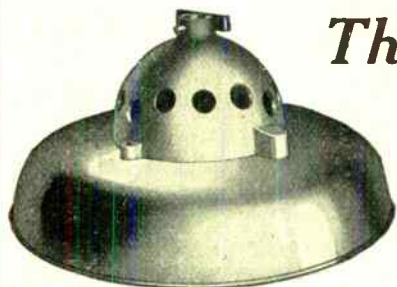
*"Notice the Lighting Equipment"*

Lighting equipment for the home should be selected as one selects furniture—not merely for utility but for beauty as well. In the living room this graceful Sheraton chandelier with Sheraton brackets to match will enhance the appearance of rugs, draperies, furniture and decorations, and your customer will be delighted with the result.

There are Sheraton designs suitable for each room in the home—charming chandeliers and brackets for living room, dining room and library and dainty pieces for bedrooms and halls. Not every dealer is privileged to show Sheraton designs but those that have samples are meeting with excellent success and are receiving regularly the names of prospects who have answered Sheraton advertisements in publications with national circulations. A copy of the Sheraton brochure mailed to all prospects, together with details of the merchandising plan, will be sent you on request.

BEARDSLEE CHANDELIER MFG. CO.,  
220 South Jefferson Street, Chicago

Say you saw it in ELECTRICAL RETAILING



**The greatest  
cleansing  
appliance  
known —**

## Abso-Clean Washer with Percolating Vacuum Cup

Nothing has ever been discovered to equal the cleansing power of the Percolating Vacuum Cup illustrated above. This Vacuum Cup insures uniform action, greater water agitation, and REAL SUCTION that turns the clothes completely over and cleans them spotlessly.

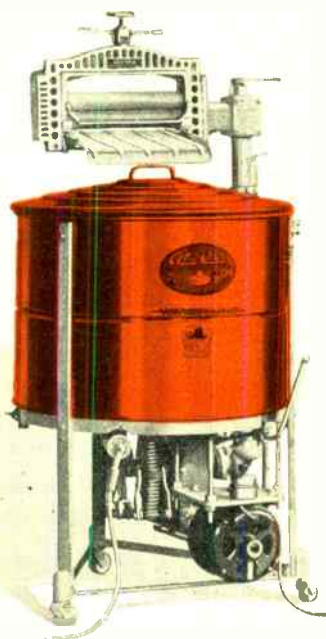
The Percolating Vacuum Cup is a patented feature. It is found only in the Abso-Clean Washer. This makes Abso-Clean the most effective cleansing appliance on the market today. It is so regarded by users and dealers everywhere.

We'd like to send you full data on Abso-Clean together with details of an unusual sales and financing plan. Write for it today. There's no obligation.

**Auto-Parts Mfg. Company**

1915 West Fort Street

Detroit, Mich.



# Abso-Clean

## The Percolating Vacuum Washer

Say you saw it in ELECTRICAL RETAILING

Every electrical dealer and every store selling electrical supplies is invited and urged to take part in the Big \$1000 National HEMCO Slogan Contest opening September 1, 1923, and closing November 24, 1923. This remarkable slogan contest will start more people talking more about your store. It will increase sales to old customers and bring in new customers.

Fill out and mail  
the coupon below  
for full information  
and display material

GEORGE RICHARDS & CO.

557 W. Monroe St., Chicago.

Put me down for your Big \$1000 National HEMCO Slogan Contest. Send full information and display package by return mail.

Name .....

Street and No.....

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



# Telling The Big Public about the LITTLE THINGS in the ELECTRICAL SHOP

Arborlux  
Cord & Lamps



Bell Ringing  
Transformer



Toy Transformer



All-Nite-Lite

To boost sales volume and hasten turnover for dealers is the purpose of the General Electric advertising started in the *Saturday Evening Post* June 16.

Over two million possible purchasers will read about G-E Transformer Specialties (Bell Ringer, All-Nite-Lite, Toy Transformer and Arborlux) in ten separate advertisements before the close of the year.

Every G-E distributor has a copy of the broadside featuring tie-in material which is available for dealer's local use.

General Electric Company  
Merchandise Dept. Bridgeport, Conn.



# Transformer Specialties

A GENERAL ELECTRIC PRODUCT

33A-1631D

List of G-E Factories	
<b>Connecticut</b>	
Bridgeport	Windsor
<b>Indiana</b>	
Pt. Wayne	Decatur
<b>Maryland</b>	
Baltimore	
<b>Massachusetts</b>	
East Boston	Everett
Gloucester	Hudson
Lynn	Pittsfield
Taunton	West Lynn
<b>Missouri</b>	
St. Louis	
<b>New Jersey</b>	
Amper	Belleville
Harrison	Bloomfield
Roselle Park	Newark
Little Ferry	Weehawken
<b>New York</b>	
Schenectady	Maspeh, L. I.
Rochester	
<b>Ohio</b>	
Cleveland	Sandusky
<b>Pennsylvania</b>	
Eric	York
New Kensington	Philadelphia
Scranton	
Rhode Island	
Providence	



## Get G-E Service From these Jobbers

Alabama, Birmingham	Matthews Elec. Supply Co.	New York City	F. B. Latham & Company
Arizona, Phoenix	Southwest G. E. Co.		Royal Eastern Elec'l Sup. Co.
California, Los Angeles	Pacific States Electric Co.		(Also Borough of Brooklyn, Long Island City and Jamaica, L. I.)
California, Oakland	Pacific States Electric Co.		Sibley-Pittman Elec. Corp.
California, San Francisco	Pacific States Electric Co.		(Also Boro. of Brooklyn)
Colorado, Denver	The Hendrie & Bolhoff Mfg. & Sup. Co.	New York, Rochester	Robertson-Cataract Elec. Co.
Connecticut, Hartford	Southern N. Eng. Elec. Co.	New York, Syracuse	Robertson-Cataract Elec. Co.
Connecticut, New Haven	Southern N. Eng. Elec. Co.	New York, Utica	Robertson-Cataract Elec. Co.
Connecticut, Waterbury	Southern N. Eng. Elec. Co.	North Carolina, Charlotte	Flec. Sup. & Equip. Co.
District of Columbia, Wash.	National Elec'l Supply Co.	Ohio, Akron	Republic Electric Co.
Florida, Jacksonville	Florida Elec. Supply Co.	Ohio, Canton	
Florida, Tampa	Florida Elec. Supply Co.	Ohio, Cincinnati	The F. D. Lawrence Elec. Co.
Georgia, Atlanta	Carter Electric Co.	Ohio, Cleveland	Republic Electric Co.
Georgia, Savannah	Carter Electric Co.	Ohio, Columbus	The Frner & Hopkins Co.
Illinois, Chicago	Central Electric Company	Ohio, Dayton	The Wm. Hall Elec. Co.
	Commonwealth Edison Co.	Ohio, Toledo	W. G. Nagel Electric Co.
Indiana, Evansville	Crescent City Electric Co.	Oklahoma, Oklahoma City	Southwest G-E Co.
Indiana, Indianapolis	Indianapolis Elec. Sup. Co.	Oklahoma, Tulsa	Southwest G-E Co.
Indiana, South Bend	South Bend Electric Co.	Oregon, Portland	Pacific States Electric Co.
Iowa, Des Moines	Mid-West Electric Co.	Pennsylvania, Philadelphia	Philadelphia Elec. Co. Supply Department
Kentucky, Louisville	Belknap Hardware & Mfg. Co., Inc.		Frank H. Stewart Elec. Co.
Louisiana, New Orleans	Wesco Supply Company	Pennsylvania, Pittsburgh	Union Electric Company
Maryland, Baltimore	Southern Electric Co.	South Carolina, Columbia	Perry-Mann, Elec. Co. Inc.
Massachusetts, Boston	Pettingell-Andrews Co.	Tennessee, Chattanooga	James Supply Company
Michigan, Detroit	Frank T. Deal Company	Tennessee, Memphis	Wesco Supply Company
	A. T. Knowlson Co.	Texas, Dallas	Southwest G-E Co.
Michigan, Grand Rapids	C. J. Latscher Elec. Co.	Texas, El Paso	Southwest G-E Co.
Minnesota, Duluth	Northwestern Elec. Equipment Co.	Texas, Houston	Southwest G-E Co.
		Texas, San Antonio	Southwest G-E Co.
Minnesota, Minneapolis	Peerless Electrical Co.	Utah, Salt Lake City	Capital Electric Company
Minnesota, St. Paul	Northwestern Elec. Equipment Co.	Virginia, Norfolk	Southern Electric Co.
Missouri, Kansas City	The B-R Electric Co.	Virginia, Richmond	Southern Electric Co.
Missouri, St. Louis	Wesco Supply Company	Washington, Seattle	Pacific States Electric Co.
Montana, Butte	Butte Elec. Supply Co.	Washington, Spokane	Pacific States Electric Co.
Nebraska, Omaha	Mid-West Electric Co.	West Virginia, Charleston	Virginian Electric, Inc.
New Jersey, Newark	Tri-City Electric Co., Inc.		
New Jersey, Paterson	Tri-City Electric Co., Inc.		
New York, Albany	Havens Electric Co., Inc.		
New York, Buffalo	Robertson-Cataract Elec. Co.		

For Hawaiian business: Catton, Neill & Co., Ltd., Honolulu  
 For Canadian business: Canadian Electric Company, Ltd., Toronto, Canada

Distributors for the General Electric Company Outside of the United States  
**INTERNATIONAL GENERAL ELECTRIC COMPANY, INC.**  
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# GENERAL ELECTRIC

# Electrical Retailing

A McGraw-Hill Publication



August 1923

"Beat 1922"



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# The Editors' Bulletin Board

## Wind Up Summer Selling With a Real Punch

During the next six weeks the electrical dealer and contractor must close his summer selling for 1923. If he is to set a new record for hot weather sales this year, he must do it now or not at all. Not much effort would be necessary, we think to find any number of electragists, and hardware dealers who are handling electrical goods, who thus far have made no special effort to boost their summer business. And doubtless all of these could set a new summer record for themselves this year, if they would jump in now and sell with a right good will.

"Follow through," a good golf term, may well be adopted as a sort of slogan for August and September. It is the slogan the editor has had in mind in preparing this issue of **ELECTRICAL RETAILING**.

May we emphasize two articles in this issue. The leading article, "Getting a Larger Sum Out of Summer," page 25, lays stress on inducement as a means of building summer business. While the power of inducement as a sales maker holds good for the entire year, it works exceedingly well during the hot weather.

The other article, "Late Summer Sales," page 45, carries many suggestions which if adopted by the electrical dealer or contractor will certainly build his summer business. All of the ideas are tested ones. Remember: Every man in the electrical industry can adapt the other fellow's idea.

## "The Home Electrical"

Have you ordered your copies of "The Home Electrical?" This electrical magazine for the home is steadily winning its way because it has real selling power for the dealer or contractor. The summer number is still available in quantities. Read page 33 now, and then send in your order.

## Revise Your Mailing List

Despite the fact that change in ownership and location of the offices of **ELECTRICAL RETAILING** have been announced several times in print, important mail is still addressed to the former location of the editorial and business offices. Special delivery mail has been received much later than it should have been received because it was addressed to the old location and because some postal employe may have not known of the change in address. So revise your mailing lists, as follows:

**ELECTRICAL RETAILING,**  
McGraw-Hill Company,  
1570 Old Colony Building,  
Chicago.

## Manual of Residence Wiring

Word comes from the office of the Association of Electragists, International, that a Manual of Residence Wiring is in preparation and will shortly be published. If this manual is as excellent a piece of work as the Manual of



## "Home Office"

Although the editorial and business offices of ELECTRICAL RETAILING are located in Chicago, the "home office" of the paper's new owners is in New York. At the right is shown the home of the McGraw-Mill Co., Tenth Avenue at 36 Street, New York, as it looks to an aviator a thousand feet up in the air. This is also the "home office" for the other electrical publications owned and published by the same company. ELECTRICAL MERCHANDISING, the paper that now goes hand in hand with ELECTRICAL RETAILING, is published from the New York office. These two papers carry a 100% coverage of the electrical merchandising field, ideal conditions for an editorial or advertising message.



Estimating recently issued by the association, and no doubt it will be such, it should render a valuable service to the industry and especially to members of the association. Better be a member.

## Washington in October

Electragists from the United States and Canada will hold their convention for 1923 in Washington, D. C., during the week of October 8. The program of the convention will be published in the September issue of ELECTRICAL RETAILING. The editor has already seen this program. It is an excellent one. Every retailer of electrical goods should plan to attend. There will be a heavy demand for hotel accommodations so make reservations early. Write to the Association of Electragists, International, 15 West 37th St., New York. Farquson Johnson, secretary. Better do it now.

## Camp Co-operation III at Association Island

The second conference of Electrical Leagues and groups interested in forming local co-operative organizations has been called to meet at Association Island from September 16th to 19th. The conference which will be known as Camp Co-operation III will be held under the auspices of The Society for Electrical Development. The first conference of local Electrical Leagues was held last September. It is expected that a large and representative gathering will be on hand for Camp Co-operation III. Invitations have been sent by the Society to Electrical Leagues and Clubs and to others interested in local co-operative activities.

**S. A. Dennis**

—Editor.

# What Does It Cost to Operate an Electrical Home?



Leave it to the live retailer to snap up a good idea and visualize it in his show window. This picture shows how a Newark electrical man made up a window with a telling message, and what more effective way could one find to indicate the low cost for sufficient electricity to operate an electrical home?

**V**ERY often someone asks the question, "Well, isn't the cost of operating an electrical home very high?"

To answer this question in terms which could easily be remembered, ELECTRICAL MERCHANTISING, sometime ago, carried the following message, which is reprinted here because it deserves to be passed on:

## Put It in Terms of "Cream for the Family's Coffee"!

For the amount spent each month for cream for the family's coffee, the average family can operate a very complete electrical equipment. Electricity will wash and iron the clothes, clean the house, prepare the coffee, make the toast, cook the hot-cakes and waffles, beat the eggs, sew the garments, warm the beds, cool the rooms and do many other things—all for an amount

each month equal to that family's bill for cream for its coffee!

When this idea came to the attention of E. F. Newkirk, of Newark, N. J., he saw in it a message that could and should be delivered to the general public through a window display. He designed a window that would tell the story. The result is shown above.

Big cardboard "cutouts" of coffee-cups serve to attract attention and key the idea around the morning cup of coffee. The blackboard presents in due detail the lesson to be learned. The "cream" idea is driven home by repetition of the grouping of coffee-cups with the milkman's familiar containers. And the opportunity is not missed to put on parade all the various appliances which can be used daily "at the cost of cream for the family's coffee."



Thirty-two hot plates and one electric range comprise the electrical installation in the domestic science department of this Ogden, Utah, high school.

## Last Chance For School Sales

### *Aggressive Retailers Will Follow Up School Boards and Clinch Sales That Have Been Deferred or Overlooked*

**I**F EVERY year sees new schools adopting electrical equipment for home economics courses, and new classes in electrical instruction, you may be sure in almost every instance some live electrical concern was behind the project.

August is the month to get final action from the school authorities, if you see a chance for the addition of electrical equipment to any school this summer. For alterations and improvements are, as a rule, made in the vacation months.

The East Technical High School of Cleveland, Ohio, has detailed instruction in electrical household devices as a regular part of its home economics curriculum.

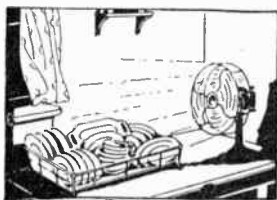
"Principles of Artificial Illumination" is the title of a new subject added to New York City's vocational study courses.

These instances and the one shown in the illustration indicate the drift in educational circles toward a better knowledge of elec-

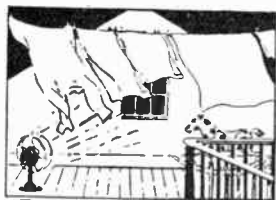
tricity. The electrical man who is up on his toes for more and better business, will tie in with this tendency whenever possible. The interest and achievement of the youth of America in the field of radio proves what youth can do electrically. After learning something about electricity in this intensely interesting field, it is certain that the application of electricity to many other fields will be studied in the high schools of the country. Here is a field that deserves development by electrical men at every opportunity.

The opportunity to sell radio equipment to the local high school should not be overlooked. If the physics department is up-to-date it will capitalize the interest of boys in radio, and of the girls too. If by any chance the school board, or whoever buys school equipment, fails to show an interest in radio apparatus, it may be possible to develop a demand for it among the pupils. Sometimes the indirect approach is a good one.

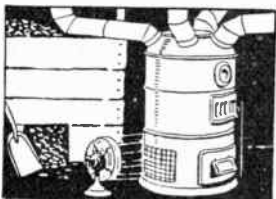
# Push Fan Sales Hard Now and



**Drying Dishes with an Electric Fan**



**Drying Clothes Indoors with Electric Fan**



**Fan Increasing Efficiency of Hot Air Furnace**



**Fan increasing Heat Radiation of Sluggish Radiator**



**Fan used to improve Furnace Draught**

If we will, we can convince the public that fans can serve all the year 'round.

**D**EALERS who still have on hand a stock of electric fans will do well to clean them out as rapidly as possible. There are still six weeks of hot weather during which the public will "think fans." This should make the "approach" easy. And the live dealer can reinforce his sales talk with an explanation of the service which the electric fan can render after the warm weather has gone. If he can do it in pictures, his chances for a sale are doubled.

Recently the General Electric Company issued a sales help which contained the illustrations shown on these two pages. The little pictures tell their story in a flash. Many small sales arguments in picture form should go into the fan advertising of electrical dealers.

The sales help mentioned carries the following message:

"The purchase of an electric fan is an investment that will continue



**Cooling by Direct Breeze**

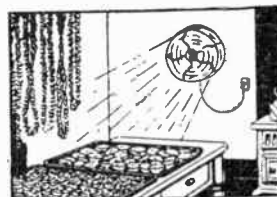
# Speed Up Your Rate of Turnover

If words fail, perhaps pictures like these twelve will help get the idea across.

—year after year—to return heavy dividends in comfort, health, and many forms of convenience. Besides giving fresh live air at all times—a dividend itself of the most valuable kind—electric fans pay striking dividends in the increased heat obtainable from your winter fuel by virtue of an electric fan operating in connection with your steam or hot water radiators, or hot air registers. Another dividend lies in the quick-drying of your dishes, or your wet laundry that cannot, because of weather conditions, be hung outdoors. A third dividend—this, from the commercial side—is the effective means whereby an electric fan protects provision stores and lunch rooms and dining-rooms from the disturbing impression made upon customers by germ-laden flies attacking exposed foods. Heavy dividends—every one! And yet these are only a few of the services which a fan can give."



**Drawing Cool Air into Bedroom at Night**



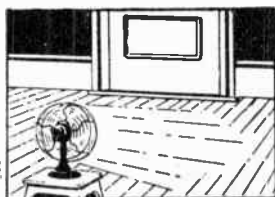
**Quick Drying of Fruit and Vegetables with Electric Fan**



**Desk Fan aiding Exhaust Fan in Ventilating**



**Keeping Frost off Show Windows by use of Fan**



**Drying Wet or Varnished Floors with Electric Fan**



**Combination Installment of Desk and Ceiling Fans**

# Who Takes the Initiative in Your Town?

---

**Y**OU can't have a team without a captain. There must be some head to the family. To organize anything **some one** must take the initiative. To get anything done there must be somebody to lead. It is the same in selling an idea to a community as in any other enterprise.

Consider any town or typical city. In the electrical family there are dealers, contractors, and the central-station men, aided by representatives of manufacturers and jobbers—all intent upon the same purpose. They want to get more buildings wired and more appliances sold; to equip homes, stores and factories; to induce the use of electric service in more ways. Which is the most sensible plan—for everybody to work alone, free lance? Or, should there be a captain for the team, a leader in the work?

