

Electrical Retailing

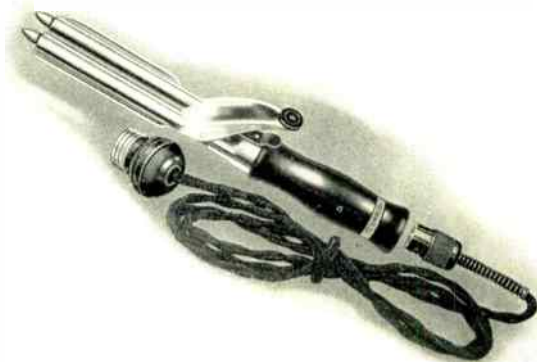
*A Magazine of
Merchandising
Opportunities*



THE ONLY ONE
TORRID
ELECTRIC
Normal-Waving Tone

MARCEL WAVING — *The Livest
Topic Ever Discussed in Femin-
ine Circles! See Next Two Pages.*

(ADV'D)



\$3.50—Popularly Priced

MARCEL WAVING—The liveliest topic ever discussed in feminine circles! TORRID *Electric Marcel Waver*—the most wanted hairdressing appliance ever announced! A patented innovation of singular beauty. *A Marcel Waving Iron* EVERY WOMAN needs.

PAT. FEB. 12, 1924.

TORRID

ELECTRIC
Marcel Waving Iron

Originated and manufactured by the makers of the universally preferred WAVETTE and IVORY WAVETTE Electric Curling Irons.

So simple to operate that even the youngest beginner can readily obtain a perfect *Marcel Wave*.

Genuine NICHROME Heating Elements. Detachable Bake'ite Plug in handle. Ventilated, coil steel cooling rest. Two-piece, separable attachment plug. Extra-length connecting cord.

Wood handle, finished in dull black. All metal parts highly nicked, buffed and polished. Packaged complete in exceedingly attractive box.

Special Offer—

To aid you capitalize an unprecedented demand *at once*, we will send a sample TORRID *Marcel Waver*, post prepaid. Simply fill out the coupon below. You can return the Iron, if it does not meet with approval. Otherwise, you can retain it—receiving the best discount—the same extreme low price at which your initial order will be billed.

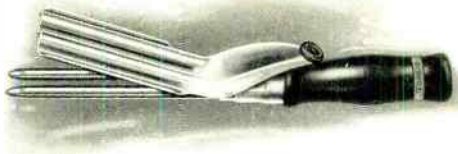
TORRID Is Fully Guaranteed

The TORRID Electric Marcel Waving Iron is not an experiment. It is a device that has proved practical and efficient—not only under rigid, scientific tests but also in everyday use. *It is guaranteed!* You can accept it, with implicit confidence. Results will amaze you.

The IVORY TORRID Waver

IVORY TORRID—identical in design and construction—is fitted with a lustrous-white, enamel handle; a white silk connecting cord; a white button on the Curler Clamp; and Brown Bakelite plugs. This is a number which appeals to the woman who is seeking “the unusual”. It retails at \$4.50.

Below is shown the TORRID ELECTRIC MARCEL WAVING IRON, with Curler Clamp open. Note the Duplex Waving Rods, in which genuine NICHROME Heating Elements are incorporated. TORRID is a product of sterling quality, destined to establish new, high sales records.



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

SOUTHWESTERN SALES AGENTS
 The Folsom Company
 Dallas, Texas

PACIFIC COAST AGENTS
 Western Agencies, Inc.
 San Francisco, Cal.

READ PAGE 3

Mail This Coupon Without Delay—Be First to “Cash In”
 THE FRANK E. WOLCOTT MFG. CO., Hartford, Conn.
 Gen. Items:
 Please mail one Torrid Electric Marcel Waving Iron, post prepaid. It is understood that we have the privilege of returning sample if it does not meet with our approval.

Name _____
 Street _____
 City _____
 State _____

It is also understood that if the Torrid Iron is returned by the sender, which would be the case in the initial order, we will receive back the price of the iron.



UNBEATABLE!

- a better washer than you have ever sold!
- a better sales proposition than you have ever had!
- more profits than you have ever realized on washers!
- less service than you have ever had to give—on washers!

The

SAVAGE WASHER & DRYER

BRINGS YOU ALL THIS!

The Washer for Today's Competitive Selling!

**SEND
THE
SAVAGE
STORY**

NAME

STREET

CITY STATE

E.R.

5 Radio Winners!



QUICK TURN-OVER Means More Profits

The wise electrical dealer who is after extra profits will limit the number of radio items which he has on his shelves and pick the units which enjoy the quickest turnover.

There are dozens of rheostats, grid leaks, potentiometers, and switches on the market, but the Allen-Bradley line is a high-grade, nationally advertised line of radio products. Order and reorder small stocks of Allen-Bradley radio products and make the annual profit on your original investment a big portion of your yearly profit.



Learn more about the well-established, well-known and nationally advertised Allen-Bradley line of radio products. Use the Handy Coupon.

ALLEN-BRADLEY CO., 489 CLINTON ST., MILWAUKEE, WISCONSIN

Send us more information about the 5 radio winners. We certainly want quicker turnover and bigger profits. Let us hear from you.

Name

Address

Say you saw it in ELECTRICAL RETAILING

"Northern"

Products have that built-in quality that turns stock to sales

Stock merely means investment, sales mean recovering the investment and putting money in the bank. If you want to say "business is fine" and mean it, then you have only to get acquainted with "Northern". Its quality almost "speaks for itself" when displayed; that's why women look and then buy "Northern".

Get Northern products in your stock and add 100% quality merchandise. It's a good business move for you right now.

Northern Curler

The fact that women just naturally pick up a Northern Curler and say "that's just what I want", means you can't afford to be without it. Made in two sizes. Removable clamp. Either size furnished with or without detachable plug at handle. Specify when ordering.



This is another new "Northern" product. Built to "Northern" high standards. The finest low priced curling iron ever made. Stock this iron for quick sales.

"BEAUTY"
Can be sold for —
\$1.00 or less.

Write today
for prices and
descriptive
literature.

Northern Electric Company

2835 North Western Avenue
Chicago, Illinois

Say you saw it in ELECTRICAL RETAILING

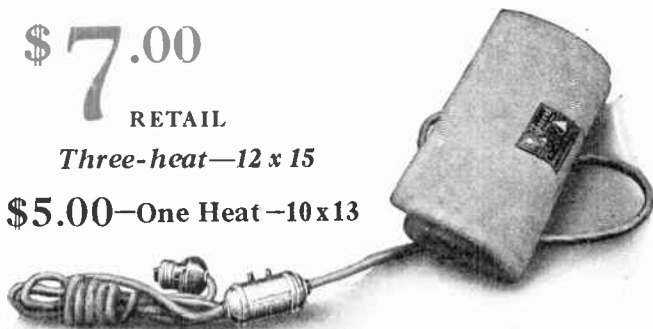
TORRID APPLIANCES

\$ 7.00

RETAIL

Three-heat—12 x 15

\$5.00—One Heat—10 x 13



New Values! For Volume Selling

Not only that but *better pads*—notwithstanding the fact that TORRID established the quality standard last season. They can be had, too, in fancy covers—of prime importance this year.



ELECTRIC HEATING PADS

will "set the pace" for Fall and Winter turnover, volume, profits. It is time now to cover your requirements. Investigate the TORRID line first. Superior in design and construction. Popular in price. *Guaranteed!*

Write for circular matter. Let us send samples for your inspection. Tie up with TORRID—the Pad that sells quickest!

If Your Jobber Can't Supply You, Write Us Direct

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

SOUTHWESTERN SALES AGENTS
The Folsom Company
Dallas, Texas

PACIFIC COAST AGENTS
Western Agencies, Inc.
San Francisco, Cal.



Turning stock once every week! You can do it, too.

A well-known trade paper tells recently of a small radio store which sold nearly half a million dollars worth of goods during the past year—and 95% of this total represents the sale of parts.

The most significant fact about this startling performance was a weekly turnover of all stock. The proprietors of that store knew the fundamentals of retail success and applied them.

Na-ald Sockets play an important part in this type of successful store. They are so favorably known that they sell. Provision is made also for exceptional display. The Na-ald Socket Board is absolutely unique in its display appeal. It shows the five Na-ald Sockets and adapter in vivid detail against its mahogany finish.

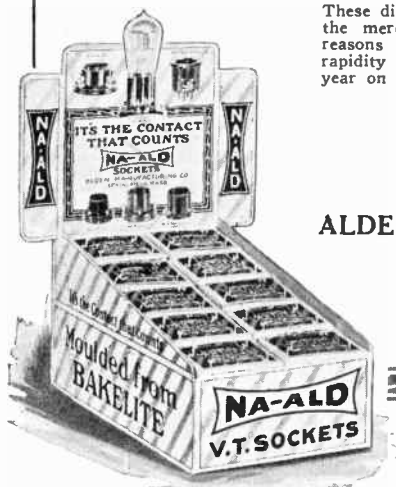
The new Na-ald Display Container is the very last development in silent salesmen. It contains ten packed sockets, held attractively before the customers at the right display angle. It is a compact and convenient unit for the dealer to handle. It is a real, profitable decoration for any counter.

These display aces, added to the known quality of the merchandise they display, are two powerful reasons why Na-ald Sockets sell with amazing rapidity and yield the dealer as high as 1300% a year on his initial investment.

*Write for detailed
figures and our com-
plete merchandising
plan.*

ALDEN MANUFACTURING CO.

Dept. W., Springfield, Mass.



Say you saw it in ELECTRICAL RETAILING

Breaking Records



Auto
matic
Washer

That's the report we get from the field on the new Automatic

HYDRO-DISC

Our salesmen are breaking records in sales—greater than any year we have ever known.

Retailers are breaking records moving Automatics—four cars since January 1st to one dealer in Minnesota. Women are breaking records in speed and thoroughness of washing clothes with the Hydro-Disc.

Surging Suds 110 Times a Minute

The Hydro-Disc is really a remarkable improvement in washing machine agitation.

Traveling each way at a speed of fifty-five times a minute, it drives the water in a furious and continuous reverse whirlpool—outward, downward, inward and upward in the center through the clothes. The speed and thoroughness with which it cleanses soiled clothes is almost magical.

We Have a Plan to Help You

It is a plan for merchandising washing machines that has been extraordinarily successful. By applying it, we can even predict, with reasonable accuracy, how many machines will be sold within a given period.

Unusual washing results mean unusual sales and practically no demands for "service" after Automatics are sold. Our largest distributors will endorse this.

You will place yourself under no obligation whatever by writing or sending the coupon.

Automatic Electric Washer Co.

208 W. 3rd St., NEWTON, IA.

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

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

Name

Firm Name

Town State.....



*Women
Everywhere*

are pleased with such remarkable results in cleansing clothes quickly. It is a fine machine to sell.

Say you saw it in ELECTRICAL RETAILING

Hand in Hand with Sales and Profits!

Note the Exclusive
BENJAMIN
Features:

Locatap

No. 1080

A *Swivel Two-Way*; the cord goes straight to the appliance. Composition side outlet takes cap of standard attachment plug. Brass shell harmonizes with fixtures. Thread for lamp shade. Lamp hangs straight down.

Localet

No. 77

A *Swivel Two-Way*; the cord goes straight to the appliance. Two-piece molded Bakelite. For damp places, or wherever a very rugged plug is needed. Has thread for shade holder. Lamp hangs straight down.

Duolet

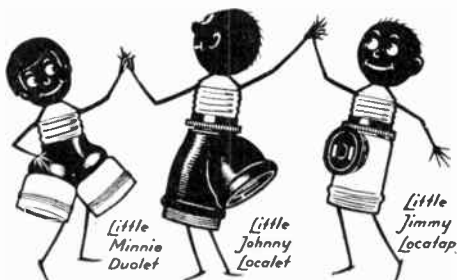
No. 122

Smallest and lightest *Two-Way*. Molded composition and brass shell. Indestructible. Has thread for shade holder. An unusually good general purpose plug.

Benjamin Window Trim and

"Show and Sell" Stands

are making sales and profits for dealers everywhere. Write the Advertising Dept., 847 W. Jackson Blvd., Chicago, today for the big story on selling Benjamin Two-Way Plugs.



BENJAMIN Two-Way Plugs

You can sell your customer more double-socket service with Benjamin Two-Way Plugs than with any other available.

The exclusive Benjamin features place them in a class by themselves. Every wired home needs them—not only one, but three or more.

No matter what the need of the customer may be, there is a Benjamin Two-Way for the purpose.

Show your customers Benjamin Two-Way Plugs—they sell on sight, and our minimum assortment—maximum discount purchase plan makes every sale a long-profit maker for you.

Here's Your Margin on the Maximum Discount Plan

	List	Cost	Profit
2 Std. Pkgs. (20) No. 1080	\$15.00	\$ 9.90	\$ 5.10
1 Std. Pkg. (10) No. 77	7.50	4.95	2.55
2 Std. Pkgs. (20) No. 122	15.00	9.90	5.10
5 Assorted Std. Pkgs.	\$37.50	\$24.75	\$12.75

Window Trim and "Show and Sell" Stand—a Sure-Fire Aid to Quick Turnover Costs You Nothing.

Invest \$24.75; Sell for \$37.50;
Your Clear Gain \$12.75

Sold only through Electrical Supply Jobbers
and Regular Electrical Dealers

BENJAMIN ELECTRIC MFG. CO.

847 W. Jackson Blvd., Chicago

247 W. 17th Street
New York

580 Howard Street
San Francisco

Say you saw it in ELECTRICAL RETAILING

EVEREADY Radio Batteries

—they last longer

No. 711—Eveready "C" Battery, also an ideal "A" Battery for portable sets using UV-199 tubes.

No. 763—"B" Battery. Especially built for portable sets.

No. 764—The space saver. Vertical 22 1/2 volt "B" Battery.

No. 711—Eveready "A" Dry Cell. The best battery for use with dry cell tubes.

These are the Eveready Batteries for Summer Radio —Ideal for Portable and Semi-portable Receivers

Do your customers think of you as radio battery headquarters? Do they know that you can supply every radio battery need?

This desirable reputation can be yours if you stock—display—push—sell these Eveready light-weight batteries. Just right for compact sets for automobile and camp use.

"A" Battery No. 7111. The famous Eveready Dry Cell Radio "A" Battery. The longest-lived six-inch dry cell made for radio use. It astonishes the people who buy it by lasting longer than they expected. It amazes dealers who handle it by the quick growth in its sales. There's money in it for you!

Eveready "B" Battery No. 763—for portable sets only. 22½ volts. Weight only 13 ounces. The smallest "B" Battery it is practical to make.

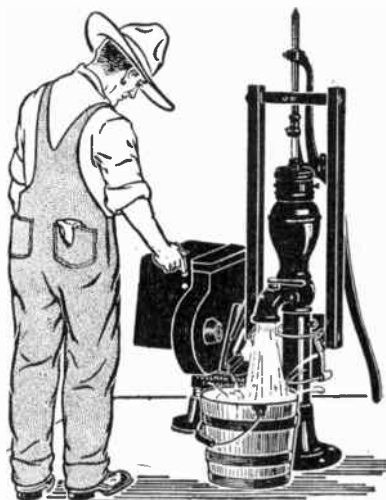
Eveready Vertical "B" Bat-

tery No. 764. Has more than twice the life of No. 763, and costs your customer only 40 cents more. Weight 2½ pounds. Sell it for economy on semi-portable sets.

Eveready "C" Battery No. 771. The triple use battery. Where battery weight must be at a minimum, use UV-199 tubes and these batteries as an "A" Battery for the filaments. Weight 14 ounces. Also may be used to build up a "B" Battery, or as a "C" Battery in audio frequency amplifiers.

Get your share of the summer battery business. Sell Eveready Radio Batteries—they last longer. Ask your jobber.

Manufactured and guaranteed by
National Carbon Company, Inc.
Headquarters for
Radio Battery Information
New York San Francisco
Canadian National Carbon Co., Limited
Toronto, Ontario



Capture the Farm Business

The farm today presents an extremely profitable and rapidly growing field for electrical business. The Cullman Electric Pump Jack is the key to this field. It gives the farmer a reliable electric drive which he can attach to a pump already in service. It is designed for farm duty and is ideal for farm needs.

The Cullman Electric Pump Jack attached to windmill top pumps converts them into veritable pumping stations supplying water for every farm need. The steel gears running in oil and the patented power-saving load equalizer are exclusive Cullman features which multiply its efficiency and desirability for farm pumps.

These features make a hit with farmers and make the pump jack easy to sell.

Farmers are "from Missouri"

Farmers like to see what they buy. A demonstration is their idea of a good sales talk. We send a Cullman Electric Pump Jack to responsible dealers on sixty days' consignment. Write for our 60-day free demonstrator proposition and our liberal discounts for dealers.

CULLMAN WHEEL COMPANY
1361 ALTGELD ST. CHICAGO, ILL.

Get Demonstrator 60 Days Free

MAIL THE COUPON

CULLMAN WHEEL CO.,
1361 Altgeld St., Chicago, Illinois.

I am interested in the Cullman Electric Pump Jack profits. Send your liberal discounts for dealers, your 30-day free trial proposition for users, your complete sales plan with 60-day free demonstration proposition.

NAME.....

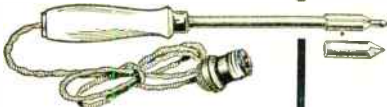
ADDRESS.....

Say you saw it in ELECTRICAL RETAILING



Here's that real opportunity to sell Big Value at unusually low price

No. B-53



ELECTRAHOT Radio Soldering Iron

Here's one made especially for radio work, and can be profitably featured. Has two tips, easily interchangeable—one for fine work, one for heavier work. Light and convenient. Nichrome heating element, operates on A. C. or D. C. current. 6-ft. cord. Two-piece attachment plug. Guaranteed.

\$2.00
LIST

No. E-60



ELECTRAHOT Radiant Heater

Get your order in now for fall delivery. Pure copper reflector 12½ inches diameter, highly polished and lacquered. Back and base finished in dark green baked enamel. Nichrome resistance wire used for element, operates on A. C. or D. C. 7-ft. cord. Two-piece attachment plug. Guaranteed.

\$5.00
LIST

Stock these special numbers because they show their big value the minute they are inspected and yet are priced so low as to be doubly attractive. They'll make your sales grow.