**T**HE central station sells electricity every day to every wired home. The contractor wires buildings. The dealer keeps a store. All of them, plus some jobbers and manufacturers, as well as many drug, hardware, and department stores, sell appliances—some more, some less. But by the very fact of its continuous contact with the entire immediate market and the natural prominence of its position in the community, the central station is electrical headquarters to the people.

Therefore its commercial manager can best be sales manager for the entire electrical family—not to give orders, not to be Big Boss, but, in big-brother fashion, to lead, to guide, to plan, and to inspire.

**E**LECTRICAL men are not going forward fast enough working each man alone. We must focus the effort of all electrical interests to prevent waste of energy in useless competition and to co-ordinate to creative selling and service the work of all.

Two things there are to do that will bring this all about: (1) The local electrical men must organize to promote better co-operative electrical development and (2) must enlist the central-station commercial executive as the sales manager for the family. The central station must recognize the urgent need for a more united influence on the market, accept the natural responsibility of its position in the family, and provide a commercial man, qualified, competent and authorized, to serve the common interests of the entire family.

Here is the key that will unlock for us the gate that leads on to our promised land.

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# Electrical Homemaking

—Sales Ideas for the Electrical Retailer

## We Recommend—

**F**OR investment by any dealer in electrical merchandise, we recommend immediate purchase of the *big little* magazine called, "The Home Electrical". For electrical home-making ideas and as a summer sales getter we know nothing better that we can recommend on this page.

—The Editor

### HOW TO USE IT

There are dozens of ways to use "The Home Electrical" in your community—whether you are a central station or organization, a contractor or a dealer. Here are suggestions:

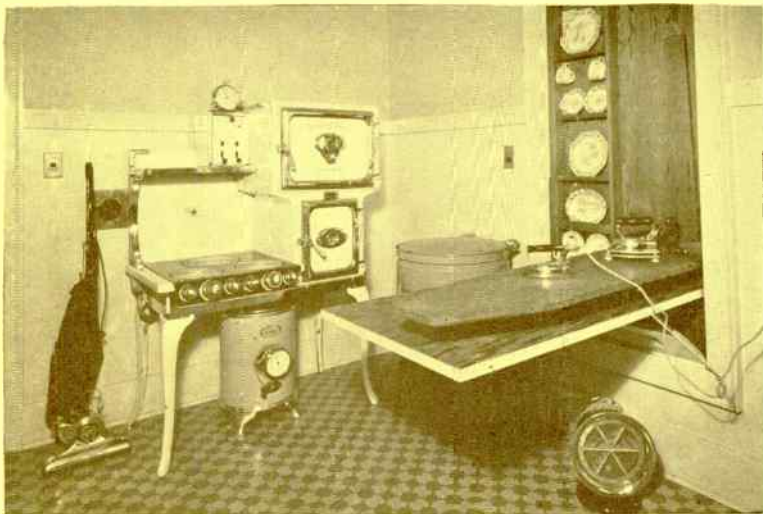
1. Send it to all wired homes.
2. Give it to visitors (or preferred customers) at your store.
3. Use it in conjunction with your own literature.
4. Use it as a mail follow-up to purchasers of large unit devices—ironing machines, ranges, refrigerators, etc.
5. Have your service men deliver copies of it when they make calls.
6. Send it out with a service letter to new users of large household appliances.
7. Have salesmen carry copies and deliver them to every prospect that they call on.
8. Send it to local architects.
9. Give it to visitors to electric home exhibits.
10. Use it as a follow-up to all visitors at above.
11. Give it out at women's clubs.



Quantity	SUMMER NUMBER, 1923 Price of Copy	Price for Lot
10,000 copies	1½ cents	\$150.00
5,000 copies	2 cents	100.00
1,000 copies	2½ cents	25.00
100 copies	3 cents	3.00

This offer includes envelopes for mailing. Address your letter to "Electrical Retailing," McGraw-Hill Company, 1570 Old Colony Building, Chicago.

# Corners Where Women Lingered in Seattle's Home Electrical



Modern home building is full of construction kinks like this one, kinks which lighten the labor in the home. Whoever builds a home electrical should keep in mind not only the woman's point of view but also her latest discoveries in house designing.



Wired tea wagons are making great headway with women. Wired dining tables come next on the list. Every town is full of unwired tables.

**N**EW building ideas, new kinks in housefurnishing, often are incorporated in a Home Electric exhibit, none of which need necessarily do any harm to the electrical end of the exhibit nor detract from its interest. On the contrary, these new ideas are the things women talk about, when they tell their friends "not to miss seeing the Home Electric." For example, in the kitchen of the Seattle Home Electrical above, there was a unique closet which held both the ironing board and shelves to store the breakfast dishes, and the broad door of which could be pulled down and used as a breakfast table, if necessary. In the other picture the wired tea wagon, radio set, electric clock and electric fireplace logs made another point of interest.



# Sell to People Whose Approval Will Make Other Sales

**I**N every town or city there are men and women whose "word is as good as gold." He is a wise electrical man who reaches these people, sells to them, and keeps them talking about his store.



Out of politics forever and back to the routine of his old home town, Uncle Joe Cannon, speaker of the House of Representatives for many years, will keep in touch with the outside world and learn what the lawmakers at Washington are doing by means of a radio set presented to him by the Westinghouse Electric and Manufacturing Company, on his eighty-seventh birthday which was celebrated in Danville, Ill., on May 7, 1923.



Demonstrate the electric range to the home economics experts in your town or city. In May, the Dayton Power & Light Company held range demonstrations throughout the territory it serves. The company invited the supervisor of home economics in the public schools, the president of the local women's club, and the supervisor of home economics in a local private school to witness the cooking of a meal on the electric range. Yes, they were "sold."

**D**EALER confidence is a source of great satisfaction to manufacturers, distributors and salesmen alike. For one to possess a definite knowledge that dealers exert a conscientious effort to dispose of one's product is priceless. It radiates a feeling of security. Through unsolicited testimony, dealers in Williamson Lighting Fixtures are asserting their confidence in the entire line. The fact that distributors' salesmen are successfully developing this one virtue of dealer evolution, which outshines all others, is due to the reliability of Williamson Lighting Fixtures. By reliability, as dealers see it, is meant a fixed quality rigidly maintained; trustworthy shipments; and a merchandising policy

**R. WILLIAMSON & CO.**

*New York † Chicago † San Francisco*

**WILLIAMSON**

unimpeachable in its logic and purpose. Williamson Lighting Fixture dealers are practically unanimous in their acclamation that R. Williamson & Company have attained that which all good manufacturers value above all else—a record of consistency of a high quality of merchandise plus merchandising ability. These two factors determine a manufacturer's success. Dealer confidence in the reliability of Williamson Lighting Fixtures and merchandising policy proves that dealer esteem is reaching immeasurable proportions. Using dealer confidence as a basis, salesmen for distributors of Williamson Lighting Fixtures are building permanent, growing accounts.

R. WILLIAMSON & CO.

*New York † Chicago † San Francisco*

WILLIAMSON

# Could You Find Your Lamp Stock If You Were Blindfolded?



**H**ERE is the steel-shelf arrangement of the lamp stock of Hess & Hicks, on West Forty-second Street, near Ninth Avenue, New York City. All of the principal commercial sizes of lamps are within easy reach by this method of stocking, and samples of all sizes are mounted in sockets on the pipe racks at the center of the picture ready for the customer to turn on. In this way the purchaser may reassure himself of the size and light of the particular lamp he needs, before buying.

Of course, no dealer ever has to hunt for his lamp stock while he is blindfolded, but is it too much to say that his stock arrangement should be so well thought out and so carefully maintained that he

should be able to pick out any kind of lamp in the dark?

Someone has called the lamp business the sugar of the industry. The name is well taken. Grocers who really merchandise sugar know how to make a good profit on it. Grocers who are merely suppliers on demand seldom salt down any profits on their sugar business. Electrical dealers who really merchandise lamps find that it pays well, but those storekeepers who merely have a few lamps that are left to sell themselves seldom buy a new model limousine with their lamp profits. When it comes to successful merchandising from a retail store, stock arrangement is the beginning of wisdom.

# “Where Do We Go from Here?”

## To the Home Electric, Of Course

**I**F A SHOW window can “get action,” that’s the kind of show window to have. The best action, certainly, is to bring the window looker into the store. The next best action is to persuade him or her to go to a home electrical exhibit. Here is the picture of a window that is likely to get both kinds of action out of a prospect before it gets through with him.

The more closely local dealers work with a Home Electric being exhibited in their town, the bigger the thing will go over—and, of course, the greater will be

their own immediate returns in sales. In aid of the Providence (R. I.) Home, which was exhibited last September and October by the Rhode Island Electrical League, local dealers ran their own newspaper advertising of the Home. They used a “Visit the Electrical Home” stamp on correspondence. They helped distribute Home Electric publicity material. And, finally, they actually brought the Home Electric to their own streets by creating window displays like the one shown in the illustration below



If there is any electrical dealer in business who can not make as good a window as this, and it is a good one, he had better get out of the business for he is hopeless. The cost of this window was very low; it catches and holds the interest; it gives one something to do; it is timely; and it testifies to the enterprise of the dealer behind the display.



"Window Shopping With Hubby", or "The Villain Convinced" was the name of the motion picture show staged by the Brush Electric Company, Galveston, Texas, in the window which won the first prize, \$150, in this contest. Any resourceful dealer could make a similar "film" and show. G. W. Rauch trimmed the window.

## Try This in Your Window

WINDOW display contests, like the poor, are always with us. But unlike the poor, they are usually a source of interest, of instruction, and of new business. Almost every contest brings out some clever idea that can be adapted by dealers throughout the country.

Electrical men who have served as judges in these contests have come to expect a flood of mediocre displays and a few that stand out from the rest because of some unique idea or device that carries unusual attention and sales value.

This unusual "stunt" or "display twist" is evident in the win-

dow which won first prize in a contest recently held by the Edison Electric Appliance Company. The first prize window contained a large cutout representing the soleplate of an electric iron. Through an opening in this soleplate was shown a motion picture which told the story of a husband and wife who were window shopping and who finally bought an iron. The "film" was really a strip of white cloth on which a local artist had drawn a number of scenes in black. The cloth was sewn together at the ends and was made to carry over a revolving roller that the pictures were shown in movie fashion.

# Electrical Retailing

A McGraw-Hill Publication

Volume 4

AUGUST, 1923

Number 2

## Getting a Larger Sum Out of Summer

*There Is No Summer Slump for Electrical  
Retailers Who Know the Lure of  
a Fair Inducement*

By Lee Bronson

**N**OW'S the time of the year when we hear the wail, "How can you expect me to sell during dog-days; it's the usual summer slump."

No one can deny the fact that in certain retail circles there is a falling off in business during the heated summer season. Yet investigation shows that there is no such thing as summer slump or any other seasonal slump for the successful merchandiser. He knows no seasons. Instead of saying, "Business is bound to be rotten during July and August, I'll beat it for the beach," he says, "There are a lot of folks left in town, and I have a lot of merchandise they ought to have; I'll work out some way to make 'em buy!" And he goes to it with a will, and while not always turning the trick, he does manage to

plug the summer valley in his sales curve to a very considerable degree.

Recently a retailer who has a reputation for knowing no seasonal slumps was asked what his recipe was for overcoming the usual hot-weather inertia and apathy on the part of his trade.

"Short and to the point," he said, "I can give it to you in one word: **INDUCEMENT.**"

"I realize that there is a tendency on the

---

### Do You Bait Your Hook With a Fat Inducement?

It is now the middle of August. For almost the entire country there remains about a month of hot weather. If any electrical man assumes that he must endure another month of "slump," let him look into his mirror and ask himself, "Do I see a lazy man?" There are no slumps for the aggressive merchant, especially the one who knows how to **INDUCE** people to buy. Why not break all records for the next thirty days? It can be done!

---

part of every person to procrastinate, to put off and defer things in the hot weather. Then there are scores of my customers who vacate to the mountains and beaches. If I were to follow their example I'd be like lots of other retailers—laying off my people during the summer and seeing how little I could lose, rather

than how much I could make. But I don't figure it that way. I believe that regardless of what I have to sell or when it must be sold, I have only to put sufficient INDUCEMENT before my trade and I'll get 'em.

"Retailing," he went on, "is like railroading, or steamboating. On the level grade, or where there's little current, little opposition, things go fine. Your business rolls along of its own momentum. But increase the grade, or the current, and you've got to put more kick back of the wheels, you've got to stoke up a greater head of steam. And the greater the opposition, the resistance, the harder you've got to work. That's why summer selling is no job for the fellow who would rather rest in the shade of the trees or bask in the ocean breeze himself. It's darned hard work. I manage to do my planning and thinking in the cool of the early morning and in the evening. That's the time to think and plan. Then, sometimes during the day I drive around in my car, calling on my trade, taking some of 'em out for short rides, checking up how my household appliances are working in kitchen, laundry, and so on. Also, I use the telephone when it's almighty hot, to call up trade on timely things. I've sold all sorts of fans by phone in the hottest weather with a pitcher of ice-water at my elbow and my customer and prospect lists beside me, without getting sunstroke. It's all the way you plan and work.

"Remember this, people always want something, but don't always know just what it is they want. The want may be dormant, hibernating, so to speak, in their subconscious minds, but it's there.

It's anything that will contribute to their physical and mental well-being, to their credit, profit, pleasure or enjoyment. Cold weather or hot weather, the wants are there, waiting to be awakened by some shrewd retailer. Only that want must be aroused, developed into a need by playing upon those personal and selfish emotions. And that, I believe, is my job.

"I figure that there is some article in my merchandise stocks which, properly presented, and offered with sufficient inducement, will arouse their interest, fan that slumbering want into desire-to-possess. And if I can do the job properly, a sale will result.

"True, there are right and wrong times to push certain goods. But I've sold fans in the winter and radiant heaters in the summer, simply by providing that all-powerful inducement."

"It's like fishing—perhaps you've heard this comparison before—but my customers are the fish, my stocks the 'bait' and I must see that the right kind of bait is used at the right time, in waters wherein I will find the most fish. If I work one pool without results I change bait; if that doesn't work, I try again—and then try another spot. It sounds simple, but it requires a lot of patience and perspiration. And not every retailer is willing to undergo this.

"You may remember the days when ice-cream sodas were only a summer drink. Fountains were shut up in winter. Vacuum cleaners used to be considered a 'spring seller,' if I remember rightly. Today the wise hustler pushes all-year-round for business, and gets it. Sure, there are peak periods; but that doesn't mean trying to





level the valleys. I tell you it's all a matter of 'inducement' — inducement to the retailer (for if he doesn't think he will gain enough by keeping hard at it during summer he'll fail at the start) and inducement to the buyer."

#### Follow Your Trade

An Ohio retailer last year determined that instead of shutting up shop as he had done in the past, and loafing until fall, he would see what could be done toward doing some real business. His customers thinned out during the months of July and August, most of them taking cottages at a nearby lake. To his knowledge no check had ever been made of the number of wired cottages; certainly no electrical retailer had ever made any effort to do business right at the lake.

Investigation showed him that it would be impractical to try to sell at the cottages. But he found that many male members of families residing there, com-

#### Does Your Store Invite Buyers Inside?

Here is an average sidewalk crowd—very much like the crowds of people who are passing your store all day long. Take any 20 people who pass along your street. Statistics will show that out of that 20,

- 6 have no electric iron
- 13 have no vacuum cleaner
- 13 have no electric fan
- 14 have no washing machine
- 17 have no electric toaster
- 19 have no sewing machine
- 19 have no electric percolator
- 19 have no ironing machine
- 19 have no dishwasher

Are you leaving anything undone to shunt these crowds of potential buyers into your store? Do your store front, show windows, signs, store layout and the friendly helpfulness of your clerks invite these prospective buyers into your salesroom?

muted to the city and that at week ends there was quite an exodus of business men. He determined to capitalize this, if possible. He had a stock of fans, automobile lamps, flashlights, batteries and so forth, and he tried out a letter to all his old customers, and a lot of other prospects whom he knew had places at

the resort. He made no attempt to drag people into his store. His "inducement," or appeal was a "daily delivery" to the lake of supplies and appliances calculated to be of greatest use to the greatest number. He wrote a short letter outlining the need of the prospect for the merchandise listed on the reverse of the sheet, stating that they could mail or telephone in their orders, and he would make delivery within twenty-four hours. "You don't have to pay now for the merchandise," his letter concluded, "Simply tell me what you want and I'll

(Continued on page 66)

It's Time to Start a

## “Home Electrical Advisory Service”

in Your Town

*There's Nothing to Prevent Even a Lone Contractor Rendering a Valuable Service to His Town—and Much to Encourage Him*

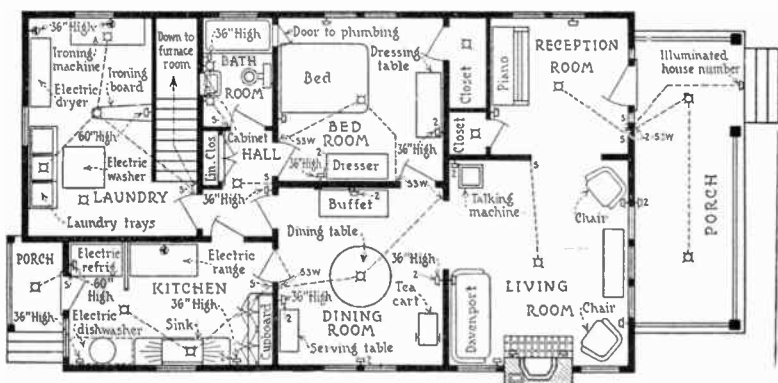
ONE way the Electrical League of Cleveland is following up its Home Electric campaign and capitalizing on the interest created by that campaign is by maintaining an “advisory service” for all residents of Cleveland who want suggestions for applying what they learned at the Home Electric to their own homes.

As advertised in the newspapers and in circulars any resident is invited to bring the plans of his house to the headquarters of the Electrical League for free advice on wiring, lighting and labor-saving appliances. The plans are returned to him in a few days with recommendations on the number of electrical outlets, where they should be placed, and why they should be provided.

The house plan below appears

in the circular which the League is distributing to advertise its “advisory service,” and illustrates the kind of electrical home which the service aims to make typical of Cleveland.

Even if a contractor or dealer be the only retail representative of the electrical industry in a town, there is nothing to prevent him starting an advisory service on electrical home matters. He can give a unique twist to his advertising by announcing this kind of service. Surely the service is needed in the smaller towns where there is only a small central station and one or two contractors and dealers. Every town large enough to have electrical service is large enough to have a “home electrical advisory service.” It is sure to pay.



Floor plans usually are of great interest to every man and woman planning a home or planning to remodel an existing dwelling. Plans should by all means carry a key to the electrical symbols used, as the general public does not yet know the meaning of these symbols.

# Store Lighting Field May Be Your Gold Mine

*N. E. L. A. Report Is Full of Big Sales Ideas for  
Contractors and Dealers as Well as  
for Central Stations*

**O**F the sessions of the Commercial Section held during the N. E. L. A. convention at the Hotel Commodore, New York City, June 4 to 8, particular interest from the merchandising and electrical trade standpoint, centered about the report of the Lighting Sales Bureau, G. Bertram Regar, chairman.

The work of the Lighting Sales Bureau was concentrated on the reports of the Store Lighting Division and the Residence Lighting Division. The report of the Store Lighting Division is abstracted in the following paragraphs:

#### **Report on Store Lighting**

We in the electrical industry are always looking for more profit. We are often eager to take a chance on risky, long profits that offer a certain zest or spirit of adventure while just as rich

profits and sure ones instead of speculative, lie at our very doors, unnoticed because of their familiarity. These deserve our attention.

## *The Untouched Treasure Chest*

---

- ¶ Two million stores.
  - ¶ One in twenty has ten foot candles inside.
  - ¶ One in thirty-five has fifteen foot candles in display windows.
  - ¶ Better light can easily be sold to one million stores this year.
  - ¶ Represents profit in the initial sale.
  - ¶ Represents a tremendous possible increase in the most profitable of all central station load.
- 

Store lighting is perhaps the greatest of these neglected opportunities, truly an unopened treasure chest for central stations everywhere. The easiest thing we have to sell is more and better light to merchants.

Instead of leading, we are at the tail of the procession. The average progressive merchant is a long way ahead of us in his mental attitude toward light. While we have been wondering whether

good light in the store window and interior has an effect on trade and upon the dollars that flow into the merchant's cash register, he has sensed the truth and everywhere you will find merchants who firmly believe that good light is one of the first es-

## Conservative Estimates of New Business Obtainable in the Field of Residence Lighting Based Upon a Detailed Survey of Present Conditions and Analysis of Lighting Requirements

(From report of the Committee on Residence Lighting, M. Luckiesh, chairman)

	New Business if Homes Are Raised to the "Conserva- tive Ideal" Home <sup>1</sup>	New Business if All Homes Are Raised to the Standard of Our "Conservative Ideal" Home.
Lamps in sockets .....	\$ 70,000,000	\$ 360,000,000
Lamp renewals per year .....	16,000,000 <sup>2</sup>	100,000,000 <sup>3</sup>
Central-station revenue per year at 10 cents per kw-hr. ....	160,000,000 <sup>4</sup>	1,075,000,000 <sup>6</sup>
Convenience-outlets installed at \$5 each.....	260,000,000	1,100,000,000
Portable lamps at \$10 each .....	500,000,000	2,040,000,000
Wall-brackets at \$5 each .....	250,000,000	1,100,000,000
Ceiling-fixtures at \$10 each .....	280,000,000	1,600,000,000
Shades for ceiling-fixtures and wall-brackets, \$1.50 each	200,000,000	1,000,000,000

<sup>1</sup>This "conservative ideal" home is one wired and lighted for convenient and adequate utilitarian lighting. See articles by M. Luckiesh, "Electrical Merchandising," September, October, November, December, 1922.

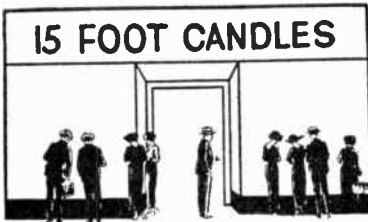
<sup>2</sup>Total lamp renewals per year: \$38,400,000.

<sup>3</sup>Total lamp renewals per year: \$130,000,000.

<sup>4</sup>Total energy for lighting: \$348,000,000.

<sup>6</sup>Total energy for lighting: \$1,300,000,000.

entials to store profit. They have beat us to the goal, while we are thinking in terms of increasing store lighting intensities by a few foot-candles and are not even making a concerted effort to do that, merchants are ready to



### 200 People Stopped each Hour

The effect of lighting intensity on show window attention value is indicated by this and the following diagrams.

spend any reasonable amount on light—the least expensive means in the world to bring new store customers and hold old ones.

Here are the high points of the present condition of store light-

ing in this country and of its revenue possibilities to us. There are two million stores representing the tremendous extent of our field for lighting improvement. Of these but one in twenty has a store interior illumination intensity of ten foot-candles. But one in twenty-five has as much as fifteen foot-candles of window illumination.

If we get busy we can sell better light to a million of these stores this year. That is not at all impossible if all central stations will make a determined sales effort in this field.

Such effort represents a profit on the initial sale of lighting equipment, whether the sale is made by the central station or by the contractor-dealer. It is worth while even if it did not invariably represent increased load.

However, the effort does represent a tremendous possible increase in the most profitable of all central station load—a heavy

load of long hours at profitable rates.

Some of you are really from Missouri and we have yet to meet the central station man who does



### 244 People Stopped Each Hour

The diagrams show how a small outlay for electrical energy the number of persons stopping to inspect the windows was increased and sales multiplied proportionately.

not claim to come from that fertile state. We will show you that the possibilities in store lighting which I have mentioned are not imaginary and that it is entirely practicable to cash in on them.

For that purpose, let us see what has actually been done in one year's time in Chicago.

First, let us review briefly the conditions which existed a year ago in Chicago stores, as shown by a survey comprising a cross-section of one thousand stores out of a total of twenty thousand then in that city.

This shows that seven out of every ten stores were poorly lighted, and it is believed that about this condition exists throughout the United States today.

Forty-one per cent of stores were using high wattage lamps, but comparatively few had proper glassware and fixtures.

Eight and four-tenths was the average number of fixtures per

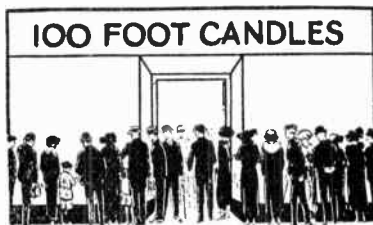
store, one-half of which were of obsolete or inefficient types.

Dirt and dust accumulations, it was found, rob even the good lighting installations of 40 per cent of their light output.

### Sales Campaign Increases Load

Following this survey a real and year-long sales campaign on better store lighting was instituted by the Commonwealth Edison Company. We will show you later what it accomplished in increased load and revenue. But, first, please see what it did towards bringing better light to Chicago merchants. See what a mere handful of men were able to achieve on a ten foot-candle program in which seven out of ten stores called upon were sold.

One of the first and foremost essentials in any sales campaign on store lighting is the selection of prospects—the picking out of those stores which may be most easily sold on better lighting. With the present existing low level of store illumination prac-



### 284 People Stopped Each Hour

The profit on the additional sales was, of course, much more than the small outlay necessary to obtain the higher intensities.

tically all stores are prospects, but some are better prospects than others. Inasmuch as any store lighting campaign is gen-

(Continued on page 68)

# Any Slot-Machine Clerks in *Your* Store?

By Frank Stockdale



**A** MERCHANT who hires slot-machine clerks must be content with slot-machine selling. A machine cannot think—no one expects it to.

Only a few people who work behind retail counters have learned the alphabet of suggestion. When the customer has finished buying, the time has arrived for the salesman to begin selling—real selling—suggestive selling.

If your clerks are machines or vendors, discard them. Fill their places with flesh and blood, plus thinking ability.

Feed your employees on facts about the goods they sell and they will think more, sell more and profit more, both for you and for themselves.

Very often it has been said that the retailer is the last link in the economic chain and that he is the weakest link. That statement is not exactly so. The store clerk is the last link in the economic chain and very often he is the weakest link. Not only is it necessary that the retailer be a real salesman, but clerks must be high grade salesman too, if distribution costs are to be held down and the public and the retailer and his salespeople also are to benefit thereby. A store does not need clerks. It needs salesmen.

Try These Ideas to Help —

# Late Summer Sales

*When Customers Slacken in Coming to the Store,  
Reverse the Process and Go After Customers*

## Advertise Your Place as "The Cool Store"

Summer sales can be helped materially by "carrying on" in a business-like way. Changes in window displays should be frequent and snappy. Special attention should be given to neatness in interior arrangement. Use plenty of fans and keep the store comfortable. Advertise your place as a cool store. Have an ice-water tank handy, for the use of your customers. Occasionally, put a fan outside the doorway so the cool current will strike the passers-by.

## Get After Store Lighting Business

Make your store a first-class example of what a retail establishment should have in the way of lighting and power equipment. Then go after local prospects. According to a recent survey, not over three stores out of ten are properly lighted. Just remember when talking up the subject, that better lighting has increased the sales of some stores more than 20 per cent.

## Summer Sales Nearly \$100 a Day

The United Appliance Company, of Owosso, Michigan, set its sales

quota at \$100 a day for the fifty-three working days during July and August, 1922, and came very close to the mark. The good results were due to advertising, win-

dow and interior display, and following up a good list of prospects, many of whom were secured by telephone.

Electric irons were made the ular price. Every leader, at the reg-seasonable article was pushed and among the items that showed good returns were vacuum cleaners—nineteen being sold in July and ten washers were sold in August.

Total sales for the fifty-three days were \$5,188.89.

## Push the Fan Business Hard

Electric fans are for most dealers a strictly summer seller. If the dealer does not market his stock now the chances are most of it will be carried over until another season. The fan line is especially responsive to real promotion methods. Begin with a good window display and let yours be a good example of a fan-cooled store. Circularize prospects both in homes and offices, and follow-up with telephone and house-to-house work. Wherever possible make a practical demonstration. With re-

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## Up to Us to "Carry On"

Some will say that business does lag during July and August. True, it has done that. Experience shows, however, that this is largely because the dealer lets up, himself! Most things electrical the public needs as much in summer as in any other season. Wiring and repair jobs are particularly available in summertime, so it is simply up to the contractor-dealer to carry on!

All of the ideas here reproduced have been worked out by successful electrical merchants. They show conclusively what dealers and contractors can do if they will go after the business with energy and a fair degree of enthusiasm.

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sponsible parties, leave the fan over night on trial. Close the sale quickly while the weather is hot and the merits of the device are especially evident.

#### Solve Kitchen Problems with Ventilating Fan and Fireless Cooker

Dealers who are located in, or close to, the local retail district can make good profit out of electrical fireless cookers and ventilating fans. The fuel-saving feature is important, as is the fact that the cooker helps to do away with the discomfort of a "hot kitchen." The outstanding feature, however, is the wonderful cooking the device will do. Dealers who have made a success of handling this line make much use of demonstration methods. A competent demonstrator is put in charge. Housekeepers are invited to present their hardest cooking problems and see how well the cooker will solve them.

#### Electrical Goods That Sell in Summertime

The merchant who is planning his summer business is naturally interested in knowing what will sell well during this season.

The following list was sent us by an Ohio electrical dealer. It shows the kinds and number of articles sold during his special summer campaign one year ago:

353 electric irons	7 ranges
8 toasters	5 motors
4 percolators	10 table lamps
1 heating pad	5 hot plates
45 vacuum cleaners	6 sewing machines
35 washing machines	1 waffle iron
1 vibrator	14 curling irons
2 ironers	16 sets of fixtures
2 violet-ray sets	1 hair clipper
36 fans	3 bell-ringing transformers

#### Where Summer Contract Jobs Can Be Found

Look up the public schools and find if there are any changes and improvements in the lighting systems contemplated this season.

Look up the school domestic-science departments for possible



Here is one stunt that every retailer can "pull off" no matter how small his store may be. The day may be hot, but as long as there's a bit of shadow on the sidewalk, some prospect will watch and listen to a demonstration.



need of more electric cooking equipment.

Canvass the factories and mills in your vicinity. This is the season when their repair work is generally done.

Keep your eye on the old houses. Some of these will be rewired sooner or later. Play up this idea by advertising.

Look up the farmers in your vicinity who own lighting plants. This is a good time for repair work.

#### Demonstrate Radio Outfits

Put a little more push behind your radio department and keep outfits and supplies moving throughout the summer. Make up a prospect list. Include in it all those you know to be interested in radio and those able to buy good outfits. Music "fans," campers, retired people, home owners, and prosperous farm families should be included. Talk with these prospects over the telephone. Make dates for demonstration. Hold occasional demonstrations at the store. This is a good way to keep your prospect list humming. Also use the time-payment plan where advisable. Radio sets can now be sold in that way. Such contracts and acceptances are now being handled by financing firms.

#### Stores and Offices Need Ventilators

Stores and offices employing a considerable force are prospects for motor-driven ventilators. In the stores it means better patronage from those who are inclined to stay away from "hot, stuffy stores" during July and August. Whenever used there is better work on the part of clerks, fewer errors in making change, checking bills, marking goods and figuring charges. Actual tests show that efficiency of employees has been raised 10 per cent by this change.

#### Over-the-Counter Sales Built by Field Work

Appliance sales totaling \$3,598 is the August record of a Texas firm for 1922. This was in a town of about 5,000 population and in face of strikes and a partial crop failure. Efforts were concentrated on the idea of bringing in customers to see the stock. As an attraction, all goods were rearranged and the store was made quite a show place. Advertising was conducted as in a busy season and the public was urged to see the interesting offerings at the store. The field representatives, while pushing all lines and making a leader of irons, worked industriously to the same end. The result was that half the month's business was done over the counter and for cash!

#### Do Customer's Washing at the Store

A firm located in Stephenville, Texas, a town of 3,500 population, sold electric washing machines the last two weeks in August by the following plan: First, liberal newspaper advertising; then two household-house canvassers and one telephone canvasser invited housewives to send their washing to the store and to come and see the laundry work done. Sixty-five accepted the invitation and twenty-seven sales resulted.

#### Let Hot Weather Boost Shop Work

Canvass factories, stores and offices for repair work on electric fans. Also circularize the homes for fans, vacuum cleaners, washers, irons and other appliances that need attention. Advertise that you will call for the article, put it in first-class shape, and return it promptly. Ask your patrons to telephone or else bring in the article and simple repairs will be made while they wait.

# Electrical Retailing

Stanley A. Dennis, Editor



## *Two Ancient Words*

Los Angeles is growing so rapidly that almost every day marks the opening of a new real estate addition. Building construction is following hard on the heels of the real estate man. And reliable reports tell us that the electrical contractors of Los Angeles are nearly swamped with business, in fact, have more business thrust upon them than they can handle.

Such a condition seems almost too good to be true. Visions of contractors rushing at top speed to bank their profits rise before our eyes. But, alas! The visions are totally unfounded. Persons who have recently been in Los Angeles and whose word can not be doubted tell us that not an electrical contractor in the city is making money and that all wish the golden flood of business would subside. Why? The answer is said to be complete in one word: price-cutting.

After all that has been said and written during the last ten years on this persistent evil, one wonders just why it does persist. Two ancient words may explain it. One is—greed. Yet we hesitate to bring this charge against Los Angeles contractors. We do not want to believe it of them and refuse to do so unless we have to do it. The other word is—ignorance. And by that we mean ignorance of costs and especially labor costs. This has explained price-cutting in other cities, and in these cities wild variations in prices on labor and consequently in bids have disappeared as a knowledge of costs has improved.

May we recommend to the electrical contractors of Los Angeles the recent experience of the electrical contractors of New York City? May we suggest a careful study of the *Manual of Estimating*, published by the Association of Electricians, International, and may we offer for close consideration the Eidlitz Plan now effective in New York?

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## *Keep the Skeleton Out of Sight*

Four seemingly excellent photographs taken in electrical homes recently open to the public, went into the editorial waste-basket a few days ago. In each of these photographs there appeared a painful tangle of cords connecting appliances with convenience outlets. Such pictures do not deserve passing on to the electrical trade. And how much more is it true that such tangles of appliance cords should not be thrust on the surprised attention of a visitor to an electrical home. Cords are still necessary and will be until somebody may invent something that will do away with them, but until then they should be made as inconspicuous as possible, especially in a "home electric" in which thousands of visitors are being taught to do it electrically. Until we have cordless electrical appliances, let's keep our family skeleton in the closet as much as possible.

+ +

## *Rocks in the Road*

Despite the fact that the Manual of Estimating is without question the best and most helpful means to correct estimating that has ever been produced by the electrical contractors of the country and despite the fact that it is the careful work of the contracting brains of the industry and the product of their combined experience, nevertheless its road to wide acceptance is not a pathway of roses. There are many rocks in the road. Personal pride in the rule-of-thumb systems derived from years of one-man experience is the most serious obstacle to common acceptance. And these rule-of-thumb one-man systems are still uncounted. The manual will be adopted only as fast as fathers of these haphazard systems remember that two heads are better than one and that one hundred heads are better than fifty and give the manual a chance to make good in their own business.

# Every Contractor Can Sell These Wiring Ideas

**T**O SELL wiring is quite as much the job of a merchandising man as selling electrical appliances. Selling wiring, that is, "Wiring" is an entirely different business from "selling wiring."

For the successful electrical contractor is, before all else, a merchant. He is a merchant in ideas. His merchandise does not stand in shining rows on shelves behind a counter. It consists of the ideas of electrical wiring convenience which he has stored in his head, and which he sells—must sell—to the woman or man who calls upon him for a wiring job.

There's hardly a wiring job ordered today, that couldn't be made more complete by the successful selling of practical convenience ideas.



There's many a corner in the house where nothing would be quite so handy as an electric outlet in the wall, for example, at the bedside. Here one doesn't have to slide out of bed, or even stretch one's arm very far, to connect a heating pad or lamp.

## Waist-high Outlets

It does not occur to most women that their electric outlets can be installed waist-high. And in many cases they would prefer that they be placed this way, whenever they will not mar the appearance of the room. Convenient places for waist-high receptacles, for example, are:

- (1) in the hall or living room, for connecting the vacuum cleaner, so that she will not have to stoop;
- (2) beside the serving table in the dining room;
- (3) on the porch;
- (4) in the breakfast nook;
- (5) beside the table in the kitchen, or over the working space;
- (6) beside the bed;
- (7) in the bathroom; and
- (8) beside the tea table in the living room.

## Convenience Switches

Basement and garage lights should be controlled by two-way switches, permitting them to be turned on and off at two or more different points. This will save many steps and probably some bad falls.

## Ironing Outlet with Pilot Light

In the laundry, suggest a special connection for the flatiron, with a red light to warn when the current is on. If ironing is done in the kitchen, another could be used there. And if there is a sewing room, another will be needed there, too.

## Bedside Outlets

In every bedroom, suggest a duplex receptacle in the baseboard beside the bed, so that both



Sink light, outlet for ventilating fan, annunciator, wall switch, dishwasher, and range are some of the electrical service features in the kitchen of the Detroit home electrical. Adequate wiring did it. A demonstration is helpful in selling the wiring idea.

a reading lamp and a heating pad may be connected. Or, if possible, an outlet two feet from the floor.

#### Switches at the Doors

If the housewife doesn't think push-button switches are necessary near the door in each room, suggest how her guests, who are unfamiliar with the house, would appreciate them. Also, she may want to change her lighting fixtures some day, to a style to which pull-chain switches would be entirely unsuited.

#### Automatic Closet Lights

Most women don't know how easily their clothing closets and cupboards can be wired for the light that automatically turns on when the door is opened. This is

a wiring feature that will be a necessity in every home, as soon as it is generally known. Some electrical contractors have even made "the lighted closet" the basis of successful campaigns.

#### Wired Furniture

Similarly with wired furniture. It is up to the electrical contractor to tell the housewife about this—to help her visualize the convenience of being able to plug her appliances right into the dining table, or tea wagon, or bed. Her furniture can be wired without being marred in the least. Wired furniture is simply another way of bringing her electric outlets nearer to hand—nearer to where they are actually used. That will win her enthusiasm.

### The Icebox Light

Find out where her icebox is. Most likely it is in some corner or pantry which is quite dark at night, making it difficult to put away or find food. Tell her how you could install a bracket light, three or four feet from the floor, alongside the refrigerator, so that the food compartments will be lighted. The globe could be protected with a wire guard.

### [ Exhaust Fans for the Kitchen

An exhaust fan can be installed so easily in the kitchen today that many homes are making provision for it as a matter of course. It keeps cooking odors out of the



When you go to the icebox at night, do you ever dip your fingers into the butter or jelly, in your search for the milk? A bracket light put in the wall alongside the refrigerator, so that it will light up the food compartments, will prove a blessing. It should have a wire guard, to prevent breakage.

house. It keeps the kitchen cool. It saves damage to furniture and draperies as a result of grease and smoke.

### "Burglar Switches"

Suggest to the home owner that he have a master switch at his bedside, within arm's reach, with which he can instantly turn on every light in the house. Not only will it be an actual safeguard against burglars, but it will save the family many a heart-throb when they hear a sound downstairs at night.

### Lighting Up the Home Grounds

Another way that many householders are using electricity as burglar insurance, is the installation of four lamps at the four outside corners of the house, all of which can be instantly turned on from the inside. Thus the grounds and garden around the house can be flooded with light at a moment's notice.