PERFECURL
Junior Curling Iron
for Bobbed Hair
No. B-50

This Curler has all of the desirable features of the higher priced irons, including the more expensive Perfecurl Iron. Highly satisfactory in results. Has removable waver, two-piece attachment plug, six-foot flexible cord and a guaranteed heating element that operates on either A. C. or D. C. It positively will not overheat. This curler actually demands your immediate attention if you want to increase curler sales.

\$1.00
LIST

Manufactured and Guaranteed by
ELECTRAHOT APPLIANCES, Inc.
301-307 Fifth Av. So. Minneapolis, Minn.

Counter Display Case FREE

12 of Our Quality Flashlights
Each, including Case, Battery and Lamp,
complete, as an introductory offer,
prepaid, for

\$9.00



Your stock is in the case,
handy to get at

List price is \$19.00

We've been making
flashlights
since 1908

Absolute guarantee
with every
sale

The big flashlight season is on,—Boating, Automobile
Tours, Camping Parties, etc. Put this display case on
your counter. It will sell flashlights for you.

Buy This Sample Order From Us
Buy Your Quantity Stock From
YOUR JOBBER

PROVIDENCE ELECTRIC MFG. CO.
23 Broad St., Providence, Rhode Island.

Here is my check or money order (\$9.00) for your display counter case
and one dozen of your Quality flashlights complete each with case, battery
and lamp; your special introductory assortment offer with the guarantee, of
my complete satisfaction, and every flashlight.

Name.....

Street.....

City.....

Say you saw it in ELECTRICAL RETAILING

It was
It is
It will be
The Leader



Underwriters'
Approved



The Beaver Switch Plug was the first to be approved by the National Board of Fire Underwriters because the famous Beaver "Fingers" fit both round and flat terminals --clinchs down on them in a tight, positive bull-dog grip which assures perfect contact.

The Beaver Switch Plug met with instantaneous success because it clearly told the user when current was on or off.

It continues to lead in sales and in service because high-class appliance manufacturers everywhere have adopted it as standard equipment.

When an electrical shop standardizes on Beaver it has definitely marked itself as a quality store.

Handsomely cartoned, it is a counter proposition. Ask your jobber for attractive Beaver discounts.

BEAVER MACHINE & TOOL CO., INC.

Main Office and Factory

625 North Third St., Newark, N. J.

BEAVER
SWITCH PLUGS



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



Make your Salesroom a G-E Fan Headquarters



Now is the Time
to clear the decks
for another big G-E Fan
selling season

Tie in with the magazine and newspaper advertising that is telling the consumer to look for the G-E Fan Girl in your store window. Make the window sell fans. Keep your G-E Fan window display material at work. Use the effective displays shown in the window display suggestion sheet.

This year's G-E Fan folders are real fan salesmen. Place them in a convenient pick-up place in your store—send them out with packages and letters. Distribute the mini-

ature catalog. See that every prospect for a small fan gets a copy of the G-E Whiz leaflet. It's filled with real sales making points.

Follow up every householder who has received the book "The Home of a Hundred Comforts." Put G-E Fan lantern slides to work for you in your movies. Make a store-to-store canvass. There is a wealth of business right at hand.

Familiarize every salesman with the low operating costs of the various sizes of G-E Fans. Let this, the most Complete Fan Campaign which ever backed a dealer, produce big profits for you—tie in your store and sales work.

*Merchandise Department,
General Electric Company
Bridgeport, Conn.*

MERCHANDISE DEPARTMENT

GENERAL ELECTRIC

Electrical Retailing

A McGraw-Hill Publication



Contents for July, 1924

Making Sales in Hot Weather—Electrically	15
Look—A "Gift Shoppe" in a Hardware Store	19
Where to Find a Place for Your Electrical Department	23
Beating Cheap Radio Competition With Quality Sets	26
Saturday Crowns a Perfect Week for Nancy Jane	30
Electrical Salesmanship—Pictorial Section	33
Robert O. Johnson's Window Display Service—Article 3	41
A Newspaper Ad Will Help Your August Window	45
Quality—Not Price—Pays Best, Says Spear	46
Dealers Profit From "Home Electrical" Exhibits	49
Lights and Shades	51
Editorials	52
Which Costs the Most to Run—An Iron or Washer?	58
New Goods for the Retailer to Sell	75
Simplicity Made This Window a Success	90

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Business Manager



Everybody Who Comes Into Your Store is a Prospect for an Electric Fan this Month

JULY and August are electric-fan months. Home makers want electric fans for dining rooms, kitchens, laundries, and bed rooms. Merchants want fans for their stores. Business and professional men want fans for their offices. Practically everybody who comes into your store is a prospect for an electric fan this month.

Hardware stores find electric fans among their best-moving lines in summer time. Drug stores sell fans as hot-weather necessities. Department stores, furniture stores, and house furnishing shops all report fans among their most popular numbers.

For, remember, fans earn both a *speedy profit* and the everlasting gratitude of *comfortable customers*.



Electrical Retailing

A McGraw Hill Publication

Volume 6

JULY, 1924

Number 1

Making Sales in Hot Weather Electrically!

Electrical Appliances Help Merchants Beat the "Summer Slump"

By John T. Bartlett
and
Lester E. Dunkin

ONE of the reasons why so many people are less inclined to buy during the summer months than during cooler weather is because retail merchants seem to expect it.

"Nothing doing during dog-days," said one dealer and then sat down in the rear of his store to figure out how he could keep as quiet as possible during the hot weather.

Another dealer took a look around his store. It struck him that the articles in his "electrical department" differed in a peculiar way from all the rest of the goods in his stock. All the other merchandise he carried was "static", in the sense that these goods couldn't do any-

thing of or by themselves. The electrical articles, on the other hand, possessed a "dynamic" quality—that is, when connected with an electric circuit, they became operative and did things.

This gave him an idea. So he built a small shelf in his vestibule just outside his front door. On the shelf he placed a 10-inch electric fan of the oscillating type and ran the cord to a socket in his show window.

The shelf on which the fan was placed was high enough to clear the heads of people coming in and

out and the angle of the fan was adjusted to point downward. As the fan oscillated from left to right the air current swept alternately out toward the street and back toward the door. Not only did people coming into the store



catch the breeze from the fan but those also felt it who passed by on the sidewalk within a few feet of the store entrance.

Making a Display a Public Benefit

One immediate result of this experiment was that customers would linger a moment or two in the entrance. Occasionally passers-by on the sidewalk would stop, take off their hats if they were men, and stand a few minutes where the fan could reach them.

Upon observing this the dealer had 5 or 6 placards made reading, "Buy an All-Day Breeze—\$15;" "Put This Breeze in Your Office—\$15;" "Take This Delightful Breeze Home—\$15;" and so forth. Then he grouped a number of fans in various styles and sizes in his window, placing price cards and other placards near them. As a result he sold out his

Some Electrical Stimulators for Summer Sales

One dealer put a fan in his doorway for the benefit of passers-by and sold fans.

Another offered to let women customers curl their hair free with electric curling irons.

A third used a toaster and chafing dish to make toast and fried-egg sandwiches for the public.

Using a flash-light at night another dealer illuminated a sign across the street and sold flash-lights.

Electrical merchandise is "live" stock. In the accompanying article will be found many valuable suggestions for putting it to work during the hot season. Electrical ideas, plus the merchant's ingenuity, will galvanize summer selling.

entire stock of fans in a week and had to order more.

The reason electrical appliances have such wonderful sales possibilities as business stimulators is because they are "dynamic" merchandise. When set to work, they move, create energy, produce heat, cold, light. They do these things in summer as well as in winter. The service they render to the tired housekeeper in summer is if anything a greater boon to her than it is in winter.

Therefore, the time for the dealer to demonstrate his electrical appliances is all-the-year round, and particularly through the hot months of summer. Here are a number of helpful suggestions taken from the experience of dealers who are successfully "beating the summer slump:"





An electric fan in operation near the door will always attract customers as they step in from the street.

Electrical Goods Electrify Business

The University Pharmacy, of West LaFayette, Indiana, used a flash-light to attract the attention of the public to the store. "If they only realized how powerful they are," reasoned the merchant, "we couldn't sell them fast enough."

He arranged with the owner of the millinery store across from the drug store to place a window card announcing the price of some hats in the window. A flashlight was placed in the drug store window so the light would shine on the card. Beneath the card in the millinery window was another one stating that the light was coming from the drug store flash-light. A card in the drug store window told people to read the card on display across the street. The light from the flash-light was strong enough for the passing public to read the card in the millinery window easily at any time of the night.

Another merchant used a fan display. In one window he placed

nothing but a good-sized thermometer and a small display card. The thermometer was placed so that the passing public could read it easily. The merchant took careful pains to have the small door to the display window closed. In the next window he placed another thermometer, a small display card and an electric fan. The fan was turned on and the small door was left open so the air could circulate. On each of the display cards was the striking question, "Is This What Your Thermometer Reads?"

"Curl Your Hair Here"

Another Indiana merchant created interest in his store with electric curling irons. It happened that a large dance was to be held in town on Saturday night, and also the churches had made a special drive for the following Sunday to be "Go-To-Church Day." For two days previous to Saturday, he ran special advertisements and announcements in the papers and before the public stating that ladies who would attend the dance or go to

church on "Go-To-Church Day," could get their hair curled free by coming to his store and using the electric curling irons.

At another time the dealer featured electric toasters. He felt that if the public could only eat some butter and toast it would not take long to clear out his supply of toasters and have a demand for more. The expense of furnishing the bread and butter free to the public seemed too large for a day's display of the toasters, so the merchant presented his plans to one of the local bakers and the local creamery. The result was that the bakery and the creamery agreed to furnish the bread and butter free, provided the merchant would let the public know whose bread and butter it was by placing small display cards near the toasters used for the display. For one whole day five extra workers were kept busy toasting the bread and spreading butter on it for the passing public. This was done free.

Later he made a similar demonstration of electric chafing dishes. With them he used fresh buns and eggs. The eggs were fried in the front display window and then made into sandwiches for the public.

Attracting the Children

Another merchant used as a feature a handy student electric lamp, that could be fastened with rubber clamps anywhere it might be needed. A practical demonstration of the many uses for the lamps would be the best selling point possible, but he could not afford to demonstrate it to each customer, so he decided on a window display. An extra cord attachment was necessary for the display, as there were

not enough sockets to demonstrate the many uses. He had a demonstration of as many of the uses for the light as possible. A small doll's table was placed in the window. One of the lamps was placed on it. Near the table he put a doll's bed. One of the lamps was clamped to the head of it. A toy piano was next placed near the table and bed, and one of the lamps was clamped to it above the rack for the music. A lamp was clamped to a cord from the ceiling of the window, giving the effect of an inverted light. In the daytime the public could see the many uses of the lamps, and at night each of the lamps was turned on, making an unusual lighting display for the window.

In making displays of electrical appliances, whether in the form of counter displays, window displays or store demonstrations, it is always a good idea to watch the effect of these displays carefully. Sometimes a display seems to be a hundred per cent perfect, but for some reason or other it doesn't register with the public.

Watch the Little Things—They're Important

Little things—trifles—may turn a successful display into a failure, or vice versa.

One store—a leading electrical retailer of Boulder, Colorado—keeps an accurate record of its window displays. This checking system shows exactly how many people stop and look at the display at several different hours of the day.

I will describe first how a slight change in three different displays, greatly increased the percentage of people who stopped to look at them, and then explain

(Continued on page 54)



A section of the Gift Shoppe of the T. B. Rayl Hardware Co.

Look—A “Gift Shoppe” in a Hardware Store

That's How a Detroit Dealer Made a Big Success of His Electrical Goods

By D. G. Baird

THAT electrical appliances may be featured successfully as birthday, wedding, and anniversary gifts in a hardware store, has been demonstrated by the T. B. Rayl Company, Detroit, which is doing a business of between \$25,000 and \$35,000 a year in small electrical appliances alone, in spite of having been compelled to build up practically a new trade in the department in the last year and a half.

Rayl's success in pushing this line of merchandise has been due

chiefly to stocking quality goods only, combining them with other goods that make acceptable gifts, and featuring a “Gift Shoppe” as a distinct division of the house furnishings department, which the company rearranged and made more attractive at the time the gift shoppe was introduced.

As C. H. Harris, manager of the department, points out, there is a definite and steady demand for practical goods that make acceptable gifts. Every day is someone's birthday, wedding day, or anniversary, and what to give

them as a suitable present is always a hard question for their friends to decide. The store that is prepared to offer helpful suggestions in this connection can, therefore, secure a good volume of business in gift goods, while at the same time building up permanent trade in allied lines. Furthermore, as the great majority of such gifts are presented to those who are just being married or else have been married one or more years, electrical household appliances are very appropriate and acceptable, as well as being practical and durable, and the price ranges are sufficiently wide to suit any purse.

Gift Idea Creates "Quality" Background

Electrical appliances are not featured separately in this department, but form a prominent part of the gift shoppe, which in turn is a division of the house furnishings department. There are several reasons for this. One is that, while electrical appliances are offered in wide variety and are very popular as gifts, many other things also make acceptable gifts and the purpose is to feature a gift shoppe rather than an electrical department. Another is that by making the gift shoppe a

division of the house furnishings department, other lines are brought to the attention of those who visit the store for the purpose of purchasing a gift and when they are in need of these other things, it is hoped that they will come back to Rayl's for them. Still another, and very important, reason is that electrical appliances and other goods in the gift shoppe are logically house furnishings and are sold to others besides those who are seeking gift goods.

The gift shoppe is, however, featured as such, both in the store's advertising and on the floor. Almost every advertisement run in the daily papers carries some reference to the gift shoppe, goods suitable for gifts are displayed together in the most prominent place on the floor—immediately in front of the elevators—and display cards direct attention to birthday, wedding, and anniversary gift suggestions.

Making the Display "Suggestive"

Goods most suited for gift purposes are displayed in two large horseshoe cases, with island cases built inside the U's, on tables, and in a wall case at the elevator entrance. The wall case might be

The Only Policy That Pays in the Long Run

"We were doing a nice business in these lines (electrical) for some years," said J. A. Brown, general manager, "then we got some buyers or managers who thought the thing to do was to go after a larger volume by trying to compete with the cheaper stores round about us. They stocked the cheaper lines and featured bargain prices and the longer they did so, the less business they did. Finally we made a change and began to build the department by again featuring the best goods only. Now we don't carry anything but the best merchandise in that department. We have learned a lesson that we shall not soon forget, and that is that people come to a store of this character to buy good merchandise and if they don't find good merchandise here, they will go to the department stores, drug stores, ten cent stores, and others that make a specialty of bargain goods."



Every day is someone's birthday, wedding day or anniversary. Electrical appliances make admirable gifts and always appeal because of their beauty and usefulness.

called the suggestion cabinet, as it is here that representative articles are grouped as birthday gift suggestions, wedding gift suggestions and anniversary gift suggestions, the displays are uncrowded and are attractively arranged, and neatly lettered cards direct attention to the gifts suggested for the different occasions. Handsome electrical appliances and silverware constitute the majority of articles shown in this case.

Silver tableware and stemware, carving sets, and miscellaneous table and kitchen utensils of the better kind are shown chiefly in the showcases, while electrical appliances are displayed on the showcases and on tables.

Table Appliances Most Popular

To enumerate the electrical appliances that are here featured as gifts would be equivalent to enumerating practically all the table and kitchen appliances made. Among the most popular sellers in this line, however, are percolators, samovars, chafing dishes, hot plates, waffle irons, boudoir lamps, torchers, and curling irons. Among these are many very handsome sets and individual pieces that cost a considerable sum. Percolator sets, for example, consisting of percolator, tray, sugar bowl, and creamer, are priced as high as \$67.50.

Adjoining the gift shoppe on one side are other tables and showcases where electrical goods such as irons, vibrators, cookers, lamps, curlers, fans and heaters in season, and the like are displayed.

On the other side, the department shades off into distinctly house furnishings goods such as aluminum ware, glass ware, china, bread and cake boxes, sanitary clothes baskets, and kitchen utensils.

Sells Quality Goods Only

Rayl's experience with this department illustrates the fact that a reputable hardware store cannot successfully compete with the bargain houses, but can build up an even better trade by stocking and pushing quality merchandise only.

"The electrical appliances, aluminum ware, and some other lines in that department are not doing as well as some others," J. A. Brown, general manager of the store, declared when questioned as to the success of the gift shoppe. "There is just one reason why this is true, though, and they are doing better and they are going to do better yet.

"We were doing a nice business in these lines for some years, then we got some buyers or managers who thought the thing to do was to go after a larger volume by

trying to compete with the cheap stores round about us. They stocked the cheaper lines and featured bargain prices and the longer they did so, the less business they did. Finally we made a change and began to build the department by again featuring the best goods only. Now we don't carry anything but the best merchandise in that department, whether it be electrical, aluminum ware, glass ware, or what not. We have learned a lesson that we shall not soon forget, and that is that people come to a store of this character to buy good merchandise and if they don't find good merchandise here, they will go to the department stores, drug stores, ten cent stores, and others that make a specialty of bargain goods.

Buying With the Gift Idea in Mind

"The gift shoppe is a mighty good thing and I am thinking seriously of moving it down on the first floor. That is the place for it and I have already suggested the change to Mr. Harris, who is in charge of the department, but he doesn't like the idea much because his rent there will be much higher and he isn't sure that he'll get enough additional business to justify him in assuming the burden of the higher rental for the main-floor

space.

"Building up such a department is largely a matter of stocking a good variety of practical merchandise that is suitable for gift purposes, then pushing it steadily for a time, till the people become familiar with it. The longer the department is operated, the better it should do, because at first many people will know nothing of it and will not think of coming to a hardware store to buy gifts, except at Christmas time. Our gift shoppe so far this year has shown an increase of 11 per cent over the corresponding period of last year, and it is coming along steadily. It can be made to do better and we are going to see that it does do better."

Store Has "Bargain" Competition

Rayl's is located in the downtown retail shopping district and, as the management has learned from experience, has plenty of competition when it comes to bargain merchandise. There is a

"25c to \$1" store immediately across the street, all the department stores are within a few blocks, and many of the big drug stores nearby do a large business in popular-priced electrical appliances and aluminum ware. The store is departmentized and each department is charged its propor-



Electrical goods are delivered in special gift packages.