### Outside-Reading Meters

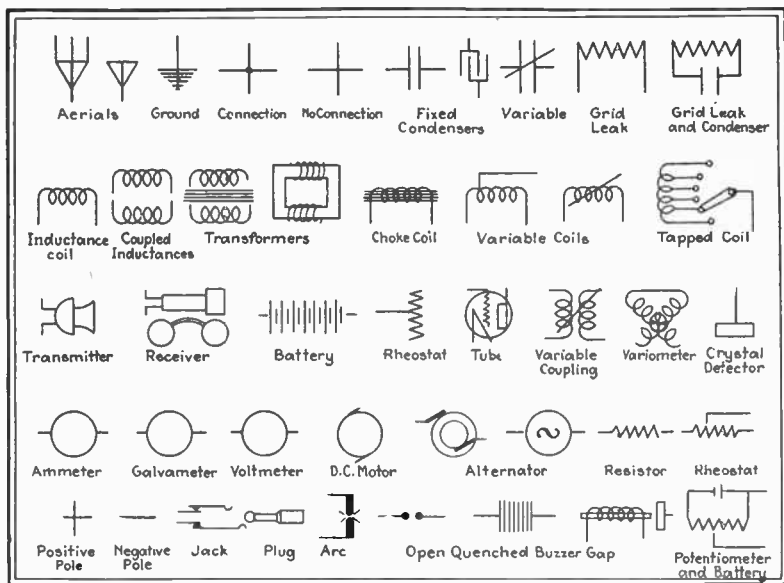
Very often, when the electric meter reader comes, the woman of the house is away, or else is too busy to admit him. Show her, then, how the meter box can be installed so as to be read from outside the house. If the meter is to be placed in the basement, it should be so positioned that it can be read through a cellar window. Special "outside-reading" meter boxes can also be obtained, designed to be set into an outer masonry wall.

### Breakfast Nooks, Electric

Homes with a breakfast nook or a built-in breakfast corner need a duplex receptacle in the wall just above the level of the table. This is for the convenient connection of percolator, toaster or waffle iron.

(Continued on page 70)

## Symbols Used in Radio Hook-Ups



Due to many requests, "Electrical Merchandising" prepared the drawing shown above which gives the most important symbols used in diagrams illustrating the methods of connection for radio circuits.

This is one of the many line cuts which readers may use for reproduction in their booklets and advertisements. A newspaper office can make a cut from the above illustration at a low cost.

### A Small Town Home Electric

Although the population of Cornwall, Ontario, is barely 10,000, the first Home Electric exhibit recently staged in that town drew interested visitors numbering 1,500—or nearly one-fifth of the town's population.

It was W. J. Macfarlane, son of W. L. Macfarlane, manager of the Stormont Electric Light & Power Company, who conceived the idea that it would be good business to demonstrate in a practical way the utility of electricity as a household drudge saver. And since, just at that time, James Freeman was contemplating the erection of a new home on Augustus Street, an arrangement was made whereby Mr. Free-

man's house was made a model of electric wiring for the privilege of exhibiting it to the public.

### Manual Training Classes Want Electrical Units

The manual training shops in schools throughout the country are beginning to make electrical appliances of several kinds, such as electric stoves and irons. For this work, the school people want the units which must be used in the ordinary electric appliance. There is a real field here, both for actual sales and for educational work. In many of these classes, phonographs are made by the boys, for which dealers or manufacturers supply motors or other necessary parts.

## A Letter to the Intending Builder

To each applicant for a building permit in the city of St. Louis, the local Electrical Board of Trade sends the following cordial letter, offering to place at the disposal of the intending builder the Board's engineer to insure complete electrical equipment:

"We note with pleasure that you are adding to our city's growth by taking out a permit for the erection of a new building. Will you allow us to urge upon you the provision therein of complete electrical wiring so as to enable you to conveniently use the many electrical appliances now available and to thus relieve the occupants of shop, store or home of much of the drudgery of daily routine?

"Extra outlets for this purpose, in floor, in baseboard, or on the wall at convenient height, will add but little to the Electrical Contract price if put in during construction; whereas the cost of adding same after all work is closed in under wainscot or plaster becomes a serious matter.

"As a suggestion, we enclose our pamphlet entitled "Wiring the Home for Convenience and Comfort." Show this to your architect and builder and be sure that provision is made in wiring plans to meet your requirements.

"If you wish any specific advice regarding your wiring plans this office is at your service without charge to you. We will send our engineer to consult with your architect or builder should you so request on the enclosed postal card. We believe that you should in every shop or household operation "Do it Electrically." We are ready to assist you to that end.—St. Louis Electrical Board of Trade, E. J. Spencer, Secretary-Manager."

## Where a Thumb-Tack and a Card Bring Business

Clarence Wheeler, president of the Wheeler-Green Company of Rochester, N. Y., the other day told of a bit of personal salesmanship that he discovered quite by accident not long ago. More and more phone calls kept coming in for their Mr. "Hazlett," the man who delivers and demonstrates electric washers sold from their store.

Investigation showed that the young man had some cards printed reading "In case of trouble call Stone 3333. Ask for Mr. Hazlett."

Everywhere he goes he sticks up one of these cards with a thumb-tack close beside the washer, and when something goes wrong they naturally turn to him. It has built up a personal bond between this young man and his customers that is steadily increasing his personal sales and profits and building up better business for the house.

## What Visitors Like Most

Compilations of questionnaires at Cleveland's Home Electric exhibits, in which visitors were asked to check the electrical feature of the Home which pleased them most, shows that:

34.1 per cent, chose convenience outlets.

31.2 per cent, the range.

21.1 per cent, lighting effects.

13.8 per cent, "elextits."

7.9 per cent, the illuminated house number.

10 per cent, the automatic door switch.

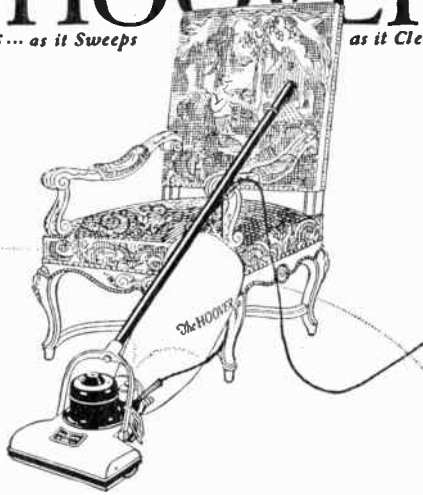
6.1 per cent, the tumbler switches.

In marking preference for prizes, the range again led the list, with the electric dishwasher second and the clothes washer third.



# The HOOVER

*It BEATS... as it Sweeps* *as it Cleans*



## \$ 6 , 2 1 6 , 5 5 3

*—Retail Value of Hoover Shipments  
for March, April and May*

**Probably more than twice the volume  
enjoyed by any other electric cleaner maker!**

For fourteen years The Hoover has enjoyed the undeniable leadership of the electric cleaner industry.

The months of March, April and May, this year, offer striking evidence of this leadership. During these months the retail value of Hoover shipments amounted to \$6,216,553. This is, we believe, more than double the electric cleaner business done by any other manufacturer.

These figures prove conclusively that Authorized Hoover Dealers

are selling more cleaners and making more money than are dealers representing other makes of electric cleaners. In fact, Hoover Dealers believe the Hoover franchise to be the most valuable asset a dealer can possess in selling electric labor-saving appliances.

Furthermore, the future holds even greater promise for those who are or who become Authorized Hoover Dealers.

Our representative will gladly call —without obligation.

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



## You who distribute home laundry equipment—bear this fact in mind

**T**HE washing machine market of today is not that of yesterday. Washers must be *sold*—they are not being *bought*. Competitive demonstration and selling has replaced the easy-going of yesteryear. The buyer of today is more washer-wise than ever.

Even the fact that such an internationally famous organization as the Savage Arms Corporation makes and backs the Savage Washer and Dryer might not be sufficient reason for you or your customers to accept Savage, were it not for the simple truth that *Savage really does an infinitely better job of washing and drying.*

You are asked to accept Savage and push it, because it does just that—*a better job of washing and drying*; because it means profit and prestige to you; because it is built right, sold right, at a fair price, with ample profit margin, and has behind it a company whose word and worth has never been questioned.

### Why competitive demonstration invariably results in a sale of Savage!

Today very few families part with their hard earned money without making comparisons. Glib salesmanship, forced selling methods, extreme inducements, no longer suffice as heretofore to *close* business.

There are many different types and makes of washers. The customer buys the machine that best delivers the goods—*does a better job all-round than competing products.*

It is in competitive demonstration that Savage is winning friends and customers. It is because Savage talking points are found to be *true advantages* that so many thoughtful retailers seek its franchise. They prove these *profit points*. After all, it is on the *ledger* that you will find the answer to the washing machine question.

# The "SAVAGE"

## WASHER AND DRYER

Washes everything and  
dries without any  
wringer



*Savage Washer and Dryer is  
approved by Good Housekeeping,  
Tribune Institutes and foremost  
domestic scientists everywhere.*

### Here are the more important Savage "Profit Points"

1—Savage washes everything from heaviest portiers with rings, comforters, blankets, etc., to flimsiest fabrics with pearl buttons, without wear and tear, and dries them without a wringer, without ripping off buttons, without leaving wringer creases to be later ironed out. And Savage does all this without requiring the user to put her hands in the water.

2—Savage has fewest working parts; it is simplest, easiest to operate. There is only one switch to touch,—no levers, rods, pedals, etc. Therefore, Savage requires the minimum of servicing.

3—Savage is an engineering marvel. Ask any mechanic. It is mechanically perfect. It requires no oiling, no attention for many years. Its construction is dirt and rust proof. It is easy to keep clean. It looks its unusual quality.

4—Savage washes, rinses and blues without additional tubs, or the user can wash and rinse in the old way, using set tubs if she prefers. No heavy cylinders of wet garments to lift; no bending over and fishing for clothes in dirty water to feed a wringer. No boiling.

5—Savage dries for the line in one minute, for the iron in about fifteen minutes. The spinner-dryer does not lift through the dirty water, gathering the floating insoluble scum which has caused so many failures in washing.

6—The flat top makes Savage useful as a table. It is an ornament in kitchen or laundry. Its height is convenient for working. It travels on ball casters. Its motor is guaranteed. It has seven full sheet capacity. It is absolutely safe for anyone to use.

**Investigate the possibilities of Savage  
for your territory**

Address inquiry to

**SAVAGE ARMS CORPORATION**

DEPT. D-8

UTICA, NEW YORK

# Better Store Arrangement Builds Up the Business

## *How Fixtures and Display Furniture Increase the Sales of Electrical Goods*

By Frank Mappes

Store Engineer, Winchester-Simmons System of Retail Stores

**P**RESENT day business must be conducted along broader lines than was necessary a few years ago.

This is particularly true in the electrical trade where once it was necessary only to put a sign on a semi-store building indicating that here was to be found John Jones who conducted a business of wiring houses. Incidentally Jones sold a few items of electric household appliances and a few sundries, if you were fortunate enough to find him or his errand boy in.

No one now questions the vast influence on home life, of the many labor-saving devices and utility appliances brought out by the electrical industry. Electrical manufacturers have kept a leap ahead of other industries, but electrical dealers have lagged somewhat behind those in other lines—in the locations of their stores, the type of their equipment, store arrangements, and window trims.

For inspiration, when thinking of store equipment, we need only bear in mind the principles of modern merchandising so well typified in those giants of retailing—the Woolworth and Kresge systems of stores. In these display and convenience to customers is the predominating thought.

It might be considered by some that the comparison of five-and-ten-cent stores with electrical stores is far fetched. Nevertheless, the basic merchandising principle is the same in both, that is, "to sell goods, they must be shown."

Too many electric stores are still shops in the American meaning of the word. They present to the buying public too much of the appearance of a store room of supplies for a factory. They are too frequently found on some back street, away from the shopping center of a town or city. Therefore they cannot attract trade from passers-by, through window displays.

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### Experience and Vision

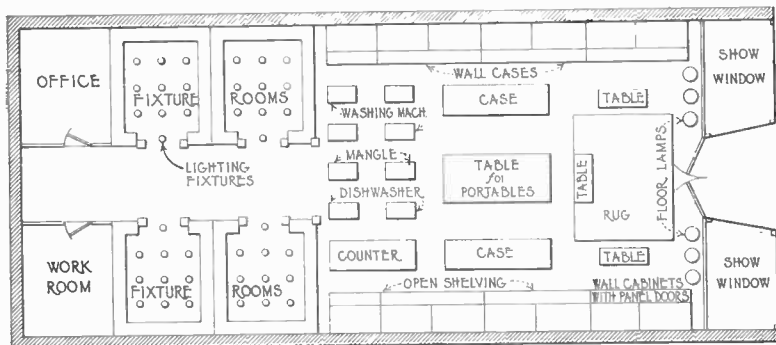
Frank Mappes is store engineer for the Winchester-Simmons system, with which are affiliated some 3,300 retail stores, and is a recognized authority on retail store arrangement. Some of the handsomest, most conveniently arranged, and best paying retail stores in the country are the product of his experience and vision. Read his message.

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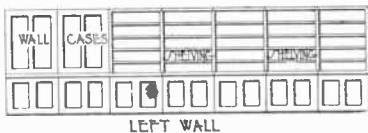
This plan is for a store having good width and depth, with two show windows and two rows of counters, and cases. Separate rooms are provided for the fixture stock.



There is a school of merchants that justifies this condition because so many electrical appliances are sold by canvassers through house-to-house calls. This is without doubt the proper way to sell vacuum cleaners, washing machines, etc. But what about hundreds of toasters, sad irons, curling irons, heating pads, tea pots, percolators, coffee machines, etc., that are sold over the counter by electrical stores, department stores, hardware stores, and drug stores?

A store favorably located, with good window displays, and well trained sales people, has infinitely more chance of selling merchandise of such a highly technical nature as electrical household appliances, if it has proper interior arrangement and equipment.

We therefore come to the question, "What is proper interior arrangement and equipment?" I am going to answer this query in the paragraphs which follow.



Equipment that is designed for atmosphere-creating effect only, is devoid of excuse for its existence. Equally useless are a lot of boards arranged as shelves and carrying boxes and packages containing articles of merchandise which never come to light unless some customer happens to ask for a particular item contained therein. On the other hand equipment that displays the merchandise and thereby creates desire to possess, will sell goods to the consuming public and is a live asset that works every minute that the store is open.

### Fixtures Built to Sell Goods

A store that is attractively arranger need not be burdened with expensive fixtures built for looks and not for utility. Fixtures should set off the merchandise so emphatically that prospective

customers will not see anything but the article they are interested in.

Store engineers have made comprehensive studies of various layouts and have found that the best arrangement thus far devised is one that affects the customer pleasantly, giving him the feeling of ample elbow room, but yet is compact and extremely orderly. This effect can be secured by leaving ample floor space just inside the door. Where entering, customers will not jostle those leaving and when inside, will not feel ill at ease for fear of pushing some article off display tables or show cases. Even small rooms can be made to appear more roomy by the proper arrangement.

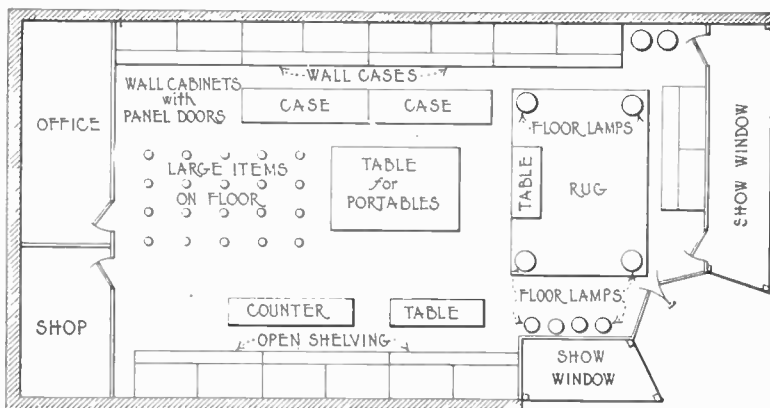
A store room that is not considered deep enough can be made to look deeper if the aisle leading from the door runs straight through to the rear. One that is extremely narrow and long can be made to appear wider and not so deep if a horse-shoe arrangement of show cases is placed in the middle. This should be set well back from the entrance with

two aisles running back about half way. The rest of the way the fixtures should be placed so that there is but one aisle to the rear.

### Cases in Horse-Shoe Formation

This arrangement was successfully tried in a store in Columbus, Ohio. It is 22½ feet wide and nearly 190 feet deep. The floor cases are in a horse-shoe formation commencing about twenty feet from the entrance and extending back about forty-eight feet. There is a 4-foot aisle on each side next to the wall fixtures; this permits customers to walk right up to the wall cases and examine goods at close range at times when all the sales people are busy. In this way, many customers practically sell themselves and are kept interested until a sales person is available. Beyond the middle of the store the tables and the floor cases are arranged so as to present a wide center aisle to the rear. The effect caused old customers to ask if there had been any walls

(Continued on page 72)



This plan is for a corner store of fair width. The front part is particularly inviting. The display case against the show window partition is an excellent idea.

# Washing Machines

*An Electrical Salesman Should Know Every Fact in This Bulletin, If He Would Tell a Complete Story to the Prospect*

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**A** WASHING machine saves time, money, labor and strength. It saves wear on the clothing to be washed and provides a sanitary means of accomplishing the washing. The principle on which all clothes washers operate is the agitation of the clothes and water, thus forcing soapy water through the fabric. This accomplishes the two processes necessary for cleaning the

clothes—the chemical one of forming an emulsion of the soap and the grease film and the mechanical process of carrying away the dirt particles. Washing clothes in a machine requires no further knowledge of the washing process than hand washing. The best methods for hand laundering will give the best results when using a machine.

## Washing Machines

Washing machines in general consist of a tub of wood or metal and some means of agitation so that the soapy water may thoroughly penetrate and cleanse each garment.

## Explain the Types

There are four types of washing machines most frequently found on the market, all of them efficient as washers.

The cylinder type has an outer tub with an inner cylinder or drum of metal or wood in which the clothes to be washed are placed. This cylinder revolves and on some machines reverses to obtain the neces-

sary agitation. This revolving lifts the clothes out of the water and drops them back into it, thus flushing the water through the fabric of the cloth.

The oscillator or rocker type has a metal or wood tub in which the clothes and soapy water are placed. The tubs rock back and forth, accomplishing the cleaning of the clothes, by tilting the tub or similar means by which the hot suds are forced back and forth through the fiber of the cloth.

The agitator or dolly type has a tub of wood or metal usually made with corrugated sides and bottom and an agitator or disc

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## "Laundering at Home"

All of these bulletins have been prepared and copyrighted by the American Washing Machine Manufacturers' Association. All inquiries should be addressed to the Educational Department of the Association, 10 South LaSalle St., Chicago.

- Bulletin 1—Removal of Stains.
  - Bulletin 2—Supplies for the Home Laundry.
  - Bulletin 3—Washing Cottons, Linens, Woolens and Silks.
  - Bulletin 4—Washing Machines.
  - Bulletin 5—Ironing.
  - Bulletin 6—The Equipped Home Laundry.
-

called the dolly which fits down onto the clothes. This agitator grasps the clothes and turning and reversing, agitates the clothes, forcing the soapy water through the fabric, thus cleaning them.

In the vacuum type machine there is an outer tub, equipped with moving cups or cones, resembling inverted funnels. These cups operate up and down forcing the water through the fabric on the down stroke, while on the up stroke the suction draws the water through the clothes.

#### Power

Washing machines in the types above may be operated by hand, water power, gas engine, or electricity, thus meeting all needs.

Hand power machines operate with a lever or wheel. A fly wheel is usually provided to carry the load over dead center, to relieve the operator of the jerks of reversing the action of the dolly, vacuum cups or cylinder, and to give the machine a steady motion.

If a working pressure of 20 pounds or upwards per square inch can be secured, water power gives satisfactory service. Connect the hose to the faucet, place the waste hose in a sink and turn on the water. To avoid strain on the motor, do not operate the empty machine.

For gas engine power, the machine either has an engine attached or equipped with a belt pulley for direct drive by the engine or for a connection with an overhead shaft.

Electric driven machines are so built that they can be attached to any electric light socket. The machines can be equipped with motors to suit the local electrical requirements. In ordering a washing machine, specify the

voltage, whether the current is direct or alternating, and if alternating, the phase and cycle.

#### Wringers

Many washing machines have attached stationary, sliding or swinging wringers, with reversible rolls. Wringers save labor, and are much less destructive to the clothing than the twisting of hand wringing. The wringer is driven by the same power that drives the machine and can be operated at the same time as the washing machine.

Keep the screws that regulate the pressure of the rolls released between wash days to prevent the rolls from becoming flattened. Do not screw wringer rolls down too tight when wringing clothes. Regulate the pressure according to the bulk of the clothes to be wrung at one time. A bag to cover the wringer will keep it free from dirt.

#### Special Features

Washers are equipped with many aids for convenience and ease of operation. The devices that control the operation of the washer and the wringer are arranged for instant and convenient control. Drain connections avoid the necessity of handling or lifting the wash water. The enclosed mechanism prevents any danger from caught clothing. Some machines are provided with casters, making it possible to move them easily. Special devices prevent the motor from being overworked and burned if the machine is carelessly overloaded. Several washing machines have gas burners for heating the water in the machine. Some washers partially dry or wring the clothes in the machine by lifting them out of the water in an inside tub which



whirls around, drying by centrifugal force.

Some washers are built with wood or metal benches which provide room for extra tubs. Others have double washing machines, so that two loads may be washed at the same time.

#### Cost

The value of the washing machine must be computed in terms of time and energy saved for the woman, as well as the cost in money. The actual cost of a good washer takes into consideration the initial price, the cost of operation and maintenance and its approximate life. In considering the value of a machine, remember the longer life given to the clothing washed in them.

Any manufacturer listed in the attached list will supply information concerning prices and power. Machines are sold locally through such agencies as electric specialty shops, department stores, and hardware dealers. Such dealers will give demonstrations and furnish detailed information.

Operating costs are low, varying from one to three cents an hour, depending on the local rate for electric current. Study of time saving methods enables the housewife to accomplish the laundry for a large family in from one to three hours of operation. The life of the machine depends almost entirely on the intelligent care it receives, for every care has been taken to build it with good workmanship and reliable material. Read and follow the directions supplied with the machine and study ways of improving your own methods.

#### Care of Machine

Provide proper and convenient connections for the water supply and disposal.

Oil regularly where needed.

Tighten bolts and keep belts at proper tension.

Do not overload—fill with water to the designated level and wash the proper weight of clothes for the machine being used.

Wringer rolls can be cleaned by rubbing with kerosene. Since the kerosene dissolves the rubber the rolls should afterward be washed in warm soapy water.

After using, rinse the machine thoroughly with hot water, operating for a minute, drain and dry. The lid of wood tub machines should be held open between wash days an inch or two to allow free circulation of air. Drying the metal machines will prevent much discoloration.

The machines may become discolored after exposure to air and water, and sometimes from the laundry supplies.

Soap and water will remove grease or oil stains. Scouring powders should be used with care on metals to avoid injuring the surface.

Aluminum—Alkalis darken aluminum. Wash with hot soap and water.

Copper—1. Rub with vinegar and a fine scourer, like whiting. 2. Polish with rotten stone mixed with oil. Wash with soap and water.

Nickel—Moisten whiting with water or ammonia, rub and wash with soap and water.

Zinc—Same as nickel. Hot vinegar may be used for obstinate stains.

#### General Methods of Using Washing Machine

Learn the amount of clothes that can best be washed in your washer. Learn the proportion of soap and water. The best results

(Continued on page 65)



Patented

# CORRECT DISPLAY

## Means Retail Success

*Do you want to increase your sales?  
Do you want to sell with less effort?  
Do you want to keep all of your stock moving?  
Do you want a more attractive store?*

**T**HEN you must look to display, must secure correct display, because this is the secret of modern retail success. Practically every outstanding success in retail merchandising is due to correct display. Whole stores are today being modeled to insure proper showing of goods.

But you can secure correct display in your store without discarding any of your present equipment—and without a large investment. Thousands of retail stores are proving this—as you will prove it. Let us send you information regarding the Dayton Display Fixtures—and the system of display which is revolutionizing selling.

Nothing else like this fixture; nothing else can fill its place; nothing else insures correct display so easily.

Today—write us for literature.

*The Dayton Display Fixture Co.*  
DAYTON OHIO

1820 WEST THIRD STREET

Say you saw it in ELECTRICAL RETAILING

## Contractor Builds This Pedestrian Stop Signal

When the Seward Company of Columbus, Ind., desired to attract attention to its "Trade Expansion Sale," a local contractor was employed to rig up this sidewalk "moving-arm" semaphore device which proved eminently satisfactory. The arms were lowered and raised every fifteen seconds, a green light flashing on when they were lowered and a red light, with a buzzer, when they were raised. The sign was operated by a small motor.

(Note: Every issue of *ELECTRICAL RETAILING* and of *ELECTRICAL MERCHANDISING* carries many "lift-able" sales ideas like this one. If the reader adapts only one to his business, he is likely to find that it has paid many times over.)



## Washing Machines

(Continued from page 63)

will be obtained if care is taken to get these quantities right. If several tubs of clothes are weighed, the exact amount of clothes and water can soon be standardized for each washer.

1. Fill the washer to the proper level with hot, not boiling, water. Add the water softener and soap solution. Review Bulletin 2. Operate the washer until there is a good suds.

2. Open the machine and put in the clothes that have been wet or soaked and from which the stains have been removed.

3. Wash for 10 to 25 minutes, depending on the soil of the clothes. Remember the strength of the soap solution and the length of time the machine is op-

erated determine whether the clothes will be clean.

4. Rinsing: Rinse carefully, using very hot water. If there is a plentiful supply of hot water it is preferable to rinse the clothes in the machine, after passing the clothes through the wringer and draining the machine. If the hot water supply is limited wring out the first load and wash the second in the same wash water. To raise the temperature of the water which is to be used the second time, and to keep the soap suds the same strength, drain out a part of the water and add hot water and soap solution. Wash the second load, and wring them, drain out the water and fill with hot rinse water. Rinse thoroughly. Repeat as often as necessary.

5. Blue and dry.

## Getting a Larger Sum Out of Summer

(Continued from page 27)

get it to you quick! Then I'll bill you in the regular way. The point is I want you to be one of my preferred customers and I don't care where you go, or what you want—if it's electrical, I'll get it for you."

The response was encouraging and he followed this letter with another, this time enclosing a manufacturer's literature on boating equipment, which he carried in stock. He stressed dry batteries and flash-lights and the replies were immediate. He had many people telephone in orders right from a small local general store at the lake's edge—the humorous fact being that in some cases this store had just the thing in stock which the purchaser wanted. Later on he made a deal with the local lakeside storekeeper to keep up a stock of sundries and small appliances, splitting with him when he took orders for merchandise which the country man had.

He found that in hot weather you must go to the other fellow. You must follow the trade where they go and keep after them. You must make it easy for them to buy. "And there should be some "inducement."

Another proprietor of an electric shop got a list of motor-car owners in his town and early in the summer wrote them a short letter, enclosing a stamped return card, which called for the delivery of automobile lamps. Space was left for the quantity ordered, and for the forwarding address, if any. This retailer filled in the name of the car in his letter, and by keeping a close check on his prospect

list, and his stocks, was able to supply the car owner with just the right kind of lamps for his machine. He got back cards from all over the country, strange as it may seem; from tourists who either couldn't secure the lamps they wanted, or wouldn't buy elsewhere. But his main orders came at once from motorists who wanted to keep a few spare lamps on hand when they toured. His "inducement" in this effort was prompt delivery of the exact lamps wanted, postpaid. Like the New York candy man who advertises, "We pay the freight," he agreed to pay the postage and guaranteed all his shipments to carry safely. His stock was cleaned out within thirty days.

A western retailer did a big business in headlight heaters by going after a colony of people who lived in the mountains nearby. The resort hotel had no heating system, but was wired for current. The nights were chilly and a short letter, with an enclosure picturing the heater, and a "special price proposition for the summer" brought results. This retailer got the country boy who delivered the newspapers to slip into each newspaper a message about his merchandise. One day it was fans, another day it was batteries and flashlights, another day "heaters to take the chill off the evening." He slipped the boy a small commission on each sale, and a present for delivering the advertising matter. And the results paid out.

### Going Out After Business

On the principle that during dog-days you must go out after the business, a certain progressive merchandiser who had no regular outside force, no crews or canvassers, made it a practice

every summer to employ a certain number of school boys to canvass for business. While the immediate results were not always great, he did manage to obtain many good leads which were closed up later. These boys worked purely on commission. His idea was that if he could put twenty to thirty boys to work for him, if they didn't more than sell their own families an appliance they would, in the aggregate, produce a bit of business.

#### "Baby Business"

This retailer also was successful in building up his washing machine sales by actively campaigning during the summer for "baby business." Hot weather is hard on baby's garments; he tried out a series of letters addressed right to "babies," written in longhand (reproduced in plate form from a letter originally written in black ink, and printed on baby-blue stock) one of which follows:

Dear Baby:

Gracious, goodness, it's hot, isn't it!

Sort of weather that makes you feel out o' sorts and everything. And I don't blame you. Only it's hard on mother, isn't it? Of course you can't be blamed when it's so hard to keep all the soft, pretty little things fresh and clean, but you just must have them, even if it does make mother so much trouble and work.

Why don't you suggest to her that she let our wonderful little "Baby Washer" do up your things? You know what it is! Well, it's just like the great big washers that papa and mamma use, only it's smaller, and cheaper. And how it does wash! It sits on a stand or table, attaches to the lamp socket and keeps working away, quietly, while

mother rests and reads and keeps cool.

I wish you'd pass along this hint to mother—will you? to let "Baby Washer" come to your house and show her how beautifully soft and nice it will clean your pretty little things. She'll be surprised—and you'll just love the way it keeps you fresh and sweet and clean all these pesky hot, sticky, uncomfortable days.

If mother will telephone Blank 000 I'll send "Baby Washer" right out. She will not have to keep it if you and she don't like it. Will you tell her all about it today?

Yours for more comfort,

It may be asked how this retailer secured lists of the babies. He had merely followed the example of progressive department stores which watch the birth notices in the papers and compile, over a period of time, complete lists of infant arrivals.

Getting people into the store is difficult in summer and calls for the strongest and most unusual of "inducements." But it can be done if the local trade be studied and the appeal be made timely and of sufficient interest.

One retailer of my acquaintance in a fairly large city kept a very close check on conventions, meetings and so on. Every summer he found a great number of travelers coming to his city. He advertised in the interurban and local street cars for this trade.

His "inducement" took the form of "money-back guarantees" and time-payments if desired. Occasionally, when he could find an overstock of some article, he would put a special price on it and play this up strong. Of course the article was one preferably to be used at that time.

## Store Lighting Field

(Continued from page 43)

erally placed on a "pay as you go" basis, which requires that the effort should show an immediate profit, it is necessary and wise to tackle the best prospects first.

While there may be many exceptions to the following ways of classifying stores as prospects, this classification is in accord with broad experience.

Stores that are already fairly well lighted are the best prospects. Usually these stores are operated by highly progressive merchants; men who are keenly alive to the value of good lighting and are very willing to invest in better lighting without delay upon finding that better lighting is obtainable.

Stores that appear busy and prosperous are good prospects. Here again are evidence of progressive merchants and successful business men. They readily appreciate good lighting and have the money to buy it.

Stores selling luxuries, clothing, etc., are better prospects than stores selling consumable necessities. The reason is obvious. The corner grocery does not have to make the same appeal for your dollars as does the book store or phonograph shop. You have to eat but you do not have to buy the latest jazz record. Good light makes a greater difference in the sales pulling power of the luxury shop than it does in a grocery store, even though it may be an excellent investment for the grocer.

There appears to be no choice between downtown stores and suburban stores as lighting prospects. You can sell as readily to one as to the other.

"Hole in the wall" or tiny stores are as good prospects as large stores. Frequently these little fellows are overlooked as lighting bets. They cannot compete with the larger merchants on window or other display and are eager for any means to compel attention to their stores.

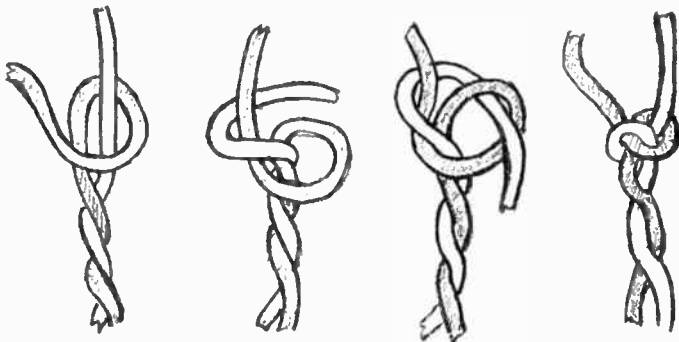
To reap the real harvest that there is in store lighting the central station must have the necessary selling organization—somebody must be made responsible for this job and whoever is selected should be assigned to this work as his sole or major activity. You cannot give it as a side line or mere extra duty to some fellow who is probably already loaded with responsibility and expect him to show much in the way of results.

The job separates itself into two parts; first, the selection of prospects and systematic arrangement of these lists and assignment to salesmen. The second part is simon-pure selling.

The selection of prospects may usually best be done by the salesmen. Knowing that they will be required to call upon these prospects and sell a big proportion of them, the salesmen will choose prospects with scrutinizing care. They should, of course, be taught how to select good from poor prospects, using the criteria as previously outlined.

It always pays to stick to one kind and type of unit for store interior and similarly to choose one good window lighting unit and stick to that. By so doing, the selling proposition is much simplified, both for the salesman and the merchant whom he is trying to sell. The salesman may easily learn all there is to know

## Can You Tie the "Underwriters Knot"?



The majority of short circuits occurring in pendent sockets and the attachment-plug caps of portable electrical appliances, according to the Underwriters' Laboratories, are due to loose strands of the flexible cord, which become separated from the terminals, when the binding screws or terminals are loosened.

This loosening is frequently the result of the omission of a knot or its equivalent in the cord inside of the cap of the socket

or attachment plug, the strains due to pulling separable connections apart or dragging portables around by their cords being transmitted directly to the small binding screw connections.

The so-called "Underwriters' knot," illustrated herewith, provides an easily tied strained relief forming a rather flat knot which will fit snugly in the recess provided for the purpose inside the cap of pendent sockets and attachment plugs.

about the one type of unit, cost, installation expense, etc. The merchant is not confused by an exhibit of various fixtures and lighting glassware. The thing which really interests him or should interest him is better illumination. If he has sufficient faith in the salesman to buy better lighting from him, he will have faith in the equipment which the salesman proposes for installation.

The salesman should be equipped with a demonstration unit, equipped with a lamp, flexible cord and plug, so that the unit may be lighted in the presence of the prospect. This is one of the greatest aids to sales.

Trial installations, if judiciously installed are sold ninety-nine times out of a hundred. There is, however, no need to be too generous in the matter of trial installations. Most merchants

can be sold without the need of trial installations. The salesman may keep the trial installation idea as an "ace in the hole"—a final or last resort sales argument to be used on the merchant who has proved adamant to all other urges to buy.

The time payment plan makes selling very much easier and whether or not the central station actually sells any store lighting equipment, the time payment plan, in some form or other, should be offered. In some cases it may be necessary for the central station to help finance or assist in procuring finances for contractor-dealers in carrying out the partial payment plan.

Paving the way to sales is the function of sales letters to merchants, newspaper advertising and the many other advertising media that may be employed to excellent advantage.

## Selling Wiring Ideas

(Continued from page 52)

### Lights in the Attic

Make it unnecessary to carry matches or candles to the attic—by installing electric lights there. No corner in the attic should be dark. Be sure to have the light close enough to the door so that it can be reached easily.

### The Cellar Light

Coming up from the cellar, one often leaves the light burning, sometimes for hours before it is discovered. Suggest that this waste could be eliminated by having a red light or a buzzer installed at the top of the cellar stairs so that it operates in circuit with the cellar lights and re-

minds one to turn them off on the way upstairs.

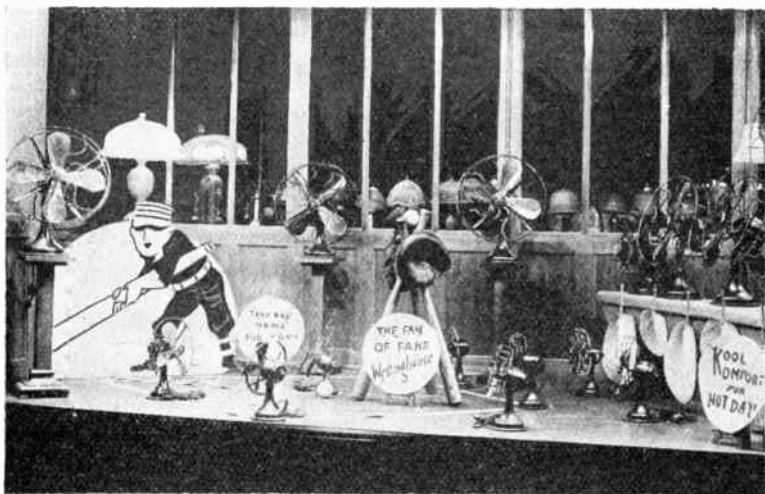
### Phones from Room to Room

Many homes could make excellent use of a house telephone, connecting the master's room with the kitchen, the basement, and the maid's room. It costs little to install, and saves many steps and much time and annoyance in calling and waiting. Another phone in the garage makes communication with the house easy.

### Upstairs or Downstairs

Explain the convenience of being able to turn the lights in the upper and lower hall on or off from either place, by having the upper and lower hall lights controlled by two-way switch sets.

## "It's Fan Time—Take One Home and Make a Hit!"



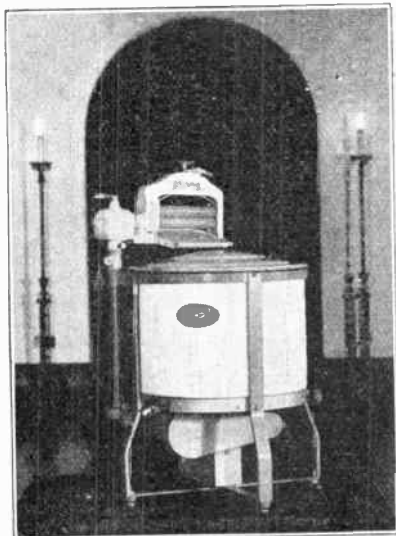
McCarthy Brothers & Ford, Buffalo, N. Y., installed this fan window early last season. The large cutout card of the baseball player was marked: "It's fan time." The giant baseballs made of cardboard were lettered: "Take one home and you will make a hit," "The fan of fans," "Cool comfort for hot days." A diamond made

of strips of paper was laid out on the floor of the window and on the bench at one side were mounted a number of electric fans carrying out the idea of baseball spectators. This simple but effective window cost only \$4.50, according to E. D. O'Dea, who planned it. A dealer should be able to get up a similar window easily.



## FAMOUS OVER A HALF-CENTURY

*The Pioneer Mechanical Washer of 1872 Was A Horton  
Foremost Today Is The Horton,  
The Original 3-Cup Suction Washer*



HORTON No. 40 ELECTRIC  
WASHER (above)  
HORTON 30-Inch IRONER  
(at right)

You can carry a Complete Line in HORTON HOUSEHOLD HELPS, INCLUDING Washers operated by Electricity, Gasoline, Water or Hand Power. The price range allows you to serve every need and all conditions. We also make 42-inch and 46-inch Ironers for larger homes.