(Cont'd on p. 64)



It will pay to have a separate "Electrical Department"

Where to Find a Place For Your Electrical Department

How the Non-Electrical Dealer Can Have One and Make it Pay

THERE are a great many retail dealers—hardware merchants and others—who sell electrical appliances now and then, as they receive calls. But they do not have an "Electrical Department." The appliances are more or less scattered about the store. Some dealers would like to start an electrical department but they are not sure of how to go about it.

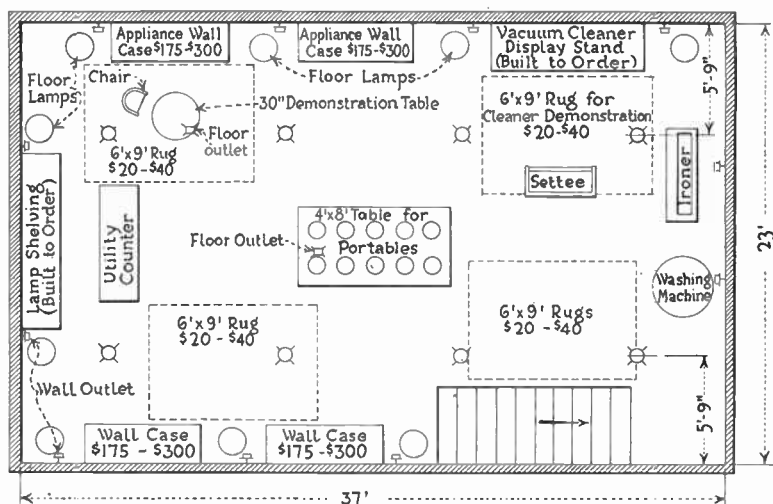
This article is written for such dealers. The information here given has been supplied by Robert E. Ely, of the Merchandising Service Division of the Westinghouse Lamp Company, of New York, who has personally drawn

up plans for some 89 electrical stores and departments throughout the United States.

So many stores have "just grown." It is only within the last few years that the smaller stores have begun to "departmentize" by grouping associated "lines" together.

Advantages of "Departmentizing"

This is a pronounced trend in the direction of better merchandising. Hardware stores, druggists, house furnishing and general stores are doing it. It is a good thing, for it saves space in the store and helps the dealer serve his customers better and



The "Electrical Department" does not have to be in the center of your store. It can be on the second floor or in the basement.

quicker. It also gives the dealer more room to add new lines from time to time and add to his sales volume and increase his profits.

One can go into hundreds of stores even in the larger cities and find a lot of waste space. Sometimes a busy hardware store or drug store looks very much overcrowded when one first steps into it, but a careful look around shows that if the different kinds of merchandise were to be grouped together, there would be space to spare.

But there are still other stores—stores with an extra room just off the main store, like a stock-room, or a floor on the balcony, or a room on the second floor or in the basement—where extra space is available, space for which rental is paid and where the space is practically lying idle. It is to dealers who have extra space of this kind that this article is particularly directed.

A hardware dealer, or any other

non-electrical merchant, could take such a room, even if it is located in his basement, and make it into an "Electrical Department" that would make a big addition to his business.

The logic of doing it can be explained in a few words. Stocking electrical appliances as they happen to be called for may easily become a money-losing experience. The dealer is apt to be always over-stocked on a few things and to be "out" of many things.

Offering a "Complete Electrical Service"

But a complete "electrical department" means a well-balanced stock. It means a "complete electrical service" on all electrical conveniences. The customer who would buy only a curling iron or a flash-light, and go elsewhere for her lamp bulbs and other household appliances, would buy all her electrical things in a department where they are all kept

and displayed together.

For the proprietor of a store that has an extra room, therefore, we suggest that he install an electrical department. We will assume that you have a room, say 23 feet wide and 37 feet long. It may be in your basement. We suggest you put in a complete line of electrical appliances, including all the familiar cooking and heating devices, incandescent lamps, portable lamps, floor lamps, clothes washers, ironers, vacuum cleaners, fans, vibrators, heating pads, sockets, cords and all the rest.

Floor Plan and Instructions

The suggestions which follow for the installation and arrangement of such a department are made with a view to providing adequate facilities for the display and demonstration of electrical merchandise. Recommendations as to show cases, wall cases and general arrangement may be modified to suit local conditions.

In reading the description given, the reader is asked to re-

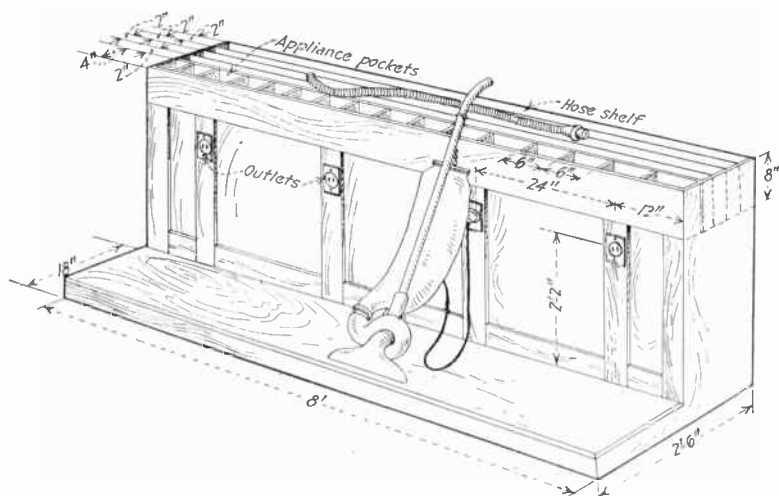
fer to the accompanying floor plan in which all the fixtures and appliances are indicated.

Before fixtures are installed, convenience outlets must be placed around the walls to enable floor lamps, portable lamps, and other devices to be connected. Floor outlets should be provided for portable lamp and demonstration tables.

Wall and fixture finish. Woodwork, shelving and devices built to order ought to be of similar finish to new fixtures. Mahogany is a practical and effective finish, while silver gray is light and attractive. A cream color is recommended for ceiling and pearl gray for walls.

Fixtures. Certain fixtures may be purchased complete, while others can be built. The utility counter should be placed 2 feet in front of the lamp shelving. Illuminated showcases of the combination floor-and-wall type, 6 feet long, make for the most effective display. A 30 inch cir-

(Continued on page 68)



A special display stand for vacuum cleaners with a platform raised several inches from the floor and room at the top for the various attachments.



Business secured on a cut price basis doesn't endure.

Beating Cheap Radio Competition With Quality Sets

*How a Sporting Goods Merchant
Successfully Merchandises Radio*

By Lewis W. Britton

SOMETIME ago a man walked into a sporting goods store on West Madison Street, Chicago, and looked over the various radio sets displayed on a raised platform in the center of the store. After a few minutes he said to one of the men in charge:

"I've got about a hundred dollars I'd like to put into a radio outfit. How much do you want for that set over there?"

"That set," said the dealer, "is a \$200 outfit. I'll show it to you." And he started toward the set.

"Wait a minute," said the man. "All I've got is \$100. If you haven't anything at that price, I

won't trouble you. I can get a set for \$100 somewhere else, because I've seen 'em advertised."

"Sure you can," agreed the dealer, "and you can get them for a whole lot less than that, if you'll look far enough. But you can get this set you're looking at for \$100, and I'll tell you how."

The prospect showed interest and consented to look at the set indicated. It was a well-known set of standard quality. He listened to the salesman's demonstration with marked attention.

Then he said:

"But you told me the price of this set is \$200. What did you mean when you said I could get

it for \$100?"

Meeting the Price Argument With Terms

The salesman told him he meant what he said, and if the customer felt that the set was what he wanted, he could have it for \$100 down and pay the balance in 2 or 3 payments later. This he agreed to and when the salesman asked him to fill out one of the store's credit application forms, he did it. The information he gave about himself showed that he was thoroughly responsible. He bought the set and made good on his payments.

On another occasion a man, none too well dressed, came into the store looking for a low-priced radio set. He said he'd seen an ad describing a set for \$150 which it was claimed would give as good service as the higher priced sets.

The salesman showed him a set that come to something over \$300. All the man had with him was \$150 in cash. When the salesman told him he could have it by paying \$150 down and the balance later if he would fill out the credit application form, he consented. He proved to be a cattle dealer from South Dakota who had just brought in a load of cattle which he had sold for over \$8,000. While he was in the city he had happened to see a radio set advertised at \$150, and as he only had

about that amount of cash in his pocket, he thought he would like to take a radio set back with him.

The Customer's Satisfaction Comes First

By selling him a quality set at the regular price, the salesman made sure he would be satisfied when he got home with it. He must have been, for he made his payments as he had agreed to.

The two examples quoted illustrate the policy of The Haverford Company, of Chicago. The company sells bicycles, sporting goods, leather goods and radio.

"We were one of the first non-electrical stores in the city, outside of the music installment music houses, to undertake the selling of radio sets on credit," said L. J. Kellner, one of the members of the company.

"At the present time we are selling the biggest bulk of any radio dealer in Chicago because we aim to be just one step ahead of other stores in our merchandising policies. We were convinced that the public could be sold on the basis of confidence in what we had to offer. We have been in business a number of years and have an established reputation. Very well. The man who wanted a radio set wanted one that would give satisfactory service. Our argument was, therefore, that he should buy a set which, from

How The Haverford Company Meets Cheap Competition with Quality Merchandise

"The man who wants a radio set wants one that will give satisfactory service. Our argument was, therefore, that he should buy a set which, from the start, will give him just what he wants instead of allowing him to experiment with something cheaper. We were willing to accept as first payment on a good set just what he was ready to pay for a cheap set."

the start, would give him just what he wanted, instead of experimenting with something cheaper. We were willing to accept as first payment just what he was ready to pay for a cheaper set. The average person couldn't lay out the total cost of a good set; but being made familiar with the installment plan in other fields, we felt that he would be ready to accept it in the radio field. Results indicate that our reasoning was correct.

Policy of Selling Sets vs. Parts

"We believe in advertising, and use it in connection with radio. Inducements change—the public mind shifts its favor—and good advertising must always be in touch with the shifting of the public fancy. When the installment plan was an inducement which the public sought, we used it in our advertising and still use it. But our inducements change as public interest changes.

"We sell only sets. Now, the good set can be bought anywhere, for the same price as we sell it. That's an additional reason for good merchandising and for advertising—to keep before the public our reputation, our location, and the inducements we offer. We have, as you see, a number of different sets hooked up so that we can demonstrate them. The prospect is able to form his own opinion of each set—is able to picture just how it will minister to

his entertainment at home.

"Why do we sell sets only? Well, our viewpoint on that matter is this: Parts must be sold on an intensely competitive basis, with all of the dangers that go along with such a basis. If you are selling parts only, your appeal can only be on a price basis. You are far too much influenced by what competitors are doing. You must be, in order to maintain a volume of sales.

Service Important to Success

"As I said before, in selling sets we feel that we are offering exactly what the prospect really wants, although the matter of price makes him feel that he cannot afford the set which will give him complete satisfaction. Our credit plan overcomes that objection in his mind, and our reputation, our convenient location and our merchandising policies become the basis upon which he buys.

"Service is absolutely necessary of course. We keep two men on service work all the time. But we do not stress that fact too much in our selling, so that when service is needed, and we render it promptly, it has a greater effect in making a favorable impression.

"Another important factor in our success is the fact that we believe in keeping a human being at the head of our adjustment department. We don't believe in running things strictly by the

"We Sell Only Sets"

"Why do we sell sets only? Well, our viewpoint on that matter is this: Parts must be sold on an intensely competitive basis, with all of the dangers that go along with such a basis. If you are selling parts only, your appeal can only be on a price basis. You are far too much influenced by what competitors are doing. You must be, in order to maintain a volume of sales."

book, and if our adjustment man does something in straightening out a claim which is, perhaps, a bit over-generous and not in accordance with the strictest rules of business, we do not make a fuss over it. The important thing is to keep the customer satisfied. If he does that, we consider that he is conserving the best interests of the business.

Gives Personal Attention to Selling

"I have a strong personal belief in the human touch in the selling organization. I know of places where there seems to be a feeling among the members of the firm that they must keep aloof—where they don't tell their sales people very much about their plans. I don't believe in that. I keep in close touch on the floor here and if there's anything I have that can contribute to a salesman's greater efficiency and success, I'm glad to pass it on to him. I'm not afraid that some day he will be the boss. More power to him."

The Haverford Cycle Company store is located on a street used largely by people going to and from the wholesale district, and to and from what is at present Chicago's largest railroad terminal. The store front is a double one, with an entrance in the center, and the store itself is of double width. In the center of the floor is a platform slightly raised, on which stand the various radio sets, ready for instant demonstration. Everything is conveniently arranged so that the customer may examine each set thoroughly and a courteous salesman is at hand to explain and demonstrate.

For many years the Haverford Cycle Company has been a distribution center

for bicycles and leather goods, and in adding a radio department they have demonstrated the value of intensification of sales effort.

Radio Increased Store Volume 100%

"Since installing the radio department," said Mr. Kellner, in answer to a question on this subject, "we have increased our volume of business by 100%. Our overhead, on the other hand, increased only 20%.

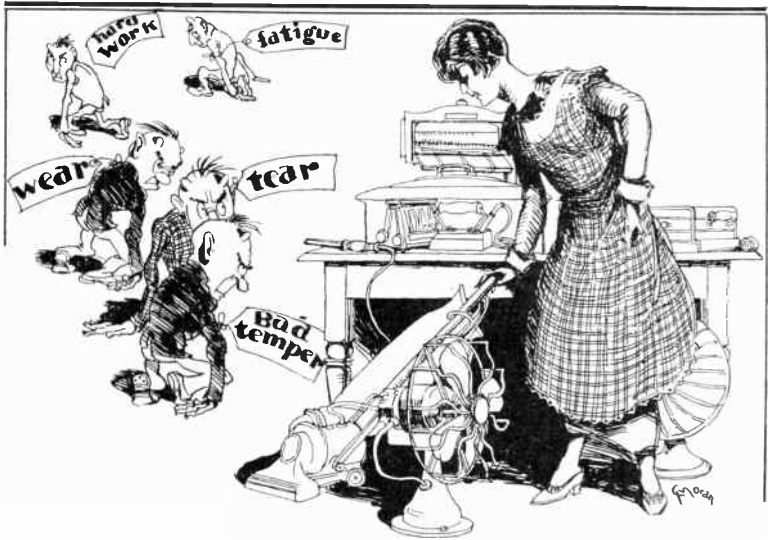
"It is possible to secure a turnover once a day in the radio field. We are doing it. At times we are booked up three days in advance. We concentrate on 3 standard makes of sets."

Your interviewer, during the course of his visit to the store, had a glimpse of a policy which Mr. Kellner did not refer to himself. A man came in to ask for information. Something had gone wrong with his set and he wanted to check himself up before going ahead with what he proposed to do. Mr. Kellner told him that what he planned to do would be very expensive, and suggested an alternative. That kind of candid and sincere treatment of customers builds and maintains friends.

Radio is one of the greatest builders of store traffic that any dealer can install. The very nature of the commodity takes it out of the class of ordinary inert merchandise and lifts it to the plane of an entertainment feature for customers—something that appeals to taste and sentiment. But unlike ordinary methods of providing entertainment it is saleable—extremely so.

The important thing in selling radio, however, is to keep merchandise in very close step with local demand.





Electricity chases away the goblins of fatigue, hard work and bad temper.

Saturday Crowns a Perfect Week for Nancy Jane

Her Summary of Electrical Benefits Shows Time, Work and Money Saved

(Continued from June)

WITH Saturday's dawning came the last day of Nancy Jane's record-keeping week so confidently inaugurated on Monday morning. The work-schedules made up for each day brought increased confidence in the value of every appliance. Nancy confirmed by practical experience her dealer's story that Electricity is an able ally and a friend in every home. It proved itself true to her.

A thoughtful little housekeeper it was who went about the miscellaneous Saturday tasks. As the day's plans worked out she realized that here at last was di-

rect proof of her old-time argument that the value of household tools must not be judged by a time-saving rule alone. You see, Nancy always believed undue emphasis is placed on that point by everybody concerned and too little attention paid to other savings equally important. Only a slight saving could be noticed in the time required for baking or cleaning and the other pre-Sunday duties, but words could not measure the difference in her feelings toward her day's work.

After all just what had Electricity and electrical tools meant to her? She decided to tabulate her opinions, and on the next page following will be found the results.

Saturday's Time-Table and the Summary for "Electrical Week"

Time of Day	SATURDAY WITH ELECTRICITY	THE WEEK'S SUMMARY OF ELECTRICAL ADVANTAGES
7 to 8	Breakfast becomes a routine affair with percolator and toaster always on the job. Children stack the dishes in electric dishwasher.	Saturday's tasks vary little in time or sequence even when electricity helps. But—
8 to 9	Nancy accompanies John to the grocery store. Selects groceries personally—a wise woman. Home—refreshed by walk.	Electricity's value on Saturday shows up in convenience and pleasure.
9 to 10	Cleans pantry and refrigerator. Dusts floors with oil mop.	Electricity adds new interest to every routine task.
10 to 11	Bakes cakes and other Sunday delicacies.	The electric egg beater will also mix cakes and batters.
11 to 12	Makes mayonnaise with electric beater. Presses clothes for Sunday (electric iron again). Removes from linens stains made at Friday's party. Dries them with electric fan.	The electric iron saves many cleaning bills.
12 to 1	Luncheon. Morning and noon dishes washed together. Cleans vegetables for Sunday's dinner.	The electric dishwasher saves time and roughened hands.
1 to 2	"Tidies up" rooms upstairs. Washes two rebellious children's heads. Electric hair drier makes this a quick and jolly task.	The electric fan and vibrator change a dreaded task into a happy event.
2 to 3	Rest for all three—and quiet talks together. Dresses for afternoon.	Many quiet hours with the children are due to electric servants.
3 to 4	Down town shopping for children. Looks at new lamps—her lighting fixtures are still inadequate.	Children welcome lessons in the every day arts and sciences when the lessons are "electrified" with a new and thrilling interest.
4 to 5	Walks with children through electrical shop—a new interest and vision for all.	Electrical shops offer many examples of the "wonders of science" made beautiful and interesting.
5 to 6	Calls for John at his office. All four go home together. A radio concert at home.	Beforehand worry about supper preparations gives way to delighted interest.
6 to 7	Waffles on the electric waffle-iron for supper—a simple meal, but what a treat. Hot chocolate prepared on the grill and broiled bacon—um!	The pleasurable satisfaction of remaining seated throughout the meal.
7 to 8	Children and the electric dishwasher make short work of supper dishes. Mother and daddy dress for their "night out."	Joy in real family cooperation.
8	Nancy and John off for a social evening with their friends. Children entertained at home by radio until bedtime.	A growing feeling of dignity and pride in one's work as each week brings its improvements in home management.

Now for the Crucial Test!

Time Saved. Had she actually saved any time, or not? Yes, at least 16 hours during the six days—an average of nearly 3 hours each day. For example, each week the ironer saved her 2 hours out of every 3 in ironing time, and the electric washer had cut wash hours in two.

Work. Was there any saving in work? How could she esti-

mate the amount of muscular work that had been saved, except by her different feelings at the end of the day? Fatigue acts as a poison to the body, as surely as carbolic acid, and Nancy Jane had seen cleaning days in the past when she had almost wished she could find a quick way out of her misery. Now the electric cooker to prepare a heartening meal

(Continued on page 86)

Sixth and Final Poster in Nancy Jane Window Service

“Electrical Saturday” Now Ready for Dealers’ Windows

WITH this month’s number of **ELECTRICAL RETAILING** there goes out to every dealer who subscribed for the Nancy Jane Poster Service, the sixth and final poster in the series—that for “Electrical Saturday.”

The subject matter for the sixth poster is presented on page 31, entitled “Saturday’s Time-Table and the Summary for ‘Electrical Week.’” Dealers who were fortunate enough to subscribe for this service will now be enabled to display the concluding poster in their windows and complete the service promised to their customers when the first announcement was made in our February number.

Nancy Jane has been a success. As she makes her departing bow in these pages she leaves behind her a record that will continue to inspire

sales of electrical appliances for months to come. Many dealers are preserving the Nancy Jane posters as a permanent display behind their counters. There is no better way to convert housekeepers to “Electrical Homemaking.”

The “Home Electrical” for July, with its beautiful “Fan” cover, accompanies **ELECTRICAL RETAILING** this month. Additional quantities may be purchased at prices quoted below:

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

These prices include mailing envelopes. Send in your order f. o. d., New York, today.



Nancy Jane departs, but her work remains.

Use “The Home Electrical” with the sixth Nancy Jane poster. Together, they constitute a sales-compelling advertising campaign for every dealer’s store.

Electrical Salesmanship

Sales Ideas for the Electrical Retailer



A Great Summer Market for Radio

NO hospital or sickroom today is complete without a radio outfit—to bring the cheer of the outside world to the weary bedsides of those shut indoors. Hospital committees are buying radio sets, well-to-do patronesses are donating outfits, and patients' own families are providing portable units. For sick rooms and wards, individual headphones serve best—since any patient who needs sleep or should not be disturbed, can have his headphones disconnected at will. For children's wards, loud speakers give joy wholesale.

In hospitals, institutions, sickrooms, and invalids' homes there is today a great market—and a great humane service—awaiting every dealer who sells radio.

The summer market for radio is limited only by the dealer's enterprise. No matter where you live there are summer camps and vacation homes where children, school teachers, boy scouts, camp fire girls, military camps and other organizations are eagerly awaiting your coming to hook them up to the air for world news and entertainment.

Watch your local paper and follow your prospects!

Two Good Points to Remember



Some Customers Like to Buy This Way

IT'S a wise salesman who knows how to adjust himself to his customer's buying mood.

When a woman dashes into a store to buy a particular article, it is well to remember that she came in with one thing on her mind. It may be the purchase of an article involving no more than 25 or 30 cents. For the moment, the procuring of that article may be the one important thing in her housekeeping life that day.

So be as concerned about it as she is. Don't take her mind off the subject until the transaction is completed, even if in the end you have to tell her that you haven't got what she wants. Let her talk herself out. Then tactfully suggest something else. A good way to break up her rush to finish and be off is to make a little ceremony of recording the order. Taking great pains over a small purchase sometimes will make a hurried customer pause and try to think of other things she wants in order to make up a worth-while purchase. Her mood is a "utility" mood, her mind is apt to be concerned with things she *needs*, so let your suggestions be along that line—incandescent lamps, fuses, sockets, cords. Name over your electrical supplies as you write up her order.

In this way you will probably remind her of some things she had intended to buy elsewhere—things she does not know you handle.

When Selling Electrical Goods



But Others Prefer to Buy Like This

THEN there is the leisurely customer, who drops in to "look around." The things that attract her now, she does not see when she is in a hurry. Or, when first coming into the store, absorbed in the quest for a particular thing, she is blind to all else. But, after her errand is accomplished, and on her way out, her mood may suddenly change. Her mind, discharged of its responsibility, is open for suggestions.

Plan at least one table display near the front of the store made up of carefully chosen articles, such as an electric waffle-iron, a chafing dish, two or three percolators in different sizes and a few electric toilet accessories. Price tags and descriptive cards will intrigue the customer's interest. An excellent idea is to group the articles together under a placard announcing "Special Sale", or "Goods Recently Received."

It is important to remember that electrical devices are new to many people, especially women. They may be familiar with electric irons, percolators and fans, but there are devices they may never have seen—radiant heaters, electric grids, immersion heaters, kitchen mixing and grinding units, a sewing machine motor, heating pads and the like.

Women love to discover new things for themselves. Giving them an opportunity to browse around at their leisure results in frequent sales, especially if the labels on the articles are explanatory and suggestive.

We want Your Friendship too—

THERE is more to business than just the making and selling of a good product. To us, the biggest part of business is the making of friends—and holding them. In our belief it is the one way to permanent growth.

Skillful hands may build—good salesmanship may sell—but, unless there are hearts and the heart-interest of an organization back of it all, there can be no progress.

The desire to make lasting friends for Horton has actuated our men in the factory to more careful, conscientious craftsmanship. It is why HORTON Washers and Ironers are built well—to give years and years of faithful service.

Likewise, this spirit of friendly co-operation is in evidence among Horton dealers, jobbers and distributors. The letter from E. M. Fay on the opposite page reflects in a tangible way the results of "Horton spirit."

We want *your* friendship too—that we may demonstrate to you as we have to Mr. Fay and his organization that the Horton spirit builds something beyond an ordinary business relationship, and, phenomenal as it may seem almost automatically creates substantial business increases.

We hope to be permitted to discuss a friendly relationship with you—will you please write to us?

HORTON MANUFACTURING CO.
1114 Fry Street Fort Wayne, Ind.



Horton Home Ironer, to which will
iron EVERYTHING, perfectly



Horton No. 40, the original
100% Electric Suction Washer



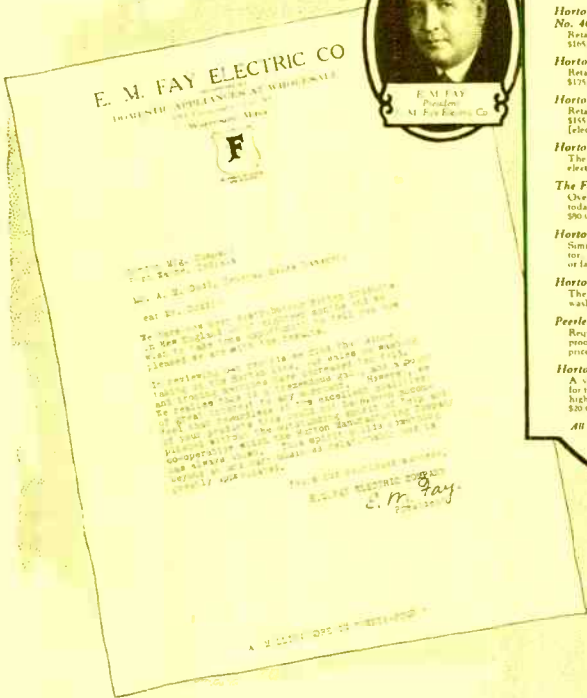
Horton Electric No. 41
The Light Ironer Washer

ELECTRIC WASHERS
Pioneers for 50 Years

Horton

AND IRONERS
Fort Wayne, Ind.

Say you saw it in ELECTRICAL RETAILING



THE HORTON LINE

Horton (3 Cup) Suction Washer No. 40
Retail price, \$160.00 with copper sub; \$175.00 with white vitreous enamel sub.

Horton Home Ironer 30-Inch Roll
Retail price, \$140.00 (gas heated); \$175.00 (electrically heated).

Horton Ironer
Retail price, 42 in. \$140.00 and 48 in. \$155.00 (gas heated); 40 in. \$200.00 (electrically heated).

Horton Washer No. 33
The acme of perfection in dolly type electric washers. Retail price \$89.50.

The Famous Horton No. 32
Over 75,000 sold. In greater demand today than ever before. Retail price, \$90.00.

Horton Power Washer No. 31
Similar to No. 32 without electric motor. Operated by hand or by gasoline or farm motor. Retail price, \$47.50.

Horton Miracle Washer No. 22
The highest grade hand operated washer. Retail price, \$19.00.

Peerless Water Power Washer No. 10
Requires only 25 lb. pressure. Trouble-proof and does the work. Retail price, \$22.50.

Horton Vacuum Washer No. 35
A vacuum type hand power machine for the farm or those who cannot afford higher priced machines. Retail price, \$30.00.

All above models slightly higher in extreme east and west.



Horton Miracle Washer No. 22 Hand Operated



Horton Peerless Washer No. 10 Water Power



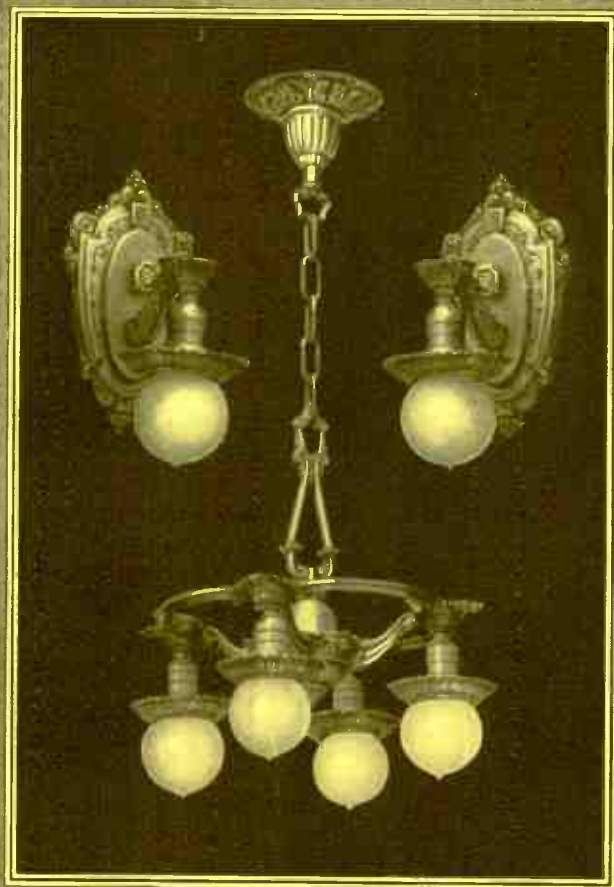
Horton Vacuum Washer No. 35 Vacuum Type Hand Power

ELECTRIC WASHERS
Pioneers for 50 Years

Horton

AND IRONERS
Fort Wayne, Ind.

Say you saw it in ELECTRICAL RETAILING



TOLEDO
LIGHTING FITMENTS
Riddle-made

*A highly competitive line
with real
merchandising features*

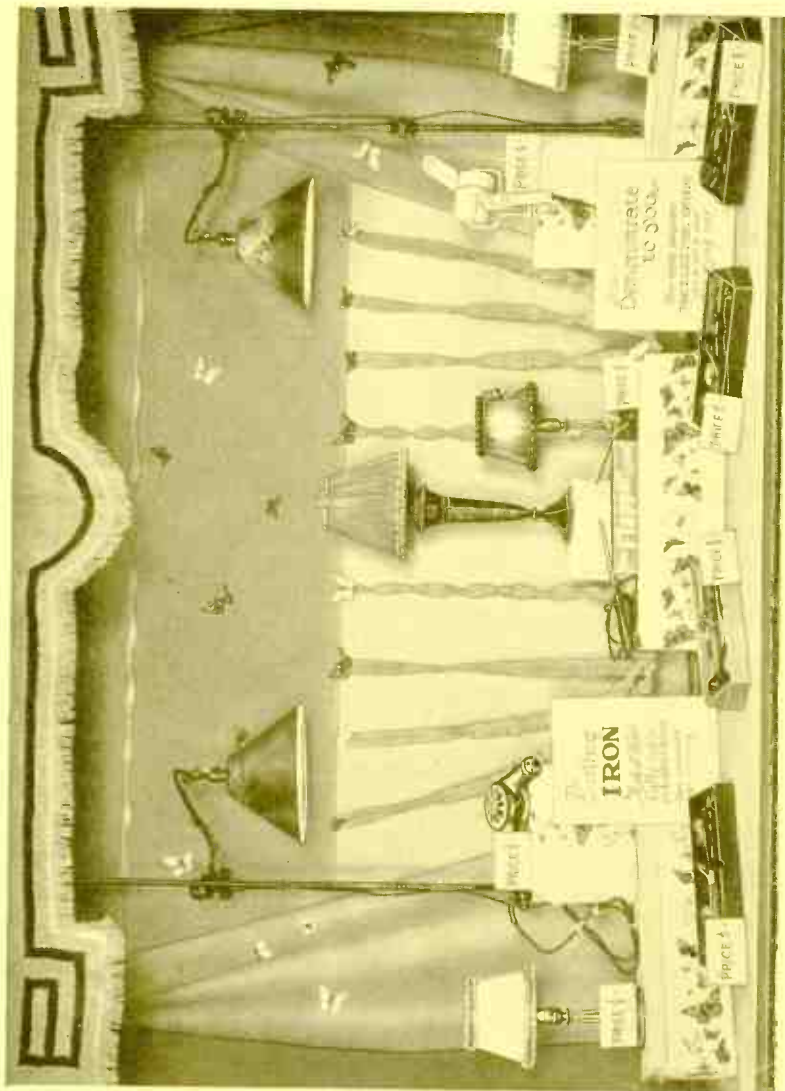


Toledo Lighting Fixtures open up a great field for the progressive dealer in residential lighting equipment. They have the prestige of the Riddle name and inherent worth at moderate prices that offer many sales opportunities in the field of moderate priced lighting equipment. Riddle production, by now much the largest in the residential lighting field, makes possible manufacturing economies that result in exceptional values.

Toledo Lighting Fixtures are distributed through the jobbing trade, wired complete, individually cartoned, and stamped Riddle-Made. Full margin to dealers. Catalogue and name of nearest jobber upon request.

THE TOLEDO LIGHTING EQUIPMENT CO.
No. 27 Broadway Toledo, Ohio

TOLEDO
LIGHTING FITMENTS
Riddle-made



Plenty of Sales Punch in This Display

FOR a window display that combines beauty and selling power to an unusual degree, the one pictured above will give your August sales a powerful start. This is the third window designed by Mr. Johnson and described in his article on the opposite page.

Haïr driers and curling irons are featured in this attractive trim, set off with a few beautiful table lamps, and ornamented with crepe paper decorations of flowers and butterflies.

Study the picture before reading Mr. Johnson's article.

A Sales-Making Idea for Your August Window

Curling Irons and Hair Driers Sell During the Bathing Season

By Robert O. Johnson

UNLESS a window display is attractive enough to make people want to look at it, it is of small value to the dealer. Next, after being attractive, it must be sales-provoking. If a window is merely beautiful and does not lead to sales, it is a failure from a merchandising point of view.

By beautiful, I mean a window must charm the eye. The eye delights in order and harmony. But order and harmony do not necessarily make sales. Sales result from the nature of the merchandise displayed and the facilities offered for making purchases. Timeliness and price are important considerations.

A successful window display is generally one which combines beauty and sales value in right proportion. Too much merchandise, too many price cards and signs, are as fatal to success in window trimming as too much zeal would be on the part of a salesman. Balance is the thing to keep

in mind—balance and the customer.

Appealing to Women in August

To promote sales of electric appliances during August, I suggest a window display featuring curling irons and hair driers, supplemented with electric lamps for beauty of light and contrast. August is a season when curling irons and hair driers are in constant requisition on the part of womankind owing to warm weather, vacation activities, motoring, boating and bathing. These toilet accessories touch a vital point

of interest with every woman at this season. Bringing her into the store for these articles will afford the dealer an opportunity to show her the electrical things that promote comfort, convenience and diversion in summer—fans, a traveling iron, flashlights, radio, and the like.

Before reading further, study the photograph on page 40. You may think, at first glance, it is

THIS is the third article in Mr. Johnson's series on "Sales - Compelling Window Displays for Retailers of Electrical Goods." The display described can be used in a window of any size. It can be set up in an hour and the total cost of the decorations amounts to but \$1.25.

Among the well-known firms whose windows Mr. Johnson has charge of, are the Commonwealth Edison Company, the Central Electric Co., the Edison Electric Appliance Co., Alexander H. Revell & Co., of Chicago, and the Public Service Co. of Northern Illinois. He has eight men in his organization and is responsible for the care of 265 windows.—The Editor.

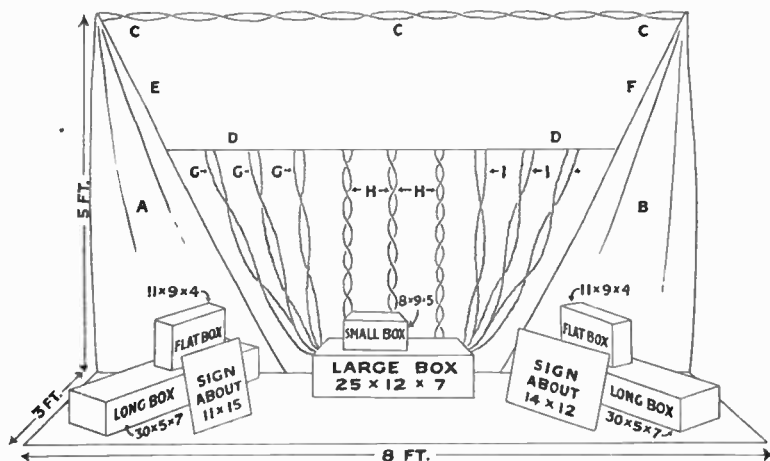


Figure 1. After you have arranged the crepe paper against the background, cover the floor. When the boxes have been covered, place them as shown.

too elaborate for your window, or too complicated for you to set up. Yet all you need to trim this window are 9 packages of crepe paper, 6 empty boxes, 2 signs, 10 or 12 price cards and the merchandise shown. It took me about an hour and three quarters to plan and set up this display. If the dealer will cover the boxes in advance and let one of his clerks cut out the butterflies in spare time, he could trim this window complete in a little more than an hour.