In the handling of HORTON WASHERS, you have the security of a house that has been making mechanical washers for 52 years, beginning with the "rubbing-board" type of 1872 and culminating in the No. 40 Electric.

Additionally, you have the Horton Original 3-Cup Suction principle, that is now acknowledged to be the most efficient and desirable.

Finally you have the unequalled Horton quality of materials and workmanship that is a proud tradition of the line and name.

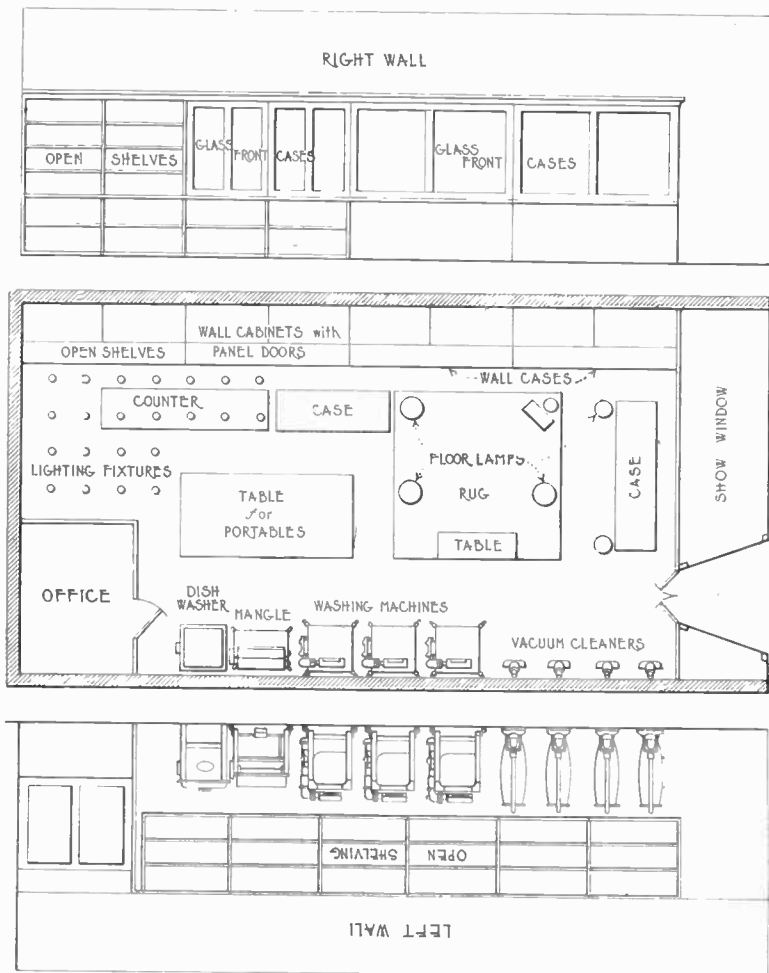
### HORTON IRONERS

The first mechanical Ironer adapted to the smaller home is the Horton, with 30-inch roll and full open end. A ready seller that does all the home ironing.



*Make inquiry of your jobber, or write us for information*  
**HORTON MANUFACTURING CO.**  
*Fort Wayne, Indiana*

Say you saw it in ELECTRICAL RETAILING



Plan showing arrangement of fixtures and location of larger articles in long, narrow store. The effect of greater width is secured by doing away with all counters but the wrapping counter and by placing the large items against the left wall.

## Store Arrangement

(Continued from page 60)

removed in making the store wider and if the depth had been reduced.

The surface has hardly been scratched in merchandising electrical equipment. It behooves

the dealer to study the methods of successful stores in all lines and emulate the ones most suitable to his business.

Drug and hardware stores are going so strong for modernized equipment that some of these stores are now recognized as mod-

els of efficiency and appointments. The same kind of treatment so successfully used in these stores can be easily applied to electrical stores.

No other specialty line of merchandise covers so wide a variety as electrical goods. Every housewife, every house owner, every person in every walk of life is a potential trade possibility. When we complacently assume that everyone knows that the electrical store carries everything electrical and knows that it is the place to go when they want something in our line, we are committing a grave error. Goods must be seen before desire to possess is created.

It follows then that every article large or small should be shown continuously in a symmetrical manner inside the store. Window displays should rotate rapidly in their trims of various lines. In this way, the passing public becomes acquainted, in a general way, with the articles carried and when customers come into the store, they can easily spot any article desired.

#### How a Sale Was Lost

An incident emphasizing this point was related recently: A lady desiring to buy an attachment plug, went to a large electrical store for it. This store was well-appointed, handsomely equipped but had only the larger items displayed. The numerous articles so frequently purchased by women were kept in the original packages on the shelves. She had forgotten the name of the article she wanted to buy and being somewhat timid, was reluctant to display her ignorance when she could not point out what she wanted. Remembering that the

chain variety store on the business street had trays full of small electrical items she went there. So the sale was lost to the store that was entitled to it and the store where poorer quality goods was sold got the business, simply on account of the absence of display in the electric store.

A panel showing all the small items, with price tags marked in plain figures, would have enabled the lady to select her requirement and caused her to come back another time for like requirements. Eventually this becomes a habit, and instead of going to a department store, hardware store, or drug store for something worth while, they would buy it in the store that logically deserved the business.

People associate lighting fixtures, house-wiring, and shop work with the electrical store but when it comes to electrical merchandise, they remember seeing it elsewhere. This is because of the embryonic state of development in selling equipment and store layouts.

#### Small Sales Build Good Will

It will probably be charged that too much stress has been laid on the absence of displays of small items in the stores but it must be taken into consideration that good will is built like a brick house—one brick (sale) at a time—on a solid foundation. The many small sales with their good will building possibilities must therefore be taken into consideration and no opportunity lost to get people accustomed to coming into the stores.

Every item, no matter how small and insignificant it may seem, should be sampled and displayed in such a manner that it

will make selection simple for the uninitiated. The small items can be shown to good advantage on panel doors attached to cabinets of shelves which are arranged to support wooden shelf boxes or drawers. These panel doors can be applied in such manner as to present an unbroken line, hiding the shelf boxes from view. The face of the shelf box should be free from all identifying marks except a number that can be easily read at a glance, starting at the upper left hand side with Number One and continuing down until all the boxes in one section are numbered. Samples mounted on the door must be tagged in such a manner as to show the number of the box containing the stock, the name of the article, the manufacturer's name, the size or number by which it is ordered from jobber or manufacturer, the cost in code, and the retail selling price in plain figures. A tag 1 in. by 1½ in. is ample. It may be attached to the panel board adjacent to the article and fastened with 1½-oz. gimp tacks to insure permanency.

This method enables the sales people to say, "Everything in the line that is carried by us is shown here. If you do not see it on this display, it is not to be found here." This simple statement tells a volume. Endless hunting for items called for is eliminated and time thus saved.

When customers get quick, snappy service with small purchases, they will not hesitate to come when they want to buy the larger worth-while articles. This justifies all the pains taken to give the service. Many prospective customers for lighting fixtures, washing machines, dish washers, electric fans, or other

desirable business are lost to a store because of apparent indifference on the part of a salesman when the customer asked for a little brass screw or some other insignificant item. People are very touchy about the treatment they receive from salespeople when bent on acquiring a little part to do their own repairing. They don't want to be considered "cheap" and looked down upon.

Store equipment should be designed primarily to assist in the sale of merchandise. It should be made as attractive as possible at a minimum cost, but must not detract from the article on display. People like to go to stores that are exhibitions of their type of merchandise.

A study of the subject will convince the most skeptical dealer that equipment is for him just like a bench and tools to a mechanic. Given a good set of tools, a good mechanic can do a good job, but given a poor set of tools, he can at best do but a mediocre job. The right kind of store fixtures will do much towards putting the electrical store in its rightful place among high-class retail businesses.

### Dealer's Wife Demonstrates Better Kitchen Lighting

Can better kitchen lighting be sold by house-to-house canvassing?

Mrs. J. D. Behnke, wife and active business partner of an electrical dealer of Rolla, Missouri, thinks so. Mr. Behnke has equipped for her a small unit with cord and attachment plug. This she takes with her. It is only a second's work to "plug in" the fixture in any kitchen—but there's nothing like it, Mrs. Behnke says, for opening the housewife's eyes to the transformation that good lighting can make in her own kitchen.

*Wavette* \$3.00

Electric  
Curling Iron  
and Waver Rod

## Quick--and to the Point!

Can you sell a high grade, standard curling iron, with detachable plug in the handle, and guaranteed heating element for \$3.00, at a profit to you?

*You Bet You Can!*

Here it is—Wavette, the fastest selling curling iron ever built.

*Order direct if your jobber cannot supply you*

Wavette, with 3-8 inch rod, to list at \$3.00, and Wavette, Jr. with 5-16 rod, at \$2.75, have detachable plug in handle, flexible cord with wire guard, guaranteed heating element, and highly nickeled finish.

Detachable  
Plug in  
Handle

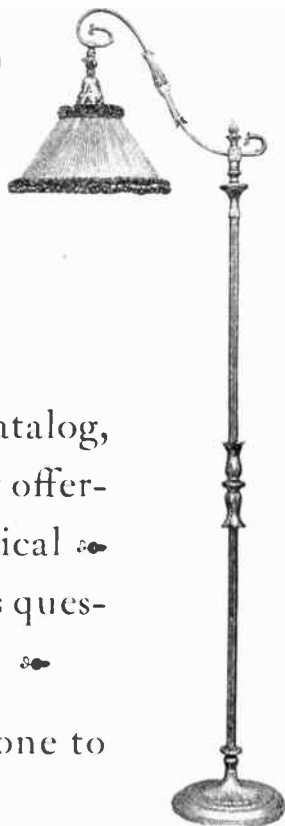




**The FRANK E. WOLCOTT MFG. CO.**  
**Hartford, Conn.**

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

Say you saw it in ELECTRICAL RETAILING

*Why  
Rainaud Lamps?*  
TRADE MARK



Our new 1923 catalog,  
showing the latest offer-  
ings to the electrical   
trade, answers this ques-  
tion completely. 

May we forward one to  
you?

## H. E. RAINAUD COMPANY

CENTER STREET, MERIDEN, CONN.

NEW YORK  
C. T. De la Croix Co.,  
19 Madison Ave.

SAN FRANCISCO  
Clyde C. Brooks,  
220 Post Street

ATLANTA, GA.  
Porter Pottery Co.,  
10½ Auburn Ave.

SEATTLE, WASH.  
C. W. Jolly,  
516 Olive Street

BOSTON, MASS.  
Casey-Foster Co.,  
60 India St.

NEW ORLEANS, LA.  
Porter Pottery Co.,  
433 Gravier St.

CHICAGO, ILL.  
Ira A. Jones Co.,  
9 No. Wabash Ave.

MEMPHIS, TENN.  
Porter Pottery Co.,  
McCall Bldg.

Say you saw it in ELECTRICAL RETAILING

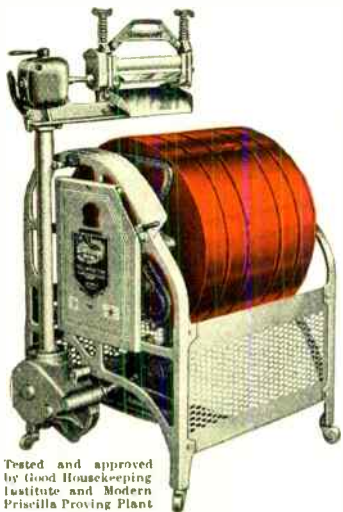


*the new name of  
the time-proven  
SURF*

## Every Dealer

If you were the exclusive representative for a washer that made good and stayed good after the sale, you would pocket a bigger portion of your margin.

# Why Sunbeam Profit is *Net Profit* Reason No. 2



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

No part of the work is performed by springs. The sole function of the stationary springs on a Sunbeam is to eliminate the slight jar in starting and stopping.

The tub oscillates smoothly, quietly, with an astonishing absence of vibration. This insures a long life of satisfactory service.

The complete story of Sunbeam mechanical excellence—reasons why Sunbeam profit is **net**—will be sent promptly upon request, together with full information about our dealer agreement. Write today for this information.

It means something to deal with a manufacturer whose adequate resources and integrity make possible the fulfillment of every promise.

**SUNBEAM ELECTRIC MFG. CO.**  
EVANSVILLE, INDIANA

**A Size For Every Need**

**MODEL 6** Six Sheet Capacity FOR SMALL FAMILIES

**MODEL 8** Eight Sheet Capacity FOR AVERAGE FAMILY

**MODEL 18** Eighteen Sheet Capacity FOR INSTITUTIONS

Say you saw it in ELECTRICAL RETAILING

## "An Electric Toaster for Every Breakfast Table!"

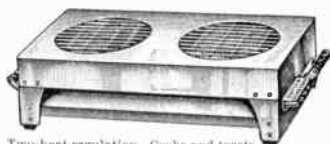
Hats off to the American Bakers' Association!

For the American bakers are starting this summer a nation-wide campaign which should prove of vast benefit to electrical dealers everywhere. "Toast for Breakfast" is the official slogan of the campaign, and its primary object is to bring a larger volume of bread into use, by making bread the national American breakfast food. As a means to this end, however, it is necessary that hundreds of thousands of electric toasters be bought. In consequence, "Put an Electric Toaster on Every Breakfast Table" has been adopted by the bakers as a slogan of equal importance with "Toast for Breakfast."

Four groups of manufacturers have so far been enlisted in the advertising campaign which is an important part of the drive—manufacturers of electric toasters, of electric current, of butter, and of bread. All that is asked of electrical dealers is that they tie in with this nation-wide campaign through window displays and local advertising, featuring both slogans, "Toast for Breakfast" and "An Electric Toaster for Every



### DUPLEX KITCHENETTE AND TOASTER



Two-heat regulation. Cooks and toasts at the same time. Size 7x14 in., nickel plated; patented cleaning discs. Complete with cord and Fitzall Plug. No. 209 List price..... \$8.50



### UPRIGHT TOASTER

Has fibre feet and handles, and self-adjusting side brackets. Nickel Plated. No. 450 List Price..... \$4.50

REDTOP APPLIANCES ARE GUARANTEED. TESTED. APPROVED. SEND FOR CATALOGUE.

REDTOP ELECTRIC CO., Inc.  
10 West 19th St. New York, N. Y.

Breakfast Table." Easy to do it.

Thus the American Bakers' Association is offering the electric industry the fruits of a carefully-prepared, nationally-advertised campaign which will benefit every electrical dealer in direct proportion as it benefits every baker. Let the dealers cooperate.

## Edwards Electric Percolator

Highly Polished 19 Gauge Aluminum, Nickel-Chromium Element; 6 Cups, Fitzall plug, 6-foot cord, 2-piece plug. List \$4.50. Manufactured by

EDWARDS ELECTRIC CO.  
713 Utica St. Toledo, Ohio





# Do you want Increased Washer Sales—Increased Washer Profits—to build a bigger, more permanent washer business?

## Sell

Laundry Maid  
Electric

No. 114 Copper Tub  
No. 114 Cypress Tub



## a Complete Line

No. 41  
Compac  
Electric



No. 44  
Rotary Electric



**13 models  
meet  
Every need!  
Every desire!  
Every income!**

Then sell the One Minute line of washing machines.

One Minute offers a model for every home—a model that exactly meets the needs as well as the means of every housewife.

One Minute means increased washing machine sales for the dealer. Every prospect satisfied—every prospect turned into a customer.

More than a million customers! What better proof than this of the fact that the One Minute line has met with universal approval?

Write for information—both as to the superiority of the One Minute Washing Machine and the superiority of our sales plan.

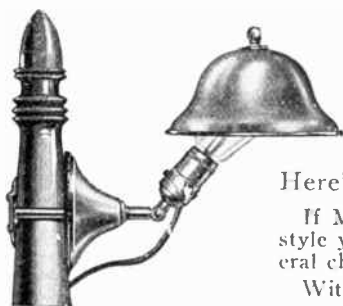
One Minute Mfg. Co.  
Newton, Iowa



# ONE MINUTE WASHER

Say you saw it in **ELECTRICAL RETAILING**

# Yes, it does! It makes a whole lot o' difference



Juniorlite



Greist Lamp



Wallace Lamp

whether you deal with a firm that puts out a line of adjustable lamps, or with one that specializes in a single lamp.

Here's why:

If Mrs. Jones doesn't fancy the first style you show her, you still have several chances to make the sale.

With four numbers, as shown here, you can satisfy every need from home to office—which means more sales.

When trimming a window you have enough styles and finishes to get attention.

With prices from \$2.50 up you need never lose a sale because the price is too high.

A line that has grown up from a single number is evidence of a well made product and a sound principle.

The adjustable lamp is here to stay. Because of its completeness, the Greist line makes it easy to get a good, big share of this business. Ask for Special Offer "R", it's a money-maker!

**The Greist Mfg. Co.**

New Haven, Conn.

*Precision Manufacturers Since 1871*

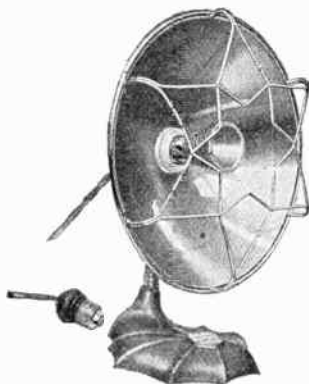


DO-ALL-LAMP

**GREIST Lamps**  
Stand, Hang, Clamp Anywhere



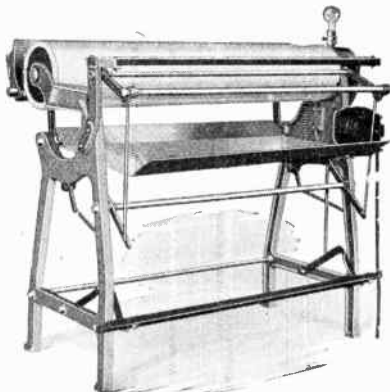
**Percolator**—The latest addition to the Hold-Heat line is this new six-cup aluminum percolator. Improved principle in construction. Moderate price.—Russell Electric Company, 340 West Huron St., Chicago.



**Radiator**—Solid copper reflector, detachable guard, forest green finish, 7 feet of cord with plug, 600 watts, 104 to 120 volts, 13 inches high. Inverted cone-shaped element with Edison screw base is easily removed. Lamp can be inserted, making a searchlight.—Simplex Electric Heating Company, Cambridge, Mass.



**Violet Ray Outfit**—One of the new products recently brought out by this company is a violet ray outfit. It is known as Model 199. The hand-piece of the set is unusually light in weight and is said to be shock-proof. The two-piece outfit is equipped with three electrodes and comes packed in an attractive velvet-lined case.—Shelton Electric Company, 16 East 42nd St., New York.

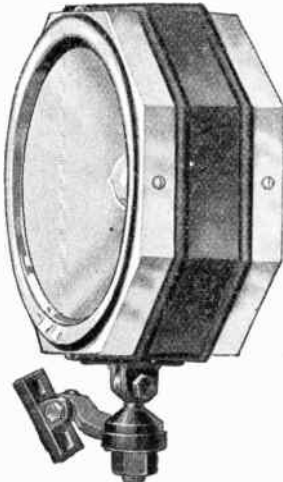


**Ironer**—Features of this new Holland Maid ironer are: large ironing shoe, over-hand on end, large ironing roll, electric light, full length work shelf, enclosed motor, and full length hand and foot control.—The Holland Maid Company, Holland, Mich.

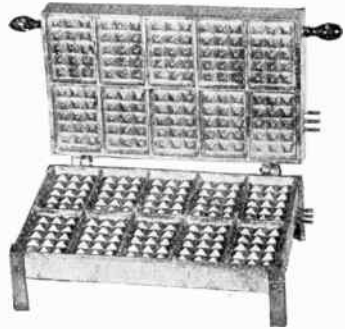
For the newest goods on the market, read these pages.