The Amount of Stock Required

The merchandise needed consists of 2 bridge lamps at \$8 or \$10 apiece; a table lamp (center) at \$6 or \$8; 3 small boudoir lamps which would range in price from \$5 to \$10 apiece; 1 hair drier, nickel finish, about \$18.50; another hair drier, in white enamel, at \$25; 2 "Flapper" curling irons and 4 curling irons with comb attachment, all at about \$7.50 each. The wholesale value of the appliances would amount to about \$90. As this display is not to be

set up until the first day of August, you will have plenty of time between the date when this article appears and August 1st to order all the merchandise needed, if you do not happen to have the goods in stock.

Six boxes are required. These, as previously explained, may be empty wooden boxes or cardboard containers. Shipping cartons will do. If you still have the boxes used in the "wedding gift" and "fan" windows, use them in the present window. Refer to Figure 1 for the sizes of these boxes. Each one is marked in inches. There is a large center box about 25 by 12 by 7 inches; 2 long boxes, about 30 by 5 by 7 inches; 2 flat boxes, about 11 by 9 by 4 inches; and 1 small box about 8 by 9 by 5 inches. These sizes need not be exact. Any boxes you have of about these sizes will answer.

The color scheme for the August window is white and lavender. Buy 3 packages of Dennison's white crepe paper, 4 packages of lavender, and 2 packages of deco-

rative butterfly crepe border paper. The white and lavender paper comes in packages 20 inches wide and 10 feet long, at 15 cents each—\$1.05 for 7 packages. The butterfly paper comes in packages 5 inches wide and 10 feet long, at 10 cents each—20 cents for 2 packages. Total cost of crepe paper, \$1.25. It can be secured at any local stationery or department store, or direct from the Dennison Mfg. Co., Framingham, Mass.

Trim the Background First

Cover all 6 boxes with white crepe paper. The boxes used in the "fan" window were white also. They should be recovered to make them look fresh and clean.

Begin trimming the window by first decorating the background or back wall.

Take one package of lavender paper and divide it equally into two pieces, each 5 feet long and 20 inches wide. Hang one piece at the left side of the background, gathering one end together at the top so the 5 foot length will just reach to the floor. Fasten it at the floor full width of paper. This will give the "draped" effect shown in the photograph. Also see "A" and "B" in Figure 1. Hang the

other 5-foot strip of lavender paper on the right side of the background in the same manner.

Place another piece of lavender, full 20 inches wide, across the background from extreme left to extreme right. This will take almost all of the second package of lavender. Before pinning this piece in position, cut a strip 1 inch wide and 8 feet long off one edge. Ruffle both edges of this narrow strip and pin it in position, twisting it as you do so, across the background near the upper edge of the wide lavender strip. See "C" on Figure 1.

One edge of the wide strip, the upper, should be close to the top of the background or within a few inches of it. The lower edge would run across the center, or slightly above it. See letter "D" on Figure 1. The right and left ends, "E" and "F" should be tucked under the "drapes" A. and B. Fasten all the crepe paper against the background with pins.

After the background is trimmed and before the boxes are placed in the window, cover the floor with two 8-foot lengths of lavender paper. Lay one length across the back and the other length across the front, allowing the front piece to lap over the back piece. Ruffle the edge along

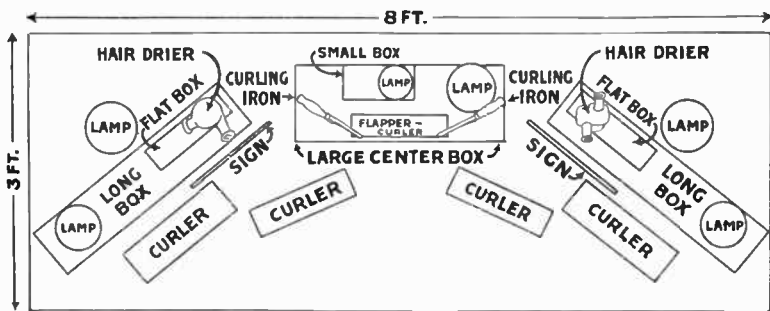


Figure 2. Refer to this floor plan when arranging the lamps and boxes. It will help you locate the electrical things in their correct positions.

the back of the window and the edge along the front near the glass. (Ruffling is done by stretching the edges.) Before finally laying the floor paper, cut 3 strips from the long edge, each strip to be about $1\frac{1}{2}$ inches wide and 10 feet long. These strips will be used as streamers ("G", "H", and "I") after the boxes are placed in position.

Placing the Boxes

Now you are ready to place the boxes in the window. Refer to Figure 2, the floor plan. The large center box is to go exactly in the center of the floor space, the back edge about 8 inches from the background. Lay the two long boxes, one on each side of the center box, diagonally, so they will each be about 5 inches from the center box and about 8 inches from the background. This will bring the other ends of the long boxes close to the sides of the window and somewhat near the front.

The two flat boxes are to be placed on the ends of the two long boxes. That is, each flat box stands on each long box at the end nearest to the big center box.

The small box should be placed on the large center box. Do not put it exactly in the center, but slightly to the left of center and toward the back. Place it straight, not diagonal.

The streamers, of which there are 9, marked "G", "H" and "I" (one is directly behind the table lamp in the center) are to be made as follows:

Take the 3 long strips of lavender, $1\frac{1}{2}$ inches wide, cut

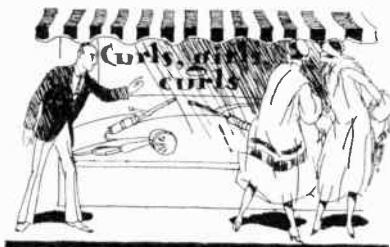
from the floor pieces, and make 3 strips, 30 inches long, for the streamers marked "H" in Figure 1. Ruffle both edges. Pin one end of each strip on the background at the lower edge of the wide lavender piece. Put up the center one first, fastening it with a pin directly in the center, back of where the table lamp is to stand. Place the other 2 strips on each side of the center one, about 6 or 8 inches from it. Twist each strip 6 or 7 times and pin the lower strip ends to the large center box at the back edge, running each strip straight down, one in the center and one on each side.

All Decorations Made of Crepe Paper

Now cut 6 strips of the $1\frac{1}{2}$ inch pieces, each about 36 inches long. Pin 3 of them to the background at the left side (these are marked "G" on Figure 1) 6 or 8 inches apart. Ruffle both edges, twist the streamers once or twice and pin the three lower ends in a bunch to the left front corner of the large box. Do the same with the 3 streamers marked "I," fastening the lower ends to the right front corner of the box. Put a cut-out butterfly on each pin at the box corners, and one on each of the 9 pins on the background.

Take what is left of the $1\frac{1}{2}$ inch strips and run them around the upper sides of the two long boxes forming a border. Also put a piece around the right hand side of the small box under the center lamp.

One package of butterfly paper
(Cont'd on p. 50)



A Newspaper Ad Will Help Your August Window

How to Lay Out an Ad on Hair Curlers and Driers

THE advertisement which appears below is a suggestion to dealers who are using the window display service described by Mr. Johnson in the preceding article.

The best way to make sure that your window display on hair curlers and driers will be brought to the attention of the people who live in your community, is to run an advertisement in your local newspaper featuring these articles and inviting readers to come and see your display.

The size of the ad illustrated is single-column wide by 5 inches long. It can be larger than this if you wish. First, make a rough layout in pencil of the size of the space, indicating the position of the cut or cuts. If you have no suitable cuts on hand, write at once to your jobber or manufacturer and ask them to send you one or two for use in a single column newspaper ad. They have

them, and will be glad to send them to you.

It is suggested that this ad be run on the day your window display is put in your window, or as close to that day as possible. This should be the first of August.

Perhaps you will want to use an advertisement exactly like the one shown here. In that case, all you need do is cut out the illustration, or show it to the advertising man of your newspaper, ask him to copy it as closely as possible, putting in your name and address in place of "Hart's Drug Store, 41 Main Street." The border of the ad is one which most newspaper offices would have, or if they do not have the arrows, plain rule will do.

It is a good plan to select one each of your hair driers and curlers of a popular style and price, and feature these in the advertisement. The prices have been left blank in the copy above.



How about your hair?

Why don't you use an Electric Curler and Hair Drier?

Let us show you why Electric Curlers and Hair Dryers give greatest satisfaction and are best and easiest to use. We have them here and have just the styles you will like. They are economical to use.

Bobby Curler Here's a popular style, pictured above. You'll like it. Price \$.00	Milady Drier Dries the hair quickly. A delightful method. Price \$.00
---------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------

Hart's Drug Store
41 Main Street



See our window display of Curlers and Dryers
All prices and styles

Suggested advertisement for single column 5-inch space.



A section of the Electrical Department of Spear & Co.

Quality—Not Price—Pays Best Says Spear

Electrical Department Proves Big Success in Fine Furniture Store

By Lester E. Moffatt

SPEAR & COMPANY is an old established furniture store located in New York City. It handles quality merchandise on credit. Last November the company put in a complete house furnishing and electric appliance department.

The electrical goods proved to be a profit-making line. Besides, it has drawn new customers to the store. When a customer comes in to buy an electrical ap-

pliance, she invariably buys other things—furniture and house furnishings. Should she come to buy furniture, she invariably buys something electrical also. The electrical department has proved a money maker for itself and for other merchandise.

Spear & Company handles electrical goods as quality merchandise. They make it easy for their customers to buy—credit. It costs the company a certain

amount of money to get a customer into the store. The electrical goods enable them to increase the amount of the average per customer sale—extra profit without extra cost.

Miss Abrams is the manager of the new department. She has had a long and successful experience in similar work with leading department stores. She said:

"Our selling methods are different from those of the department store. People go to department stores to shop. Every day crowds of people wander up and down the aisles with no definite buying aim. They walk in to 'have a look.' Five and ten cent stores, which are miniature department stores, and 'general stores' in small towns, are also patronized by 'shoppers.'

Store Uses Quality Appeal

The house furnishing department in a department

store must attract the attention of the shopping crowd and get sales by means of specials, chiefly cut prices on well-known lines. Whereas, here we find it pays to feature quality rather than price.

"People come in here to buy rather than to shop. They often come in to buy some small item but before they go out we have sold them a worth-while order.

We can do this because we make it easy for our customers to buy.

"All the merchandise in this department is handled like the other departments in the store. It can all be bought on the time payment plan, and with no additional charge for carrying the account. Not only electric washers, cleaners, dishwashers and ironers, but table and heating appliances can be bought on payments and at the cash price. And

our cash price is the known, advertised cash price set by the manufacturer.

"It is the finest kind of an advertisement for this department and for Spear & Company, when a shopper has priced an article in a cash store and finds it here at the same price with the convenience of time payments.

"Electrical table appliances that are displayed just inside the street entrance are a big feature of the store. Com-

parative sales records show that two display tables of electrical table appliances produce a greater volume of sales in dollars and cents than any four tables of non-electrical merchandise. For instance, we sell as many electric percolators as we do percolators for gas stoves, and the electric percolators make an average sale of nearly ten dollars against less

High Lights in This Article

1. Electrical goods sold well and helped the sales of other goods.
2. Adding an Electrical Department enabled Spear & Company to offer patrons a "complete house furnishing service."
3. High-priced electrical goods sell best.
4. Customers buy electrical goods for decorative value as well as for use.
5. Spear & Company sell 2 vacuum cleaners a day and 3 washers a week inside the store.
6. Store maintains permanent exhibit rooms of a "model kitchen," "model laundry," etc.
7. Time payment plan makes buying easy.

than three dollars for the ordinary percolator."

Higher Priced Electrical Goods Sell Best

Only standard advertised makes are carried and there is an unusually large assortment of the high-priced items—large waffle irons, table stoves and "style" items, such as percolator sets.

"We do a big business on these more expensive goods," explained Miss Abrams; "as a woman fitting up her new home buys these electrical appliances for decoration as well as for use. An even more important factor is that when people buy on time they buy with less regard for the price and more regard for the appearance and quality of the merchandise."

Down one side of the store runs a series of enclosed display rooms completely equipped as a model kitchen with kitchen cabinets, ranges, electric dishwashers, etc., and a model laundry, which is entirely electric, with washer, clothes drier and ironer. A third room displays sewing machines, both foot-power and electric, and also electric sewing machine motors. This room is carpeted and can be used for demonstrating the electric vacuum cleaner. Over the door leading to the house furnishing department from the main furniture display room is a sign reading "Spears' Exhibit of Tested and Approved Home Appliances." Get that word "exhibit." When a salesman has sold an outfit of furniture he says to his customer, "Now before you go, you must see our interesting kitchen and home appliance exhibit."

The customer cannot help but be interested and after a thorough demonstration the

salesman suggests that he send the washer, or cleaner, or ironer, to her home and just add the charge to her account. This method is producing results as is shown by the fact that two vacuum cleaners a day and three washers a week are the average. And these are all store sales. No outside salesmen are employed.

Street Floor Location Produces \$2,000 a Week

"The furniture and carpet departments bring a great many sales in to us," said Miss Abrams; "and not only for cleaners and washers but for other appliances as well. Moreover, our electrical and house furnishing department is building a clientele of its own and opening accounts and making customers for the other departments. The separate entrance and our own show windows emphasize that. We figure that these windows and this street floor location, instead of the usual basement, are alone worth \$2,000 a week in sales."

Two highly successful "dollar day" sales have been put on which were well advertised and which brought a great many people into the store. There were no cut prices but specials bought for the sale, which were striking values at a dollar. Also the offer to sell any electrical heating or table appliance for one dollar down made a great many sales. The interesting thing about these sales is that the average sale made to customers drawn to the store by dollar specials amounted to six dollars.

It should always be remembered that electrical appliances, made by reputable manufacturers, are "quality" merchandise, and if well displayed, invariably attract the finest class of store trade and create business for themselves and other lines.





The "Home Electrical" stimulates dealers' sales of appliances.

Dealers Profit From "Home Electrical" Exhibits

*If Your Town Puts On One
Boost It for All It's Worth*

EVERY store that has an electrical department has something to gain from a "Home Electrical" exhibit. Should a movement of this kind start in your town, take a hand in it, get behind it and use all your influence to put it over. Sometimes the local light and power company starts it, sometimes the local real estate board; but whoever initiates it, every dealer who has electrical merchandise to sell should lend a stalwart shoulder to make it a success.

Alex Schreiber, general contractor of San Diego, California, who was responsible for the lat-

est "Home Electrical" exhibit held in that city, said:

"Whitney & Company is the name of a department store in this town—a 5-10-25 cent store—which used to have a small counter of electrical supplies. Mr. Whitney told me that after our last 'Home Electrical' display, he had to enlarge the space in his store allotted to electrical goods. This increased demand he attributed to the local exhibit, and added that it had enabled him to sell out a large stock of electrical merchandise."

Mr. Schreiber is chairman of the local committee that will

undertake the staging of another "Home Electrical" exhibit in San Diego this fall.

How "Electrical Home" Exhibit Helps Dealers With Electrical Lines

"While it is often hard to see any tangible results right at the very start," said Mr. Shreiber, "the results derived from the latest 'Home' have shown themselves without question. We did not at once sell the last 'Home Electrical' but lived in it ourselves. Recently we sold to a woman who at the time of purchase declared that she did not want electric heating. She asked me to remove the electric radiators. As I was busy I did not have time to do it for a week or so. When I went back to take

out the radiators she was so completely satisfied with the heat from them that she gave me a check right away and kept the radiators.

"The homes that I have built since have all benefited from the last 'Home Electrical.' People ask for more convenience outlets and the local dealers report to me increased sales of electrical equipment, such as two-way sockets, and other accessories, showing that many people are trying to get the convenience of outlets from present installations. In the 'Home Electrical' just referred to, the woman who bought the place was not satisfied with the number of outlets we had put in it. And we thought that we had put in plenty. Shortly after she bought it, she had a number of additional outlets put in."

A Sales Making Idea for Your August Window

(Continued from page 44)

per, 5 inches wide, is to be used for a border around all the boxes except the very small one. Ruffle both edges. This border need not go completely around the boxes—only the sides and front. In the case of the 2 flat boxes the butterfly border should be attached from top to bottom.

Cut Out the Butterflies in Spare Time

Cut out about 30 butterflies in different sizes and pin them in various places on the background, on the lamp shades, on the drapes, and so forth. Crease the butterflies through the center so the wings will stand up.

Have your sign-painter make 2 large cards, one about 11 by 15 inches, reading "The Curling Iron for Marcel Waves. Fluffy Curls

on Bobbed Heads. Very Convenient when Traveling;" and the other about 14 by 12 inches, reading, "Let us demonstrate to you how many purposes 'The Electric Drier' can be put to, other than drying hair." Provide 12 or 14 small price cards, about 5 by 3 inches in size, and place them near the articles with the prices lettered in large type.

Set the 2 bridge lamps in position on the floor behind each of the long boxes. Then place the center table lamp, the 3 boudoir lamps, and finally the hair driers and curling irons. The exact location of each piece is shown in the two diagrams, Figures 1 and 2.

The fourth article in Mr. Johnson's series will appear in the August number. It will give you complete instructions for making an attractive window display for September.

Lights and Shades

Bayberry Candles

Grandmother gathered them down on the shore,
Bayberries grew there almost to the door,
Moulded their wax into candles gray-green,
Lovely enough for the home of a queen.
Grandmother sewed and read psalms by their light,
Dreaming her dreams by the hearth-fire at night;
Now electricity lends its bright glow,
While grandma tunes in on the new radio:

—Gertrude Louis Small,
The (N. Y.) Sun.

A philosopher writing in the Canby, Yellow Medicine County, Minnesota News, says:

"Permanent waves are
Desired by the fair—
Men are contented
With permanent hair."

I'm always glad when Mother leaves
A little lamp at night
To burn beside my bed, because
It's such a friendly light.
I'm not perzactly 'fraid of course,
But still I like to see
How, when the Dark is chased away
My nightlamp winks at me.
—Edison Monthly.

Not Electric Waffles

He bought the cheapest groceries and
thought it didn't matter.
His patient better half, not a protest
did she utter;
But she fed him tainted waffles, and the
effervescing batter
Made him bitter, and he beater her,
but he bought her better butter.
—*The Viewpoint.*

Speaking of a light diet, a scientist
now claims that people can be kept alive
a long time with electricity.—*Follyology.*

Agent—"When are you going to pay
for that washing-machine I sold you?"
Mrs. Deerie—"Pay for it Why, you
said that in a short time it would pay
for itself."

Blessings on thee little fan,
Bare blades whirling fast as can,
With thy merry whistling tune,
We'll be cool now pretty soon.
—(not) by Whittier.

Professor—"What is ordinarily used
as a conductor of electricity?"
Senior—"Why, er—er—"
Professor—"Correct. Now tell me
what is the unit of electric power?"
Senior—"The what, sir?"
Professor—"That will do; very good."
—*Aegwan.*



"Don't you be turnin' 'at at current on when they ain't no bulb t' ketch it. Fust thing you know you's gwine spill all de 'lectricity out on de floh an' maybe 'lectercute yohse f.'"
—*Life.*

Electrical Retailing

Editorials, July, 1924



Service—An Opportunity

BECAUSE electrical appliances require “service” is a reason why the non-electrical merchant should plan to handle them intelligently as well as a reason why they are a desirable line to handle. Phonographs, cameras and safety razors are profitable because buyers require records, films and blades.

Dealers who plan to supply “service” with their electrical items will hold customers and make them better customers. The “service” is a link that keeps customers coming. Don’t be afraid of it. Cash in on it.



Live Stuff

Don’t think of your store as just “a store.” Think of it as a collection of stores. Each department is a little store by itself and if a department doesn’t pay, it is a drag on the rest. Keep records on each department separately. Sometimes one or two departments support all the others.

Set a value on each part of your store and don’t put a “dead” or losing department in a “live” part of the store.

The “Electrical Department” is a “live” department in more senses than one and it needs a “live” location where people can see it. If you haven’t segregated your electrical goods into a separate department, do it at once.



Give It A Chance

Another reason why merchants who sell electrical goods should have a separate electrical department is that “de-



partmentizing" is rapidly becoming an economic necessity.

The advantages of dividing a store into departments are: (a) It makes shopping easier for customers; (b) it insures a larger number of buyers, which makes for a larger sales volume; (c) it simplifies stock taking and selling; (d) it makes a store more orderly in appearance; and (e) it tells the merchant accurately which lines are profitable.



Real "Selling Talk"

A furniture store in Ohio bought one electric washing machine to put on the sidewalk outside its door as an "attention-getter." The motion and creamy suds caught the eyes of everyone who passed. Today this furniture man is selling a dozen washers a week, out of stock.

Electrical things are wonderful "attention-getters" because they have life and motion. But that isn't why they sell. An electric appliance "operating" in a dealer's store keeps saying to every woman who looks at it: "Take me home and let me work for you like this!" It's the kind of a "selling talk" that means something.



Make 'Em Friendly

One of the biggest mistakes a non-electrical dealer makes when he puts in electrical appliances to sell is to imagine that he has thereby provoked the ill-will of local dealer-contractors and the electric lighting company.

What he does is invite their good will, for every appliance he sells means more current for the lighting company and additional wiring opportunities for the contractor.

Every dealer who sells electrical appliances should seek at once the acquaintance of the other electrical men in his town. He will be surprised to find how friendly they are and eager to help and cooperate with him.

The "Silent Salesmen" on Your Counters

Containers and easels designed for counter use are real "silent salesmen." One type of display container carries the articles packed ready for delivery and plainly priced. The customer virtually sells himself. The counter easel presents the goods in a way

to appeal to the customer through the senses of sight and touch, both of which are important elements in the process of selling. Pleasing colors, concise, convincing type matter, and tasteful arrangement are the qualities which make such helps worth while. The liberal plan by which these helps are furnished, permits of frequent changes of counter display.

Making Sales in Hot Weather—Electrically

(Continued from page 18)

how the checking system is handled.

The Public Service Company of Boulder desired to create interest in electrical appliances by showing how such appliances save time for the modern family and permit people to enjoy some of the good things of life. The show window of the store was accordingly filled with a number of electric appliances. Then, to visualize the "good things of life" some three dozen books, obligingly loaned by a nearby bookstore were placed about the window. Two window cards read:

"Time is the thing of which life is made. Do not waste it in useless drudgery."

"Keep up with the world. These labor-savers give you time to read the books you should."

Open Books Always Attract

The books were scattered about. Some were flat with the title side up. Others were partly open, standing on the opened end, the back up.

The books were a miscellaneous collection. Shortly after they were put in, someone remarked to Mr. Manring, who had arranged the window, that in one respect the display was lacking

—there was no cookbook! So he put in a cookbook. But this was not the change which so radically affected results. That change was to pick out four of the books and place them open, fairly close to the glass. They were near enough so that the passer-by could satisfy a curiosity as to what was on the opened pages.

One of the books so opened, at a page of statistics, was what a growing boy could call "dry"—on the subject of conservation. Another was a book of fiction—opened well to the back, where the author began to lay the final cards on the table. A third was a joke book—instructions to the young bride on how to manage a husband. The fourth was Theodore Roosevelt's letters to his children.

There was an instant increase in the number of people stopped by the display. Before the change 23 per cent of the passing crowd stopped and looked. After the change 34 per cent stopped and looked.

Why Does an Iron Spin?

On another occasion, when the company set up a display of the larger appliances, such as an electric range, a sewing machine, a vacuum cleaner and a few other conveniences used in the kitchen,

(Continued on page 60)



The Hoover Department of Brown-Dorrance Electric Company is always busy

A \$400,000 Hoover Business!

Pittsburgh, Pa. — a Hoover “stronghold,” with *thirty* active dealers — is the home of Brown-Dorrance Electric Co., who have sold \$398,300 worth of Hoovers since 1916.

This total doesn't include 1924, with a goal of 1500 Hoovers — a volume of practically \$100,000 — that already shows signs of being achieved!

Hard work and an intelligent plan, supported by the national reputation of The Hoover and a liberal local advertising policy will do the same for you as it is doing for them.

The Hoover Franchise was never more attractive! We'll be glad to tell you about it, on request. No obligation!

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

The HOOVER

It BEATS ... as it Sweeps as it Cleans

Say you saw it in ELECTRICAL RETAILING



The Masterpiece of Flashlights!

You Will Agree with Your Customers!

WHEN you show any of the YALE line to your customers, there is not much for you to say—just let them handle this superb Flashlight, feel its perfect balance, sense its wonderful proportions and beauty, and examine it minutely from every angle—you will agree with the customer that it is the Masterpiece of Flashlights.

For the occasional doubting Thomas—it may be necessary to point out one of the eight distinctive new type features, anyone of which, would even sell the “man from Missouri”.

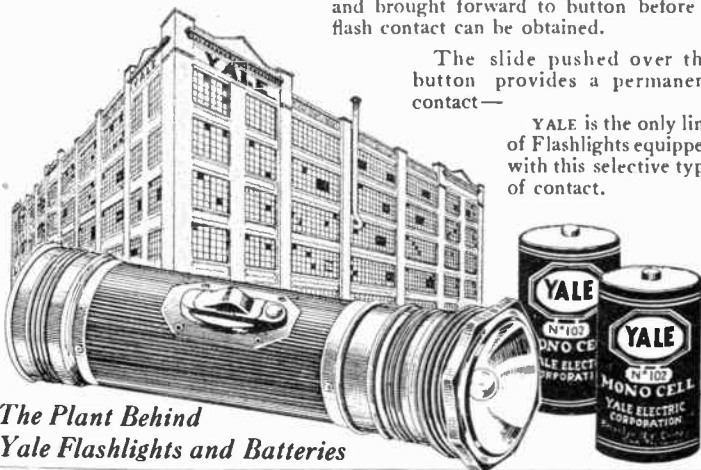
WHEN you add the YALE line to your class merchandise, not only will you handle a Quality Product, but you will be dealing with an organization made up of men who have been prominent as leaders in the Flashlight industry ever since its inception—and who have been responsible for nearly every improvement that has ever been brought out in connection with a flashlight.

One of the Eight New Yale Features

THE Contact Box is equipped with a three-way switch and positive locking device. When slide is pushed back it automatically locks and there is no possible way in which an electrical contact is made. If contact button is depressed no light is turned on—slide must be operated by user and brought forward to button before a flash contact can be obtained.

The slide pushed over the button provides a permanent contact—

YALE is the only line of Flashlights equipped with this selective type of contact.



*The Plant Behind
Yale Flashlights and Batteries*

One Square Foot of Counter Space

THAT'S all you need—and the Yale Sales and Display Cabinet—to be fully equipped with a complete Flashlight and Battery Department. This cabinet is one of the most attractive counter displays ever offered to dealers. It will catch the eye of every customer that comes into your store and will immediately stimulate your Flashlight sales.

Yale Mono-Cells are all kept in the upper section and a simple testing device for the batteries is on either side, all in plain view of the customer.

Four roomy stock compartments in the rear of the cabinet insure the merchandise being kept neat and fresh. On the inside of the door are grooves to hold a price list.

The entire line of Flashlights is shown on the two side panels of the cabinet. The front panel is fitted with grooves in which four cards, one each for the seasons of the year, may be inserted.



Send for this Assortment No. 302 E

TODAY!

Quan.	Catalog No.	Finish	Description	List Price Each	Dealers Price Each	Total No-t
2	2001	Fibre	2 Cell Baby Regular	\$1.20	\$0.66	\$1.32
2	2002	Nick-l	2 Cell Baby Regular	1.45	.80	1.60
2	2003	Fibre	2 Cell Baby Miner	1.45	.80	1.60
2	2004	Nick-l	2 Cell Baby Miner	1.70	.93	1.86
2	2101	Fibre	2 Cell Regular	1.60	.83	1.66
2	2102	Nick-l	2 Cell Regular	1.75	.96	1.92
2	2103	Fibre	2 Cell Miner	1.90	1.04	2.08
2	3101	Fibre	3 Cell Regular	1.75	.96	1.92
2	3201	Fibre	3 Cell Spotlight	3.00	1.65	3.30
2	2201	Fibre	2 Cell Spotlight	2.40	1.22	2.64
1	3302	Nickel	3 Cell Double Duty	4.50	2.48	2.48
1	3401	Fibre	3 Cell "Three in One"	4.50	2.48	2.48
30	101	YALE	Mono Cells	---	---	2.48
60	102	YALE	Mono Cells	---	---	6.61

82% is your Sales Profit!

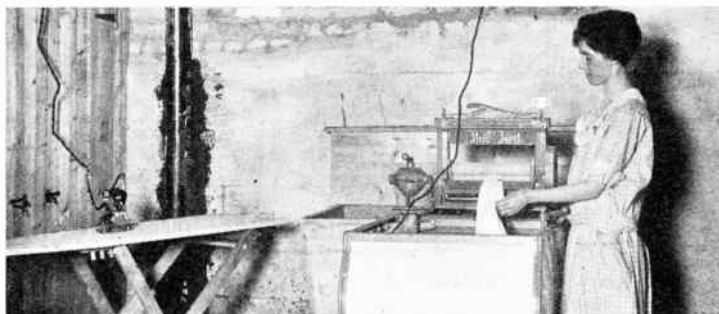
FREE

A window display, four attractive display cards for the Cabinet, circulars, price lists, etc., will be supplied. Write

YALE ELECTRIC CORPORATION
BROOKLYN, N. Y.
Chicago San Francisco

Half cost of Display Case and Battery Display	\$32.95
	4.60
Total cost	\$37.45
Sells for	59.90
Profit	\$22.45

The Above Order Will Be Shipped Through Local Jobber



Why does the little iron take more electricity than the big washer?

Which Costs the Most to Run— An Iron or Washer?

What to Tell the Puzzled Customer When She Asks

ASK a dozen housekeepers, "Which takes more electricity to run, an electric washer or an electric iron?" If none of them have ever used an electric washing machine they will probably answer that of course a large washer uses more electricity to run it than a small iron.

The facts, as most dealers know, are just the reverse, for an electric iron consumes each hour about $\frac{1}{2}$ of a unit or "kw-hour" of electrical energy, while the washer takes only from $\frac{1}{4}$ to $\frac{1}{3}$ kw-hour. But the average layman who has never actually compared the two, naturally concludes that it takes more power to run the big washing machine with its rapidly moving parts, than to operate the small and silent electric iron.

While this is true, it is not always easy to explain to the customer why it is true. And the dealer himself, particularly if he

has had no experience with electrical appliances, may not understand why it is true.

Re-stating the question in terms of "power" and "heat" will help to shed some light on the matter.

Why will a given amount of electricity develop so much "power and motion" and yet not produce any more "heat" than that present in an electric iron or electric toaster? Why, for example, will the electricity consumed by a little toaster, be more than enough to run a big electric dish washer?

"It just doesn't seem reasonable," declared a pretty young matron with a modern education, who was inquiring her way into the subject of electric labor-saving appliances for her home.

The Difference Between "Motion" and "Heat"

"But, Mrs. Brown," we remind her, "it is the difference between

'motion' energy and 'heat' energy. You have seen the boy scouts make a fire by rubbing two sticks together, and you know what a lot of rubbing it takes to make a little heat. When you are spinning along at 30 miles an hour in your car, and suddenly put on the brakes, all the 'motion' energy of the speeding car is instantly transformed into 'heat' and warms up your brake drums and brake bands. Yet the heat thus developed is hardly noticeable to you, compared with the former 'motion' energy of your speeding car. This will make it clear to you why it takes so much mechanical motion to be the equivalent of a little heat."

Low Cost of Electric Appliances

Electrical household appliances may be divided into two groups, those which produce "motion" and those which produce "heat."

Those which produce "motion" are motor-driven devices. Most of the electric motor-driven devices used in the home are operated by 1/8 to 1/4 horsepower motors, and consume per hour from 1/3 to 1/2 units of electricity (kilowatt-hours, the electric light company calls these units). At the usual rate of 10 cents per unit or kw-hour, the cost of operating these motor driven appliances is as follows; by the hour and by the month:

	Cost per hour	Cost per month
Clothes washer	3 cents	24 cents
Dish washer	2 1/2 cents	25 cents
Kitchen mixer and heater	2 cents	30 cents
Vacuum cleaner.....	1 3/4 cents	28 cents
Sewing machine	3/4 cents	6 cents
Vibrator	3/4 cents

On the other hand, the heating and cooking appliances usually consume about 6-10 of a unit (600 to 660 watts) and the list below gives the cost of operating these by the hour; also

the total cost per month:

	Rating	Cost per hr.	
Iron	600 watts	6 cents	96 cents
Radiant heater	600 watts	6 cents
Waffle- iron	600 watts	6 cents	12-30 cts.
Percolator	500 watts	5 cents	70 cents
Toaster	500 watts	5 cents	40 cents
Chafing dish	400 watts	4 cents
Curling iron	60 watts	3/8 cents
Heating pad	40 watts	3/8 cents

What is Meant by "Efficiency"

Now, electricity is the most efficient power we have. Every electric heating device is 100 per cent efficient. In an electric iron, or toaster, or percolator, absolutely every particle of electrical energy goes into heat. Indeed, nothing in all nature can be more efficient than an electrical heating device.

Electricity, when operating a motor, is very efficient also, although not quite as efficient as it is in the case of operating heating appliances, because in even the best motors, especially the small ones in household use, a part of the electricity appears as heat, and the motor, we say, "warms up." But any electric motor is nearly three times as efficient as the gasoline engine in an automobile. For an automobile engine utilizes as power only about one quarter of the energy in the gasoline fed to it, the rest of the power in the gasoline is wasted as heat in the exhaust and radiator.

The electric motor, on the other hand, actually converts into power 80 per cent or more of the energy in the electricity supplied it. So, though we may be prodigally wasting nature's storehouse of power when we operate our gasoline engines, we are being very economical and efficient when we use electrical motors—

the most efficient power devices at present known.



Have you seen

The Best Silent Salesman?

IT'S FREE

See inside front cover of June Electrical Retailing and watch for it in the August issue. If you can't wait, let us send you details today.

Henry Hyman & Co., Inc.

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

Over Half a Million Liberty Hot Plates Sold in 30 Months

Are you getting your share of this Liberty business?

Prices and names of local jobbers stocking the Liberty line furnished on request.

The Liberty Gauge & Instrument Co.

*The World's Largest Exclusive
Makers of Electric Hot Plates*

Cleveland, Ohio

Hot weather demands Liberty
focused heat

Making Sales in Hot Weather—Electrically

(Continued from page 54)

observation showed that the display, while very attractive, only stopped 20 per cent of the people going by. So Mr. Manning put in a "flasher"—a kitchen unit light on a "skidoodle" plug over the range. Immediately, returns jumped from 20 to nearly 34 per cent.

Not long afterwards, the company made a display on electric irons. Mr. Manning sought for something which would give motion. Principally by way of experiment, he suspended an iron, balanced ("balance" was a selling point of this particular make of iron) by two pieces of wax-end tied together. These were attached to the ceiling, and held the iron about two feet from the floor of the window. The experiment was made in the evening. The dealer twirled the iron about until it was well wound up—a task of but a few moments. Then he let go of it.

It was an hour or more "running down." When it unwound the first time, the momentum wound it up a space, then it unwound again, and so on.

When this display was set up in the daytime and the suspended iron "wound up," it easily doubled the number of people who stopped to look at the display. As the iron whirled around, the movement could be seen by people across the street; the brightly polished parts of the iron reflected flashes of light up and down the street. People actually went out of their way to satisfy their curiosity, and even when they located the cause of the reflections they were still perplexed. What made the iron spin around?

How to Check Results?

The checking system used by



New FADA

Neurodyne Receivers

We will shortly announce new developments in FADA Neurodyne radio receivers, which, with the far-famed FADA "One Sixty," will complete the most comprehensive line yet developed.

Continuously for eighteen months our experimental and research engineers have been at work developing this new FADA Neurodyne receiving equipment.