**Kitchen Luminaire**—Ceiling fitting and holder are white porcelain enamel on steel; patented holder does away with set screws; glass is high grade white with good diffusing properties and is 9 inches in diameter.—Edwin F. Guth Company, Jefferson and Washington Sts., St. Louis, Mo.



**Headlight**—This drum type headlight has a bracket of universal type for attaching to fenders; is adjustable for throwing light up or down or to left or right; reflector is of brass and body of steel.—Kilborn-Sauer Company, Fairfield, Conn.



**Toaster**—A new commercial size toaster has been put on the market by this company. It will bake at one time as many as ten waffles, although a smaller number may be baked with equal ease. Waffles measure larger than 2 inches by 4 inches. 2500 watts.—Electric Waffle Iron Company, 1422 St. Nicholas Ave., New York.

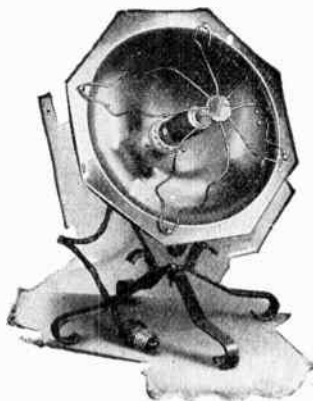


**Radio Set and Lamp**—A rather unusual product recently placed on the market is a combination of radio receiving set and table lamp. A crystal radio set is built into a metal base lamp.—Home Electric Sales Company, Chicago.

Pencil each item on which you desire further information.



**Air Heater**—Height 17 inches, 12 inch polished copper reflector, removable heating element of nichrome, and iron base, 6 feet of cord with plug, adjustable reflector.—Fitzgerald Manufacturing Company, Torrington, Conn.



**Loud Speaker**—Is a seasoned processed wood horn with clarity and tone, purity and volume. Has a 5 foot tinsel cord; is finished in verd-antique; bell is  $9\frac{1}{2}$  inches in diameter; and stands 15 inches high. Known as "Concert Grand."—True-Tone Radio Manufacturing Company, 186 North LaSalle St., Chicago.



**Vacuum Tube Receiving Set**—The "Audiola" vacuum-tube receiving set was developed, according to its manufacturer, to supply the demand for a high grade, reasonably-priced vacuum tube receiving set having a range of from 300 to 600 meters. Only two adjustments are necessary in operation.—Audiola Radio Company, 430 South Green St., Chicago.



**Pull Chain Socket**—Interior construction involves new principles and effects a quick make and break switch. Is made to appeal to fixture manufacturers who want to equip their products with a switch capable of carrying 660 watts.—Beaver Machine & Tool Company, Newark, N. J.

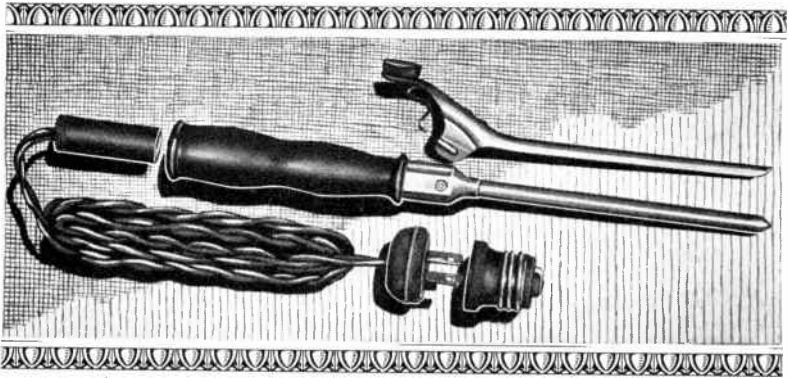
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Cut out the items and mail with your letterhead to the manufacturers.

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# SLAUGHTER

## *Quality Irons*



*"Bobby" \$3.50*

**WITH DETACHABLE PLUG AT HANDLE**

Compare Bobby with any other electric curling iron similarly priced. Compare it for finish and appearance. Take it apart and note the construction—the quality material used throughout—the careful workmanship.

Note that Nichrome wire is used in the heating element—that handle, tube and square side ferrule are riveted together so nothing can turn or pull apart. Note the tinsel cord and the two piece attachment plug.

Then, after you have made these comparisons, note the price of Bobby. Only \$3.50 list for this high grade guaranteed, quality iron! No wonder dealers' sales reports show almost unbelievable figures!

You ought to know more about Bobby. It means money to you. So send today for full data. It's free and there's no obligation.

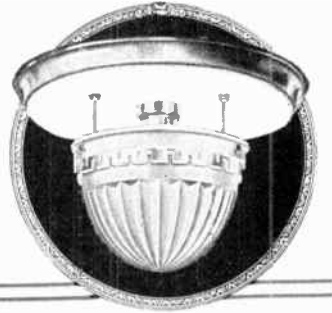
**SLAUGHTER COMPANY**  
*Manufacturers of Electric Curling Irons Since 1911*  
 1712 S. Michigan Ave. Chicago

Say you saw it in ELECTRICAL RETAILING

# A Bigger, Better, Stronger Organization



The Guth hall mark, identifying each product of the Edwin F. Guth Company, stands for the highest integrity of quality and workmanship.



TYPE AF

Wide, all white glazed porcelain enameled reflector with bowl of heavy pressed white glass of low absorption. Type AFH, same with reflector band finished in leather bronze, 200-300 watt size. List price, \$16.00.

## To serve your lighting equipment needs

With our interests united in one great institution under combined management — with greater buying power and greater concentration of effort, in both manufacturing and selling—we are now better able than ever before to serve our great host of customers.

The Guth standard line of lighting equipment includes types and styles to meet every lighting need. Each unit is manufactured complete in our own plant and bears the identifying *hall mark* of Guth Quality.

Our new Catalogue No. 10, showing our complete standard line, is now ready for distribution. Let us send you a copy with our Dealer's profit-making sales plan.

## The EDWIN F. GUTH COMPANY

DESIGNERS - ENGINEERS - MANUFACTURERS

### Lighting Equipment

ST. LOUIS, U. S. A.

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

BRANCH OFFICES (Sales and Service)

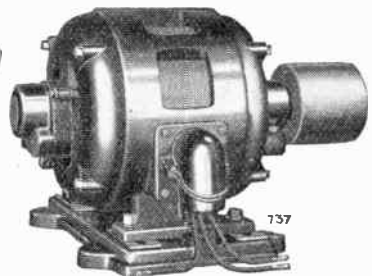
Atlanta	Boston	Chicago	Cincinnati	Detroit	Los Angeles
Minneapolis	New Orleans	New York	Omaha	Philadelphia	Seattle

**Violet Ray Outfit**—The "Super Marvel" is encased in a "grip-tight" indestructible handle equipped with a 7 cord and separable plug. Smaller than other one-piece machines. Has strong discharge without kick.—Eastern Laboratories, 227-229 East 38th St., New York.

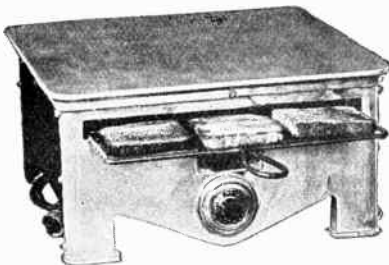


**Lampshade with Transpare Dust-Cover**

**Lampshade Cover**—Below is shown what is called a practical solution to the dust problem. It protects the shade against dust. It is as transparent as glass and as flexible as silk. Is made in four colors: old rose, white, blue, and gold.—Transpare Cloth Corporation, 226 West 47th St., New York.



**Polyphase Motor**—This new type "L" motor is made in a range of sizes from  $\frac{3}{4}$  to 150 hp. New features include: method of ventilation which enables the motor to be constantly bathed in cool air, improved starting torque, dustproof bearings, reversible terminal box with removable cover.—Robbins & Myers Company, Springfield, O.



**Toaster and Griddle**—The time required to pre-heat this commercial size toaster and griddle is 4 to 5 minutes after which toast is made in  $1\frac{1}{2}$  minutes. Consumption is 1600 watts and capacity of toaster is 240 slices per hour. Griddle top is 12 by 12 inches and is heated from same elements as toaster.—Electric Waffle Iron Company, 1422 St. Nicholas Ave., New York.



**Floodlight**—Known as "Hippo No. 38," uses 300 to 500 watt standard mogul base lamp; gives a powerful center spot beam of more than 25,000 candlepower within the flood of light.—National X-Ray Reflector Company, 235 West Jackson Boulevard, Chicago.

He will send you the information you want.



# Of Course!

you will eventually own a

## Ball Bearing Electric Vacuum Cleaner

Why not be the first in your city?

### THE NEW BALL BEARING CADILLAC.

It never wears out! You remember how ball bearings revolutionized the bicycle business and how they have brought new life to the old car? A single bearing carries the ball bearing would come in the market.

Talking Points Of New Ball Bearing CADILLAC

Ball Bearings are designed to revolutionize the vacuum cleaner business - a rich prospect for the future. In fact, they represent an advance step in the general line of ball bearings. They are all-steel, and give the owner longer life than any of these ordinary machines.

The Ball Bearing CADILLAC is the most perfect vacuum cleaner yet known. It is a real wonder in your kitchen. It has the greatest ball bearing in your car - and has an extra ball bearing at the pressure point. It is the first vacuum cleaner with the Ball Bearing CADILLAC.

It is the only vacuum cleaner that will clean your carpet, floor, and stairs. It is the only vacuum cleaner that will clean your windows, doors, and walls. It is the only vacuum cleaner that will clean your clothes, shoes, and hats. It is the only vacuum cleaner that will clean your car.

CLERMONT MFG. CO.  
615 Fulton St.  
CHICAGO



**"NORMA"**

## THE NORMA COMPANY OF AMERICA

Anable Avenue Long Island City New York

BALL, ROLLER AND THRUST BEARINGS



## For men only

**B**UT its slender graceful lines, beautiful art finishes and practical utility make an instant appeal to women and is the answer to "WHAT SHALL I GIVE HIM?"

The Lees Smoker's Lamp is different from any lamp you have ever seen. Entirely new with novel and exclusive features. Deliberately designed for men who read, or play, or write, or work and smoke at the same time. The world is full of them.

### Stands or Clamps Anywhere

May be clamped to the arm of an easy chair, edge of table, side of desk or it will stand wherever wanted. It is over fourteen inches high and gives a wide spread of illumination. A large Ash Receiver, Cigar Rest and Match Box Holder are integral parts giving the greatest convenience and service to the user. Ideal for home and office.

### Double-tone Handsome Art Finishes

Shade and bowl are finished to match in four handsome art finishes, Statuary Bronze, Mahogany, Verde Green and Old Ivory. The trimmings are of highly buffed nickel, making a rich contrast and the heavy and durable construction of solid brass throughout guarantees years of service. It is furnished complete with the best type of push button socket, eight feet of silk cord and separable plug.

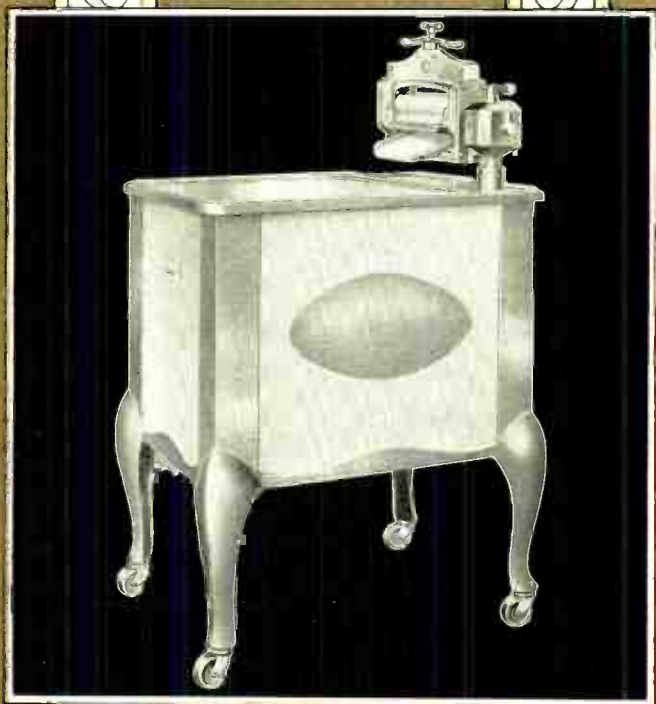
Each lamp is packed in an individual display carton in colors. The attractive display card in colors pictured above is packed with each shipment together with literature. Retail at \$8.00.

Some three thousand progressive merchants are already handling the Lees Line. Why should you hesitate?

*Write or wire at once for our special introductory sample assortment of four lamps one in each finish complete with display card and literature for \$21.00*

**K. F. LEES COMPANY**  
209 ORANGE ST. NEW HAVEN, CONN.

A SUPERIOR PRODUCT



ABOVE COMPARISON

The Incomparable  
**Conlon**



# Endorsed!

EXAMINATION of the parts and principles employed in *The Incomparable CONLON* reveals the real reason why dealers and users immediately acknowledge this machine to be a true exemplification of its name. *Incomparable! Above comparison!*

Your interest in the particulars of *The Incomparable CONLON* is justified if you are concerned primarily with unanimous "owner endorsement" of your merchandise as the means to *permanent business dominance* in your community.

Have YOU applied for the CONLON license for your town? Probably you have, if you are, in fact, the leading dealer in your community.

But in case you have not yet done so, remember that to be known as the holder of the CONLON license, and to be able to sell your customers *The Incomparable CONLON Electric Clothes Washer*, will move you from the position of leadership, upward to the position of *dominance*. PARTICULARS UPON REQUEST.

## Retail Salesmen!

The only appliance from which you can take a profit is the one into which profit has been put. For that reason you will find real interest in *The Incomparable CONLON*. This machine is not built to sell at a "price," but at a *profit* to the retail salesman and to the dealer — and to render its user *incomparable* lifetime service. It will, therefore, be decidedly to your advantage to associate yourself with the dealer holding the CONLON license.

---

Are you on the list for "The MEDALLION," the monthly magazine published by CONLON in a spirit of helpful co-operation for those engaged in selling appliances? If not, mail us your name and address and we will send you "The CONLON MEDALLION" regularly, free of charge.

# Conlon Corporation

Builders of Dependable  
Electric Clothes Washers  
since 1913

Chicago

WESTERN ELECTRIC  
Clothes Washers are  
CONLON BUILT

## Announcing a new line of Non-Fading Lamp Colors



Fireglo  
Canaryglo  
Mellowglo  
Sunsetglo  
Goldenglo  
Moonglo  
Roseglo  
Softglo  
Wickglo  
Myrtlelo

## Rosco Glocolors

*produce a dainty and delicate glow that appeals instantly—the ideal colors for interior decorative schemes.*

Absolutely hold their colors and permit the replacement of a burned out lamp without destroying color harmony. No current necessary—dries cold. One quart dips 350 round lamps.

*Lamp color experts since 1912*

**ROSCO LABORATORIES**

114 Butler St. Brooklyn, N. Y.

*Write for full details and attractive prices, or better yet, place trial order today*



*I am a  
Tork Clock.  
I turn  
electric lights  
on and off  
regularly.  
They call me  
the lamplighter  
of the  
electrical age.*

**Store Windows  
more attractive  
every night  
than any day**

**\$25      \$20      \$15**

*Ask for illustrations and nearest distributor:*

**Tork Company**

**8 West 40th Street, New York, N.Y.**



## RADIO HEADQUARTERS

**For Sets, Parts, Accessories  
and Everything the Best**

You'll find in Menominee a busy factory devoted to the manufacture of radio and other electrical apparatus, with ample stocks on hand ready for immediate shipment in any reasonable quantity.

Plate Condensers  
Transformers  
Loose Couplers  
Vernier Rheostats  
Crystal Detectors  
Spark Gaps  
Potentiometers

Amplifiers  
Variometers  
Variocouplers  
V-T Detectors  
Universal Motors  
Complete Receivers  
Small Accessories

### *Electrical Devices Too*

Aluminum fans; Bell ringing transformers; Bells, buzzers, push buttons

Get into the good habit of asking our prices and discounts on everything you buy for your radio and electrical supply department.

**SIGNAL Electric  
Mfg. Co.**

Factory and General Offices:  
1965 Broadway, Menominee, Mich.  
Atlanta, Boston, Chicago, Cleveland,  
Minneapolis, Montreal, New York,  
Pittsburgh, San Francisco,  
St. Louis, Toronto

—You'll find our local address in your telephone directory—

Say you saw it in **ELECTRICAL RETAILING**



## Tuned Radio Frequency Transformer



**F**OR use in Standard Radio Frequency Circuits—Neutrodyne Circuits—Reflex Circuits. Tunes to any wave length between 200 and 1000 meters.

**Day-Fan**  
Audio Frequency  
Transformers.

Bakelite  
Variocouplers.  
Bakelite  
Variometers.

Vernier  
Condensers.  
5, 10, 20, 30  
Ohm Rheostats.  
Potentiometers.  
Knobs and Dials.  
Wave Length  
Adapters.

Don't overlook  
the fact that  
many of our best  
broadcasting sta-  
tions have been  
assigned new  
wave lengths.

Every piece of  
Day-Fan Radio  
Apparatus is de-  
signed to operate  
over the entire  
public broadcast-  
ing range.

Write for  
1923-24 Catalog

**Day-Fan**  
Complete  
Detector Units.  
Complete Audio  
Frequency  
Amplifying  
Units.

Complete Radio  
Frequency  
Amplifying  
Units.

Mounted  
Variocouplers.

Mounted  
Variometers.

### The Dayton Fan & Motor Co.

DAYTON, OHIO

Established 1889



Dayton Motors



Dayton Fans

Say you saw it in **ELECTRICAL RETAILING**

# This new lamp gives the dealer extra profits

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

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

**only \$1.30**

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

**Wilson  
Utensil Co.**  
Dayton - Ohio.



## You Have Liked ELECTRICAL RETAILING

With all its wealth of ideas, plans and methods, used by other retailers to make money. The magazine has just been purchased by the largest business publishers in the world. Every future issue will be even better than any issue you ever received.

MAKE SURE OF GETTING IT FOR 3 YEARS  
PIN A DOLLAR BILL - HERE  
AND MAIL AT OUR RISK

Electrical Retailing will be sent you for 36 months

Name .....

Address .....

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

Business Connection ..... Title .....

Nature of Business .....

Fill in, Tear off here, and mail today

Guaranteed to be  
**Perfect** in performance.

**\$ 5** List  
3000  
Ohms



**"True-Tone"**  
SUPERSENSITIVE  
3000 Ohms

Embodying *every*  
factor of scientific  
design.

**\$ 5** List  
3000  
Ohms

*Write or wire for names of  
Jobbers in your territory*

**True-Tone Radio Mfg. Co. 188 N. LaSalle, Chicago, Ill.**

**SELL THESE ELECTRIC TOYS**

They get people into your store. Good profit for you and they brighten up your windows.

The wireless bank accepts money on command. Every child wants one and parents will buy them to encourage saving. A substantial toy.

We also make the Radio control stations to start and stop electric toy trains, by sound of your voice. You've sold electric trains; now sell these control stations to the same people. Great Christmas presents for children.



*Write us today for literature and prices*

**THE JOHN HUGO MFG. CO.**  
*Manufacturers of Scientific Toys*  
60-62 Franklin St., New Haven, Conn.



You've all heard of Radio Rex. He's the dog that jumps out when you call him. This is the fastest selling electric toy in the world.

**Sell Color and Motion**  
They bring signs to life



*Reco* **FLASHERS**

are flashing 85% of the country's signs, increasing advertising effect ten-fold, and paying for selves in current saved.