The FADA Neurodyne line, when rounded out with these new developments, will consist of several styles of receiver cabinets to meet different tastes and purses. Receivers adapted for the musical trades as well as special Neurodyne receiver panels for adaptation to console phonographs will be included.

As first in the field with a satisfactory Neurodyne receiver, it has been the successful aim of F. A. D. Andrea, Inc., through continued experimental and research work, to maintain their position as leaders in the radio industry. The new FADA Neurodyne receivers will fully conserve this end.

The new designs will be nationally advertised throughout the entire year in leading radio and general publications. Arrange your plans for radio sales to take advantage of the complete FADA Neurodyne line, including the far-famed FADA "One Sixty" and the new models, full descriptions of which will soon be available.

F. A. D. ANDREA, Inc., 1581 Jerome Ave., New York



Copyright

Say you saw it in **ELECTRICAL RETAILING**

LARGE SHEETS

OF COLORED GELATINE

Size 18" x 21"

For Spotlights

AT

\$2.50 PER DOZEN

Rosco Laboratories

131B THIRD PLACE

Brooklyn, N. Y.

Heats Water Instantly



Hot Flo Elec. Co., 535 7th Av., New York.

Ship me by parcel post one Hot Flo at \$13.50, on condition that money will be refunded if faucet is unsatisfactory and is returned to you in good condition within 10 days.

Voltage required is

Name

Address

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

this dealer in connection with his displays will probably interest other dealers. Passing traffic is counted for ten-minute periods at 9 and 10:30 in the morning; a few minutes after 12; a few minutes after 1; again at 3 and a little after 5 o'clock. A small pad is used on which there are perpendicular lines with the hours of the day at the top of each and cross lines for checking the number of persons who pass and the number who stop. Figures for the several hours at which data is tabulated are added together to give averages.

The hours chosen for counting are those when traffic ordinarily is heaviest, as well as mid-forenoon and mid-afternoon when traffic is lightest.

The company's salesrooms are not on the city's principal street, though it is a business street with considerable traffic, size of the city considered. The volume of traffic permits checking by the pencil method described.

At times it is possible for an electrical display to stop practically 100 per cent of the traffic, and on several occasions the company has had displays that have stopped 75 per cent of the traffic. Twenty per cent is considered about the lowest.

There is no reason why a selling idea that works with the public in the winter, will not work just as effectively in mid-summer. It depends not so much upon the public as upon the dealer. The dealer who wants business in hot weather will find a way to get it. And electrical merchandise, because of its very nature, has never-to-be-exhausted possibilities to adapt itself to new uses wherever there are wired houses and people in them who want conveniences.





Keep after the vacationists!

Don't let anybody in your neighborhood go on a vacation without at least one Eveready Flashlight, and an ample supply of fresh Eveready Unit Cells.

Keep your window trimmed with vacation necessities, with flashlights occupying a prominent part. Feature both the long-range and the aluminum-type Evereadys.

With twenty-two flashlights in four general types to pick from, there's a portable light for every purpose and purse. The always-reliable Eveready in new designs. Retail prices, 55c to \$4.50, complete with battery, anywhere in the U. S. A.

When a customer comes into your store for anything, ask: "Have you a flashlight? How about fresh batteries?" Eveready Flashlights and Batteries are

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, Inc.

New York

San Francisco

Canadian National Carbon Co., Limited, Toronto, Ontario

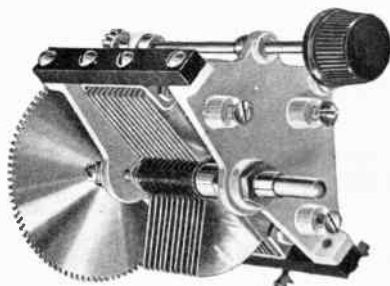
EVEREADY
FLASHLIGHTS
& BATTERIES
-they last longer

Say you saw it in ELECTRICAL RETAILING

The AIROPHONE

Reg. U. S. Patent Office

LOW LOSS CONDENSER



We have been building Radio Condensers since 1911

**BRASS PLATES
HARD RUBBER INSULATORS
GEARED VERNIER**

—give—

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

A. W. BOWMAN & CO.
CAMBRIDGE 38, MASS.

Factory Representatives
INDUSTRIES SALES CO.
132 Nassau St., New York, N. Y.

A "Gift Shoppe" in a Hardware Store

(Continued from page 22)

tionate share of rent, which explains Mr. Harris' reluctance to move down to the first floor, where the rent is of course much higher than on the second floor, where his department is now located. It might be added that in saying the electrical appliances are not selling as well as they should and as he expects them to later, Mr. Brown was comparing this line with some others that did not suffer when popular price goods were introduced in the department. Any store that sells \$25,000 to \$30,000 worth of small electrical appliances a year and is looking forward to a steady increase in this line can hardly claim to be disappointed with it.

Mr. Harris, who took charge of the department about a year and a half ago, also stressed the importance of stocking only the best merchandise. Next to this, he places helpfulness as being the chief factor in the success of his department.

Training Salesmen to Offer Suggestions

"Very few people who come in to buy a present for a relative or friend have any definite idea of what to buy," he explained, "and that is where a well-trained sales force can be of material help to the customer. We are not high-pressure salesmen and we don't try to force anything on the customer, but our greater familiarity with the merchandise and with what is appropriate for the different occasions places us in position to offer tactful suggestions that are genuinely helpful.

"Electrical appliances are admirably suited for gift purposes, particularly for weddings and an-

A Wonderful Soldering Iron!



Forged Copper tip. Indestructible heating element.

We think so much of it that we want you to try it at this

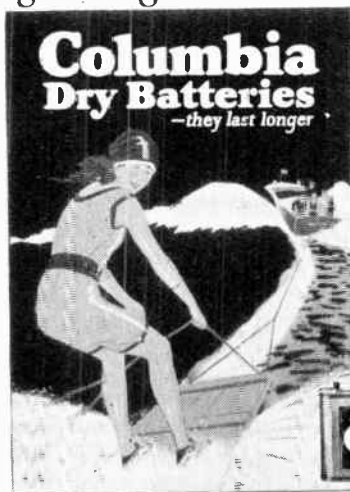
Introductory Price
\$1.25 each

Only one to dealer. Send name of jobber.

Hartford Inst. Co.

303 Pearl Street
Hartford, Conn.

Lightning in its boating togs



- gas engine ignition
- telephone and telegraph
- doorbells
- buzzers
- motor boat ignition
- heat regulators
- tractor ignition
- starting Fords
- ringing burglar alarms
- protecting bank vaults
- electric clocks
- calling Pullman porters
- firing blasts
- lighting tents and outbuildings
- running toys
- radio A



Toss in the switch and rock the engine. Awaits your boat spins with a bang in her wake. Spine-fire through the wet—that's the Columbia Hot Shoe. Its waterproof steel case can't leak a drop. Dew, rain and the waves that slap across the bow cannot harm the Hot Shoe. It's still loaded with lightning-level power.

Slipper, there's a 'Hot Shoe' crew in every port. Sign 'em on for life and they'll work through every match.

Don't punt for "a dry cell." Ask for Columbia Dry Batteries by name and get 100% battery efficiency. Columbia Dry Batteries are sold by electronics, hardware and auto accessory shops, marine supply dealers, implement dealers, garages and general stores. Columbia Ignitors can be purchased equipped with Pullman Spring-Clip Binding Posts at no extra cost to you.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, Inc., NEW YORK - SAN FRANCISCO
Distributor: National Carbon Co., Limited, Toronto, Ontario

Columbias are "busting" sales records

MORE battery for the money—

MORE national and local advertising—

MORE insistent demand from users—

MORE sales by the dealer—

DEALERS who are stocking Columbia Dry Batteries are making sales and making money. Columbia advertising sells Columbia Batteries. The batteries "make good" and make repeat customers. You make good profits. In a nutshell, that's the Columbia Battery story. Ask your jobber.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, Inc.

New York

San Francisco

Canadian National Carbon Co., Limited, Toronto, Ontario

Servicing Cost Is Lower

on these three high-grade
Vacuum Cleaners

BISSELL NEW HOME

Made by
Bissell Motor Co.,
Toledo, Ohio

Cadillac

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

Premier Duplex

Made by
Electric Vacuum Cleaner Co.,
Cleveland, Ohio



BECAUSE

They are fitted with

"NORMA" PRECISION BALL BEARINGS

Ask your manufacturer why—
or write us.

**THE NORMA COMPANY
OF AMERICA**

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

niversaries. Then, too, they appeal particularly to the men, because they see in them something practical, helpful, and durable. The man who is buying a present for his wife is pleased if he can get something that will lighten her work and is at the same time ornamental. One who is seeking a wedding present for a couple who he knows will live for a time in an apartment cannot do better than select an electrical table or kitchen appliance such as a percolator, a hot plate, a waffle iron, a toaster, or a samovar. We are prepared to point out these things to our customers and they appreciate our spirit of helpfulness, so long as we don't attempt to force the sale.

Makes Deliveries in "Gift" Packages

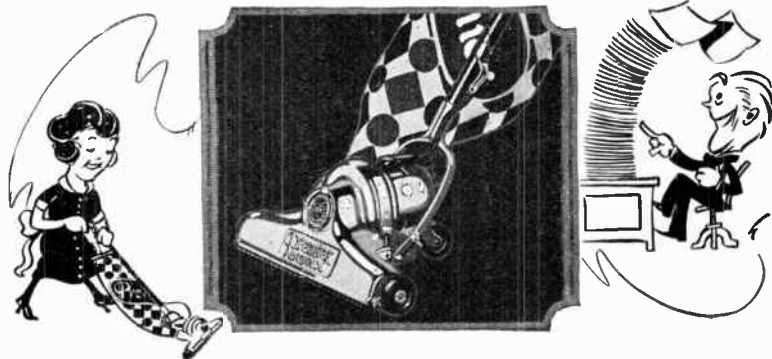
"On the other hand, silverware makes a very acceptable gift for any occasion and we sell much of it. We find it well, also, to stock other gift goods in the shoppe, although we don't carry anything that doesn't properly belong in a house furnishings department. Everything in our shoppe is practical.

"We pack all gift articles in a special gift box, remove price tags and marks, enclose the giver's card, and deliver the article anywhere, at any time, and this service brings us trade.

"The hardware store is the logical place for electrical appliances and other goods such as we feature in our gift shoppe and I would say that, considering the circumstances, we are doing as well as could be expected. Certainly we expect to do better, but in the meantime, we have no cause to complain about what we are doing."



Cleaning Up - in Summer Sales!



IN PAST history, men said: "Summer months are dull months." But as soon as men saw that the dullness was in the effort, they worked the harder and *raised* the sales record!

**BUILT
BALL-BEARING
—needs no
oiling.**

In the PREMIER DUPLEX, every point of quality and performance lends itself to summer selling. Lightness of weight. Ease of running. Thoroughness of performance in doing *every* cleaning job well. The ball-bearing motor that means no need for oil. The swiftness of the motor-driven brush in picking up the surface litter that flies in at open windows, and in sweeping loose the mud that little feet drag in, these out-o'-door days. The sureness of the powerful suction in getting *all* the dirt. These points mean sales. And they mean sales NOW for the man who puts the energy behind them.

**ELECTRIC VACUUM CLEANER
COMPANY, Inc.
CLEVELAND, OHIO**

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

**Premier
Duplex**
ELECTRIC VACUUM CLEANER

Say you saw it in ELECTRICAL RETAILING

IT'S BETTER—IT'S BRAIDED

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

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

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

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

RACO
RADIO ANTENNA

Ask us for samples and prices.

ROSS ANTENNA CO.

9 Charles St.,

Providence, R. I.

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.

Where to Place Your Electrical Department

(Continued from page 25)

cular table accompanied by an easy chair should be used for demonstrating appliances. A 5 foot settee placed opposite the vacuum cleaner display would enable customers to be comfortably seated during demonstrations.

A Demonstration Stand for Vacuum Cleaners

Vacuum cleaner display. A special vacuum cleaner stand may be constructed, as illustrated in the accompanying diagram, to accommodate any desired number of cleaners.

Rugs. Four 6 x 9 foot rugs should be arranged as shown on the plan. If their positions are changed from time to time, no rug will get too much wear. These rugs may also be used for cleaner demonstrations.

Appliances. Household appliances, if placed in show cases near the lamp shelving, will be in a position where everyone coming in for staples will see them. The demonstrating table is conveniently located near the cases.

Washing machines and ironers. Large appliances are placed close to the stairway leading to the store where they will be seen by everyone entering or leaving the store. These devices ought to be connected to outlets so they can be demonstrated by simply turning a switch.

Portables and Lighting Glassware. A large wired table, 4 x 8 feet, should be used for the display of portable lamps. Lighting glassware, shades, etc., ought to be kept in the wall case as a protection from dirt. Some of these devices may be illuminated.



Announcing

an event that will mean
bigger profits for you
this Christmas —

“In all the
world no metal
reflector
like this”



A new three-ply metal Christmas tree reflector made by the Tinsel Corporation, patentees and the *only* manufacturer of these reflectors in U. S.!

Brand new in design. Brilliant color combinations that dazzle and shimmer. And they hold their brilliance longer!

It isn't necessary to place your order now. These reflectors are made in America of all-American materials, and our manufacturing facilities are adequate to take care of all orders and even last-minute re-orders.

The only other reflectors made and sold under the Tinsel Corporation patents are:

CHEER-I-LIGHT REFLECTORS
MONOWATT REFLECTOR
STARLITE REFLECTORS

Watch for our next announcement! It will have important bearing on the Xmas tree light and reflector situation!

Patent No. 1,248,222

Nov. 27, 1917

Patent No. 1,435,024

Nov. 7, 1922

The Tinsel Corporation of America

747 Bedford Ave.,

Brooklyn, N. Y.

Genuine Arnolds

-look, work and Sell Better



Cash Electrical Supply Co.

Wholesalers, Distributors

Jobbers of

Over 2000 different items in the electrical business

**Electrical Supplies
Fixture Parts
Glassware
Complete Fixtures
Construction Material
Appliances**

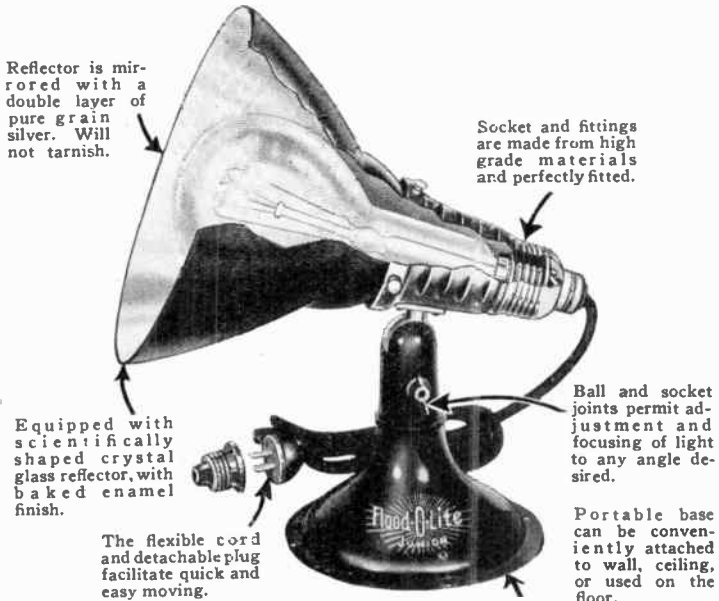
Send for the
"Cash Saver"
catalog

Cash Electrical Supply Co.
1849 W Oakley Ave. Chicago

Artificial Lighting Increases Egg Production

Increasing egg production by artificial lighting is today an established practice of all progressive farmers, and the chief concern now is with the correct handling of that illumination rather than with the question of whether or not it works. As a result of long experimentation, the Cornell College of Agriculture has evolved a set of helpful rules which are well worth the study of every electrical man who wants to sell better poultry-house lighting to the farmers in his county.

1. Give a 12 to 14 hour "feeding day" by supplementing normal daylight with artificial light either morning or evening or both morning and evening—preferably more in the morning than evening.
2. Eliminate artificial light very gradually in spring, when the normal day becomes twelve to fifteen hours long.
3. Turn time into money by using switches, time clocks, and dimming devices.
4. Save light by adjusting the height and distance between lights and walls to fit the room.
5. Reflect light where wanted—light the floor and wash hopper by (1) white side walls and ceiling (2) the right kind of reflectors, and (3) clean lamps.
6. Exercise good judgment. A steady 50 to 60 per cent production is preferable to a larger yield followed by a drop in production. "Slumps" are generally due to over-lighting or over-feeding, or both.
7. Give bright lights. Fowls should see fine grain in the litter. Allow one watt to 6-8-ft. floor space, assuming walls and reflectors are white.



Reflector is mirrored with a double layer of pure grain silver. Will not tarnish.

Socket and fittings are made from high grade materials and perfectly fitted.

Equipped with scientifically shaped crystal glass reflector, with baked enamel finish.

Ball and socket joints permit adjustment and focusing of light to any angle desired.

The flexible cord and detachable plug facilitate quick and easy moving.

Portable base can be conveniently attached to wall, ceiling, or used on the floor.

Flood-O-Lite Jr.
Reduced-
Was ~~\$18.50~~
NOW
\$15.00
 Complete with Color-Lite

**NEW
 PRICE
 IN
 EFFECT
 JULY 1st**

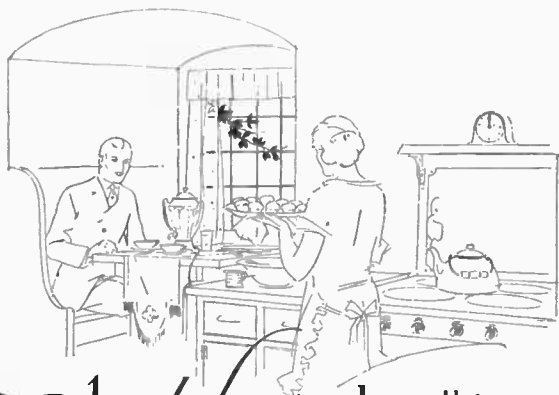
**We Are
 Prepared
 to Make
 Immediate
 Shipment**

INCREASED production on Flood-O-Lite Jr. and Color-Lites has brought about reduced manufacturing costs, enabling us to reduce the price from \$18.50 to \$15.00.

We wish to emphasize the fact that this reduction in price is being made without any sacrifice whatsoever of the outstanding quality features embodied in the Flood-O-Lite Jr.