**Reco Color Hoods** have the color in the glass. Twice the life of ordinary dipped bulbs.

Write today for new circular on "Motion and Color."

**REYNOLDS**  
ELECTRIC COMPANY

2616 W. Congress St., Chicago, Ill.



Steel Case Transformer

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

*Guarantee*

Every Killark Bell-ringing transformer is guaranteed. The purchaser may return to the factory for free replacement any Killark transformer that does not give satisfactory service.



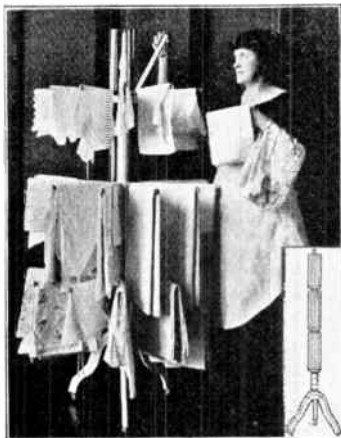
Porcelain Case Transformer

Say you saw it in ELECTRICAL RETAILING



## Make Your Sales Climb with this Free Premium— The Pease Clothestree

(Pat. and Patents Pending)



In Use

Arms Closed

Stage a big special drive in your city and turn more washing machines, vacuum cleaners, ironing machines, stoves, etc., into cash. Scoop competition by being first.

**THE PEASE CLOTHES-TREE** is a wonderful premium. Stands 5 ft., 10 inches high, goes in any space 35 inches wide, gives 40 feet of hanging area, revolves, rolls on casters anywhere. Your customer can use one or all 36 arms. Perfectly made of long seasoned hard wood to last lifetime. Endorsed by Good Housekeeping Institute and Modern Priscilla Proving Plant.

### RESULTS TALK!

The West Penn Power Company has used 500. The Philadelphia Electric Company started by ordering a sample Clothestree to look over—now it has bought a total of 600, each clinching an electrical specialty sale and making new friends. Write for wholesale prices.

**H. G. WOOD MFG. COMPANY**  
Dept. X-2, Dexter, Me.

## FROST-FONES



## AMERICA'S BEST KNOWN HEADSET

**T**HE reputation of Frost-Fones as America's best known and fastest-selling headset has been honestly won on quality and value. No other headset in the world offers clearer reception, more careful manufacture, and higher quality than that bearing the trade mark **FROST-FONES**.

Explain to your customers that the low price of **FROST-FONES** is not the index of their quality, but the result of quantity production by a plant which has been making telephone apparatus for more than 25 years.

## HERBERT H. FROST

*Incorporated*

154 West Lake Street, Chicago  
30 Church Street, New York

Say you saw it in **ELECTRICAL RETAILING**

# "CONCERT GRAND" LOUD SPEAKER

Is a *Processed Wood* horn with all the mellow, sweet tonal qualities of the master's violin.

Free from metallic distortion  
*Beautiful Verd-Antique Finish*  
15 inches High with 9½ in. bell



**An Acoustic Marvel  
ONLY**

Remember \$ **10** Complete with Loud Speaker Phone and 5 ft. Cord

*Liberal Trade Discounts*

**TRUE-TONE RADIO  
MFG. CO.**

188 N. LaSalle CHICAGO

200,000 Amateurs  
are now using the famous

## *U.S. Tool Condensers*

Their great range and out-and-out dependability have won for them world wide praise. Regular, Vernier and Table types. Every instrument guaranteed.

Write for price lists and attractive discounts.

U. S. Tool Dials are made of pure condensite. Diameter 3 in. Absolutely will not warp. Our discounts are attractive. Write for full details giving name of your jobber—today.

**U.S. TOOL COMPANY, Inc.**

Manufacturers and Engineers

117 Mechanic St., Newark, N. J.



### Renewals for Small Motors

- No. 1—240 Pieces—Plain Carbons. \$13.50 less 50%—\$6.75 net.
  - No. 5—240 Pieces—Turned Neck Carbons. \$16.60 less 50%—\$8.30 net.
  - No. 8—550 Pieces—Turned Neck and Plain Carbons. \$33.30 less 50-10%—\$15.21 net.
- Price list of renewals on application.

*If your jobber cannot supply you, write us.*

**WEBER ELECTRIC WORKS**

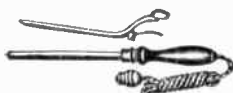
Brooklyn Station

Cleveland, Ohio



List Price  
\$4.50

## Boost Your Profits with No. 142



Security Curling Iron  
No. 250  
List Price \$3.50



Security Toaster  
No. 190  
List Price \$4.00



Security Grill  
No. 210  
List Price \$5.00

Quick turnover is the secret of profit making these days. Quality goods moderately priced are the real profit payers.

Get acquainted with No. 142 Security Iron. A real iron, classed with the higher priced in quality, appearance and satisfaction but selling at a figure that draws the crowd and fattens the cash register.

Beautifully finished in heavy, rich nickel plate. Furnished complete with cord, 2 plugs and substantial stand. Fully Guaranteed.

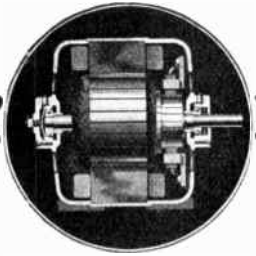
Write today for full details. Also ask for a complete catalog of Security products. The line that makes friends and builds profits.

Security Electric Mfg. Co.  
2633 Canton St. Chicago, Ill.



# Security

HEATING APPLIANCES



## Your Motor Manufacturer Can Cut Your Service Costs

Most of your service expense on motor driven utilities comes from neglect on the buyer's part. Why not protect yourself against this expense by insisting that the motor manufacturer protect you by making his motors practically trouble-proof? He knows that

# "NORMA" PRECISION BALL BEARINGS

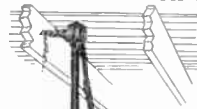
In fractional h. p. motors make them run better, last longer, do more work, keep cleaner, use less current, sell more easily, cost the owner less to run, cost the dealer less to maintain—because these bearings are dust protected and lubricant-packed. Think what this means to you—and write for the booklet.

## THE NORMA COMPANY OF AMERICA

Anable Avenue  
Long Island City New York  
BALL, ROLLER AND THRUST BEARINGS



## Dealers—Contractors "Get a Kyle on the Job" The Boring Machine that saves its cost on one job



Bores Holes at a Profit on Every Job of Wiring. Easy to Operate. Adjustable 4 1/4 to 13 1/2 ft.

### KYLE BORING DEVICE

The "Kyle" Is Free From Bungle-some Chains. It's a Money Maker for Live Contractors. Order a Kyle Today From Your Jobber or From Us Direct, Giving Us Your Jobber's Name.



Literature Mailed Upon Request.

The Hykon Mfg. Co., Alliance, O.

## 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.

# A Percolator that's Different



Giving High Priced Percolation  
**AT A POPULAR PRICE**

Made of heavy gauge aluminum.  
Special design—two sizes.

**S-56— 8 Cup—List \$7.50**

**S-61—12 Cup—List \$8.50**

Our patented heating element insures almost instant action, producing a beverage with less current consumption than any competitor.

Satisfy your trade with practical percolators from one of the oldest manufacturers of coffee-making appliances.

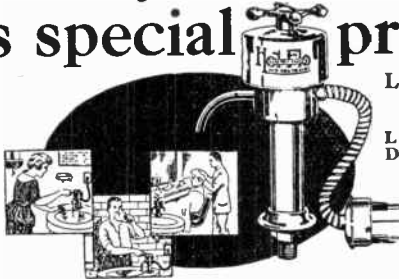
**EMPIRE TRANSFORMER CO.**  
3821 No. ASHLAND AVE. CHICAGO

# One to every dealer at this special price!

We will send you one trial Hot Flo at the special price of \$13.50! Try it for 10 days. Money will be refunded if you then do not consider it a red hot profit getter.

Hot-Flo is without question the best water heater of the kind. The market is big. The profit is good.

Mail this coupon today. Every cent will be refunded after 10 days if you say so.



List Price  
**\$25**  
LIBERAL DISCOUNTS

Approved by the National Board of Fire Underwriters.



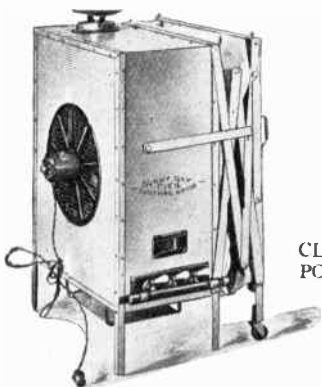
Hot Flo Electric Co.,  
535 7th Ave., N.Y. City  
Send me a regular \$25.00 Hot Flo at the special introductory price of \$13.50. I will deposit this amount with postman on delivery. It is understood that I can return the heater within 10 days and you will refund every penny.

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

Say you saw it in ELECTRICAL RETAILING

# Start NOW getting these profits

**T**AKE just a minute to look at the New Folding "Sunny Day" Clothes Dryer, for the home, from your customer's viewpoint. It solves perfectly the clothes drying problem. It's safe, sanitary, simple. It's easy to operate. The price is low. It dries clothes practically as fast as they can be washed. Gas heat and forced ventilation insure this. Opened up, it has a capacity equal to 52 feet of clothes line. Closed, it takes up no more room than a kitchen chair—can be tucked away in any corner.



CLOSED  
POSITION

## The "SUNNY DAY" FOLDING CLOTHES DRYER

Now consider "Sunny Day" from the standpoint of profits. Without exaggeration, it's safe to say every washing machine owner is a potential buyer. There is no competition because "Sunny Day" is the only collapsible dryer on the market. Sales come quick and easy and

every sale means real money in your pocket. Here are big profits—ripe for the picking. Seldom is such an opportunity offered household appliance dealers. Will you pass it by? Or will you investigate—NOW? The coupon brings full data. Clip and mail it today.

E. W. KRIEKARD COMPANY  
CEDAR RAPIDS, IOWA

E. W. KRIEKARD CO.,  
Cedar Rapids, Iowa

Send me information about the profits to be made selling the New "Sunny Day" Folding Clothes Dryer.

Dealer.....?

Name ..... Jobber.....?

Address .....

Say you saw it in ELECTRICAL RETAILING

# *Yours*

## *for the price of a newspaper*

You pay two or three cents for your daily newspaper. After you have glanced through it you throw it away. You feel you've had your money's worth.

Now we offer you this magazine, "Electrical Retailing," for the price of your daily newspaper—36 issues for one dollar—less than 3c each. We don't have to tell you a lot about the value of "Electrical Retailing." You know—you've been receiving sample copies of it from time to time. You hold a copy in your hand now.

### *Ask yourself*

"Isn't this magazine that helps me in my business as an electrical retailer or contractor worth the price of a newspaper?"

Then attach a dollar bill to the coupon and mail it in to us. We will send you "Electrical Retailing" for three years—36 big issues, full of money-making and money-saving ideas for you.

.....  
**PIN A DOLLAR BILL HERE—MAIL AT OUR RISK TODAY**  
 .....

ELECTRICAL RETAILING, Old Colony Building, Chicago.  
 Send me "Electrical Retailing" for three years.

Name .....

Address .....

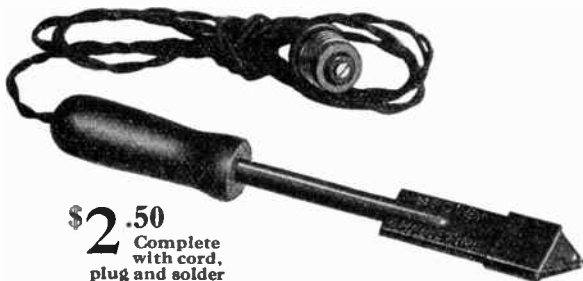
City ..... State.....

Company ..... Title.....

Nature of Business .....

# RHAMSTINE★

## Electric Soldering Iron



**\$2.50**  
Complete  
with cord,  
plug and solder

### Combines Quality, Price and Utility

This newest Rhamstine\* product fills perfectly the needs of the radio fan and the experimenter. Heavily nickeled, renewable point. Nichrome element. It retails complete with six foot cord, two-piece plug and self-fluxing solder, at but \$2.50, yet carries a good profit for you.

### We're Building a Market For You

We are devoting our space in radio and other magazines to pushing Rhamstine\* Soldering Iron—to building a demand among your customers. Order your stock today—through your jobber or direct—so you can profit by our work.

Made by

**J. THOS. RHAMSTINE\***

2158 Larned Street

Detroit, Mich.

*\* Maker of Radio Products*

Say you saw it in ELECTRICAL RETAILING



# 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**

1/16 page.....	\$ 6.00	1 page .....	\$86.00
1/8 page.....	11.50	3 pages .....	81.00
1/4 page.....	22.50	6 pages .....	82.00
1/2 page.....	44.00	12 pages .....	89.00

## POSITION WANTED

### Sales Manager—Appliances

desires connection with concern offering opportunities for expansion. Seven years varied experience in washing machine and appliance field. Specialist in training salesmen and organization work. Manufacturers will find in this man one unusually capable of handling sales promotion work, a fluent, convincing public speaker and an executive with merchandising experience. Will only be interested in making connection with a well rated house. Address H-1, Electrical Retailing, Old Colony Building, Chicago.

## BUSINESS OPPORTUNITY

For Sale: Electrical Contracting and Appliance Shop in town of 5,000. Well established business doing about \$20,000. Only shop in town. Will sell at invoice for quick sale. \$2,000 will handle. Have larger interests elsewhere. F. G. Williams, Greybull, Wyo.

### SEARCHLIGHT Is Quick Action Advertising

#### REQUEST TO UNITED STATES MANUFACTURERS FROM CANADA

We Want Your Specialties, Do You Want Us?

We are open for a proposition to represent your line of goods in Canada. Have you a proposal? We invite your immediate correspondence providing you know you have the goods in quality, price, and delivery. Quantity Business from Canada's Trade. Correspond immediately with—

**E. W. SAYER SALES CORPORATION,**  
 85 Bleury St., Montreal, Can.

## FOR SALE

**Friction and Rubber Tape**  
 8 oz. Rolls, 24c lb.

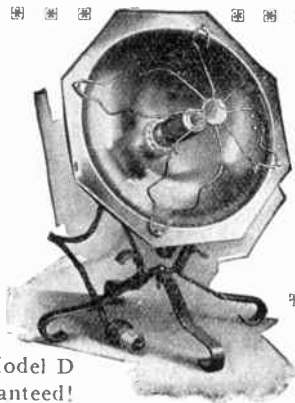
**Tungsten Lamps,**  
 List Price Less 30%

**Nitrogen Lamps,**  
 List Price Less 30%

**POST TRADING CO.,**  
 33 W. 42nd St. New York

**GET YOUR WANTS INTO THE SEARCHLIGHT**

*It Sells for*  
**\$5!**



The new Model D  
Fully Guaranteed!

The big new "Model D" Heater with andiron base—retailing at \$5! There isn't a bigger sales opportunity on the market.

And it's backed by the good reputation of STAR-Rite Electrical Necessities, and extensive advertising! Fully guaranteed.

### **The Features That Are Making It Sell Like Wildfire**

The brand new and artistic andiron base. Not only doubly attractive. but more efficient!

The pure copper reflector, **twelve inches in diameter**, octagon in shape.

The renewable and removable nichrome heating unit.

It stands seventeen and a half inches high.

Compare this new heater with any other on the market.

It will be your biggest drawing card. It will attract customers who never before entered your store.

### **But Place Your Order Now!**

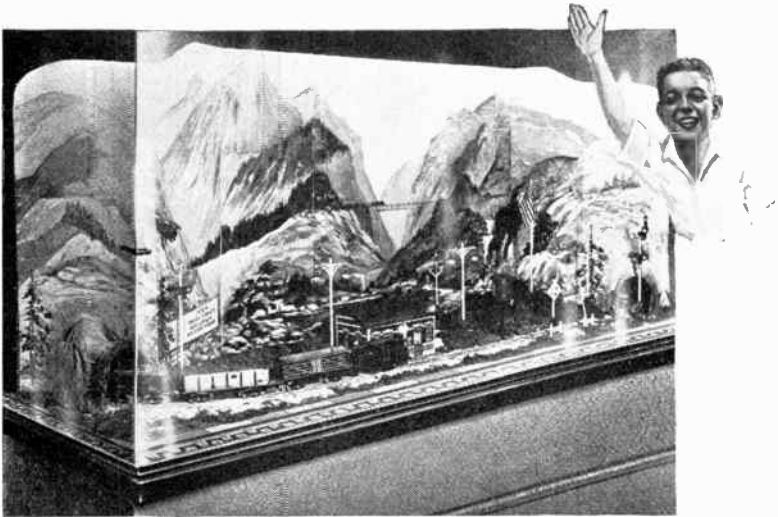
Get your order in at once, with specified delivery date! We're breaking all production records right now, and the demand is getting heavier every day.

**STAR-Rite**  
**FITZGERALD MFG. CO.**  
**TORRINGTON, CONNECTICUT**

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**Say You Saw It In Electrical Retailing**

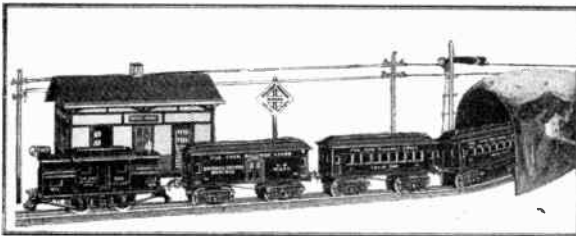


## This wonderful window display *free* with Ives Trains!

**T**HOUSANDS of electrical, housefurnishing and hardware dealers have found Ives miniature electrical and mechanical trains to be sure and profitable sellers. They are made and thoroughly guaranteed by the oldest manufacturers of toy trains in America. They are nationally known and nationally advertised.

Attract crowds and sales with the above display to your store. This special window display measures 10 feet long by 44 inches high. It is a beautiful reproduction of Yosemite Valley in 12 colors. It is given free! Write at once for our proposition and new 1923 catalog with low prices.

*This electrical outfit complete as shown, \$15.00 list  
Others \$1.50 to \$50.00*



The Ives Mfg. Corp'n, 5th Ave. Bldg., New York City

# Ives Trains



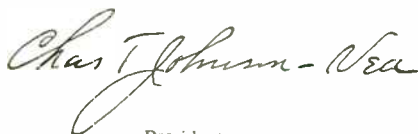
## AN OPEN LETTER TO THE TRADE

**D**URING the thirty years that have passed since I started building irons, my associates and I have been pledged to a policy of making quality merchandise that would net the dealer a good profit.

Because of that policy, the same management for thirty years and the amazing success of our latest and greatest **DOVER-DOMANCO**—we are now in a stronger position than at any time since the establishment of our company.

We face the future, with unshaken faith in our policies, ideals and product, and with thanks to Dover dealers, both old and new, for their loyal support.

We welcome inquiries from dealers not yet acquainted with Domanco's 100% NO-BURN-OUT efficiency and money making selling plan.



Charles T. Johnson - Nea

President

The Dover Manufacturing Company  
Dover, Ohio

*Largest Exclusive Iron Manufacturer Since 1893*



## Insure Your Appliance Profits

A stock order on your jobber for Hold-Heet appliances will guarantee the delivery when you want it and enable you to "Insure Your Christmas Profits."

Retail appliance sales for the last quarter of the year equal the first three-quarters. Despite the large stocks we build up, every Fall has seen some late coming orders disappointed.

Hold-Heet Quality Devices at Moderate Prices are always in demand regardless of business conditions. There is no gamble when you buy this proven line. Insure Your Fall Profits now by placing a substantial future delivery stock order for Hold-Heet.

### RUSSELL ELECTRIC CO.

*Manufacturers of Hold-Heet Appliances*

340 W. Huron Street, Chicago, U. S. A.



**Every Hold-Heet Appliance Has A Two Year Guarantee**