The same high standards of quality that have made Flood-O-Lite Jr. the LEADING spot-flood light unit, will be maintained as always.

Reflector & Illuminating Co.
 573 Washington Blvd., Chicago



Cool Heat —this summer —next summer

-and for many
summers to come

COMPARE clean, confined and controlled *electric* heat with any other kind of heat and you will readily see that "Cool heat" is not exactly a paradox.

If, in addition, you also are aware that the standard of comparison in electric heating element performance is Nichrome, then you know how far the practicability of electric ranges, as well as of other electrical heating and cooking appliances, has advanced.

For Nichrome performance you must have Nichrome wire in the heating elements. In your orders for electrical heating appliances specify * * "Nichrome—the Driver-Harris wire".

Driver-Harris Company

Harrison, New Jersey

Chicago · Detroit · Canada · England · France

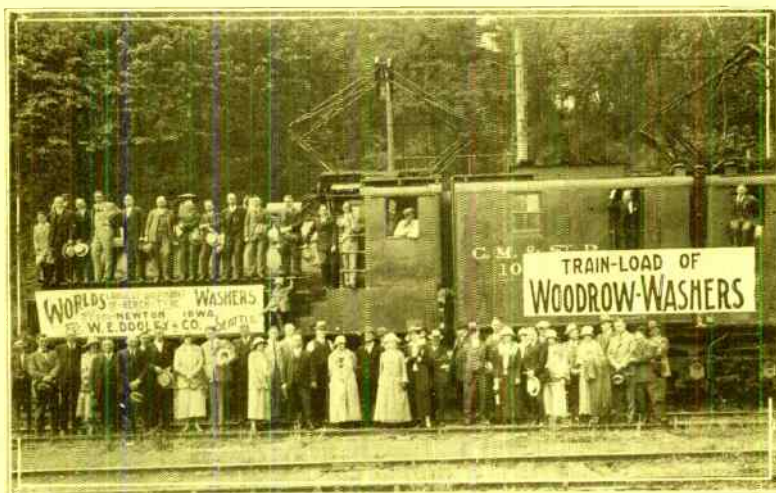
IF

the heating
elements are
made of—

TRADE MARK REG U.S. PAT. OFF.
Nichrome

—the "Business End" of electrical heating appliances

Say you saw it in ELECTRICAL RETAILING



Here they are!

Shipping a trainload of washing machines to a single dealer speaks well for Woodrow Washers and the plant behind them. But selling each and every machine DIRECT TO THE USER, as Dooley does, is indeed an achievement.

The above was taken from a photograph of those attending the W. E. Dooley & Company sales convention at Seattle, on occasion of the arrival of this huge shipment. These are the men (and women, too, if you please) who have made the Woodrow the most popular and most talked-about washer of the Pacific Northwest.

"Don't be stampeded" is the cry of competition. Yet Mr. Dooley successfully

"stampedes" the washing machine business year after year. He is selling a washer that will stand popularity.

Mr. Dooley states that the biggest factor in the success of his organization is the fact that they have stuck to Woodrows and have sold nothing else. Their service costs can hardly be considered an item. In fact, in Seattle, where there are many thousands of Woodrow Washers in use, one salesman takes care of all service calls and at the same time keeps his sales well in line with the others.

Choose wisely in selecting a washing machine—be sure you are right—then put ALL your efforts behind it. There are no disappointments for the dealer who chooses the Woodrow Washer. Ask one.

Woodrow Manufacturing Co., Newton, Iowa

RUST
Woodrow Washer
PROOF

Say you saw it in ELECTRICAL RETAILING

HERE IS YOUR OPPORTUNITY

*~break into this new,
profitable field*

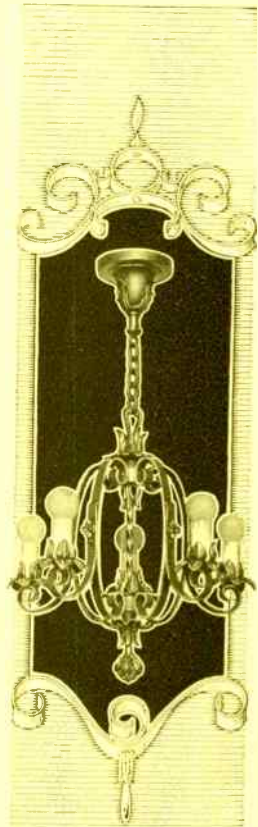
DEALERS! For years you've looked longingly at the profits in Wrought Iron Lighting Fixtures. But they were a "tailor-made" proposition. The great middle class, the people of moderate means, couldn't afford them.

By standardizing our line of Wrought Iron Fixtures in Polychrome, we are able to put out a varied assortment of exceptionally attractive fixtures—at popular prices.

This is your opportunity! You can now sell Wrought Iron Polychrome Fixtures to practically every home owner.

To help you invade this new field we have prepared a very attractive booklet, beautifully illustrated in full-color with suggested interiors in artistic pen treatment, for Moe-Bridges dealers to distribute.

Dealers who are interested can get this booklet, together with details as to prices, etc., by requesting it.



40-K-5

MOE BRIDGES CO.

EASTERN BRANCH
500 5th BROADWAY
NEW YORK

FACTORY & HOME OFFICE
236-244 BROADWAY
MILWAUKEE

PACIFIC COAST BRANCH
933-935 M15510th ST
SAN FRANCISCO

Say you saw it in ELECTRICAL RETAILING

New Goods for the Retailer to Sell

Suggestions on What to Carry and Where to Buy it

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

It has been suggested by readers of **ELECTRICAL RETAILING** that the value of the information given about "New Goods for the Retailer to Sell" on this and the following pages would be greater if

the intended retail selling price of each article could be given along with the description. Where such information is available, therefore, it will hereafter be given.

It should be understood, however, that the prices quoted are not to be taken as prices at which the articles must or should be sold by the retailer. They are merely given as suggestions to enable the reader to judge of the saleability of an article in his particular community.

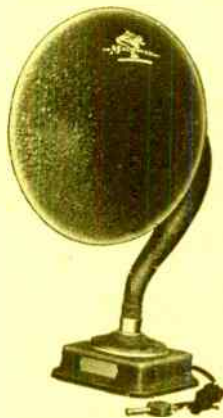


Combination Waffle and Pancake Iron

Pancakes, hotcakes, waffles, corn fritters and other delicacies can be made right at the table without smoke or grease on the new combination waffle and pancake iron made by the Majestic Electric Development Company, 1705 Allegheny Avenue, Philadelphia, Pa. The aluminum cooking plates are 8½ in. in diameter and are reversible, one side for waffles, the other for pancakes.

Hair Dryer

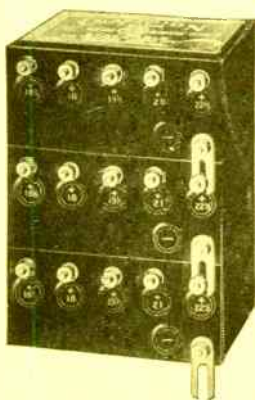
Specially designed for lady's use is the ivory-finished electric hair dryer manufactured by the A. C. Gilbert Company, New Haven, Conn. It is small and easy to use, weighs only 27 oz. and the handle is particularly made to fit a woman's grip. Hot or cold air is controlled by switch in the handle. Has universal motor for operation on a.c. or d.c., 110 volts. Intended retail price, \$9.45.



Loudspeaker

Another new model of Magnavox radio loudspeaker has made its appearance on the market. It is known as the M4 and incorporates, says the company, the perfected Magnavox semi-dynamic principle, including a new magnetically-balanced armature, improved type of diaphragm supported by hollow rubber gaskets, and high resistance winding. Manufacturer, Magnavox Company, Oakland, Cal. New York office, 350 West Thirty-first Street. Intended retail price, \$25.

Please write to the manufacturer for additional information.



Radio "B" Battery

"If more voltage is desired, just add on more batteries—one on top of the other, and connect them together with the connector provided with each battery," says the Champion Carbon Manufacturing Company, Cincinnati, Ohio, manufacturer of the "Ad-On" stackable "B" battery. Each battery, it is declared, is a complete 22½-volt "B" battery unit in itself. Intended retail price of small size is \$2.25; large size, \$3. No. 39A, 45 volt battery, \$6.

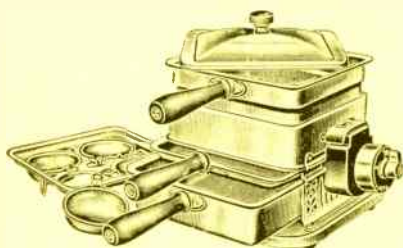
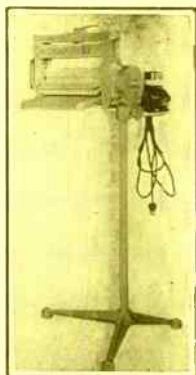


Table Stove

A specially-designed inset pan, placed within the deep pan of the new "Universal" square table stove made by Landers, Frary & Clark, New Britain, Conn., serves as a chafing dish or double boiler and makes convenient provision for the cooking of wench rarebits, hot cereals, steamed puddings and soft custards on this practical little stove. Included in the equipment are the inset pan; the larger pan, 2 in. deep, for boiling or roasting; the egg poacher; the shallow pan for making griddle cakes, frying, etc.; and the grid for toasting. Intended retail price, \$13.50.



Electric Wringer

For use with washing machines not equipped with power wringers or as an auxiliary in laundry equipment in homes, hotels, clubs, etc., the Lovell Manufacturing Company, Erie, Pa., has developed a portable swinging wringer which may be swung to any position over a washer or stationary tub.

Camera-Size Portable Radio Set

Complete with all its accessories, the new "Kodel" portable radio outfit made by the Kodel Manufacturing Company, Cincinnati, Ohio, weighs only 5 lbs. It is enclosed within a leather-covered case measuring 5¾ in. x 4½ in. x 8 in., containing one UV-199 tube, "A" and "B" dry batteries, headphones, and ground and aerial wires. Intended retail price, without accessories, \$18.50.



Radio Plug

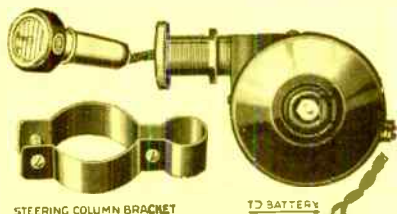
The Carter Radio Company, 1850 Republic Building, Chicago, manufacturer of the Carter "Tu-Way" radio plug, has now added to its line a new "One-Way" plug for use with headphones or loudspeaker. No screws are used, the company declares, the cord tip being pressed between long, heavy phosphor-bronze springs, making contact the entire length of the tip. Intended retail price, 50c.



Electric Soldering Iron

For radio use, odd jobs around the home and for light commercial work, the Varick Electric Manufacturing Company, 71 Eighth Avenue, New York City, has brought out an electric soldering iron which is 11 in. long and has a ¾ in. tip. It is made for use on 110-120 volts and has a 60-watt capacity. Listed at \$2.25.

Please write to the manufacturer for additional information.

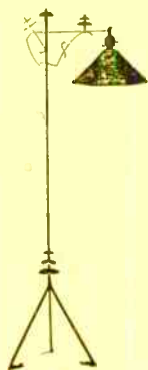


STEERING COLUMN BRACKET

TO BATTERY

Electric Cigar Lighter for Automobiles

Designed for mounting on the dash or steering column, for 6-8-volt circuits—or 12-16-volt circuits when so requested—the electric cigar lighter made by the Crigsby-Grunow-Hinds Company, 4540 Armitage Avenue, Chicago, is of the reel or cord-winder type. The current is automatically turned on when the lighter is pulled out of casing and switched off when returned to the casing. Intended retail price, \$5.



Mah Jong Lamp

Enthusiasts of the popular Chinese game who wish harmonious surroundings in the Mah Jong circle, will be eager prospects for the new bridge or reading lamp brought out by the Aladdin Iron Works, 402 West Twenty-seventh St., New York City.



Plural Plug

Under the trade name of "Reliance," Buschman, Weissberg & Company, 621 Broadway, New York City, has introduced a line of wiring devices including the two-light cluster plug illustrated. The plug has a porcelain disc, the manufacturer points out, instead of the usual fibre disc, and its white-glazed porcelain and polished brass finish give it an attractive appearance. Intended retail price, 60c.

"Delayed-Action" Pull Switch

In the overwhelming number of inadequately wired homes, where many steps must be taken in the dark after the lights have been switched off, a great service will be rendered by the "Staylit" socket for the light will not go out for a minute or two after the cord is pulled. The switch is made in two styles and in 25-watt and 40 and 50-watt sizes. Styles 1,550 and 1,551, in the brass shell model, are intended for sale at \$2 while No. 1,560 and 1,561, in the candle-tube model, are listed at \$1.50. Henry D. Sears, general sales agent, 80 Boylston Street, Boston 11, Mass.



Loudspeaker Attachment for Phonographs

A new type of adapter which will convert any standard phonograph (Edison excepted) into a radio loudspeaker without the necessity of removing the reproducer, has been developed by J. Thos. Rhamstine, Detroit, Mich. The "Needlephone," as it is called, has no sound chamber, the message being passed directly through the needle into the diaphragm of the phonograph. A 6-ft. cord is furnished with each unit. Intended retail price, \$10.00.

Crystal Receiver

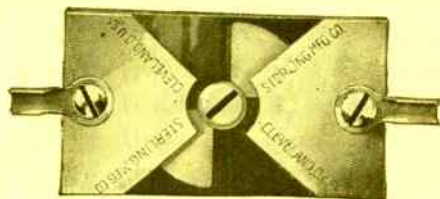
The new "Junior" crystal receiver developed by the Crosley Radio Corporation, 200 Alfred Street, Cincinnati, Ohio, is designed for use in radio reception within a radius of about 25 miles. No batteries or tubes are required. The intended retail price, without phones or aerial equipment, is \$4.

Please write to the manufacturer for additional information.



Violet Ray Outfit

The No. 20 violet ray set illustrated is a new product of the Shelton Electric Company, 16 East Forty-second Street, New York City, replacing the No. 20 model formerly made by the company. The new set has three electrodes and is packed in a handsome silk-lined carrying case. Intended retail price, \$12.50.



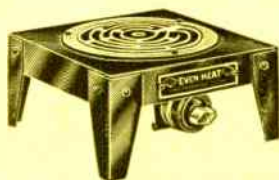
Condenser

A turn of the screw slot in the visible plate of the new No. R-311 Microcondenser made by the Sterling Manufacturing Company, 2831 Prospect Avenue, Cleveland, Ohio, sets it in the equalized position in which it remains, declares the manufacturer, without any further manipulation. Intended retail price, including connecting lugs and screws, \$1.



"B" Storage Battery

The plates and electrolyte level of the new "B" storage battery made by the Main Electric Company, Cleveland, Ohio, are within view of the user so that the actual condition of the battery may be seen at all times. Glass jars are employed. The battery is built in a 24-volt unit and has a capacity, it is claimed, of 2,000 m.a.h. Intended list price, \$2.85.



Square-Type Hotplate

The Even Heat Electric Company, 2429 Canton Avenue, Detroit, Mich., is the manufacturer of the hotplate illustrated. It has a 600-watt element and is made for use on 110-125-volt circuits. Its size is 10 in. x 10 in. x 5 in. and the weight is 5 lbs., 10 oz.



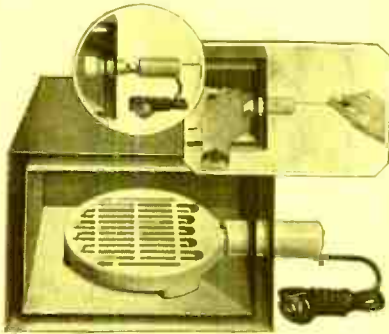
Electrical Shaving Device

An electrical razor and vibrator are combined in the shaving device brought out by the Electrical Shaving Device Company, Spring Valley, Ill. Any standard straight edge or safety razor blade may be used. Although the device massages as it shaves, it may be used as a vibrator only, by attaching the rubber applicator which is part of the equipment. Operates on any 110-volt a.c. circuit.

Attachment Plug with Armored Cap

By armor-ing its standard attachment plug, the Beaver Machine & Tool Company, 625 North Third Street, Newark, N. J., has developed an unusually substantial-looking and durable attachment plug. Attention is directed to the special design of the cap, the concave sides of which permit easy gripping to pull the two sections of the plug apart.

Please write to the manufacturer for additional information.

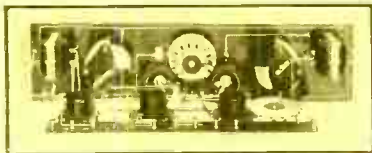


Oven Adapter

Any oven may be converted into an electric oven by the use of a new device brought out by the Hankscraft Company, 2317 Winschago Street, Madison, Wis. It consists of a heater which plugs into a special socket easily set in the oven wall with one screw, as illustrated. This 660-watt heater operates from any 110-volt lighting circuit and is recommended by the manufacturer for use with fireless cookers, enameling ovens, clothes dryers, water heaters, and all types of chemical and physical laboratory ovens.

Snap Switches

A complete line of 5-amp., single-pole snap switches has been added to the Weber line of wiring devices, distributed by Henry D. Sears, general sales agent, 80 Boylston Street, Boston, 11, Mass. These switches are of the conventional types with and without indicators, some having metal covers with black composition handles, and others porcelain covers with porcelain handles. There are also similar three-point switches.



Radio Receiver

Another recent achievement of the Crosby Radio Corporation, 47 Alfred Street, Cincinnati, Ohio, is the new "Trirdyn" outfit, illustrated. Four important principles, the manufacturer declares, are employed in this Trirdyn 3R3 receiver. It employs but three vacuum tubes. Intended retail price, \$65.

Twin-Motor Toy Locomotive

A powerful little locomotive with twin motor, to fit "O"-gauge track, has been announced by the Lionel Corporation, 48 East Twenty-first Street, New York City. This new toy, the manufacturer points out, is an exact reproduction of the type used by one of the country's great railways, even such details as the swaying of the superstructure being carried out. It has tanks, pantagraph and whistles mounted on the roof and two electric headlights with red and green side discs. There are realistic brass hand-rails, nickel-plated brass stanchions and embossing to represent bolts and rivets. Retail price, about \$20.



Therapeutic Lamp

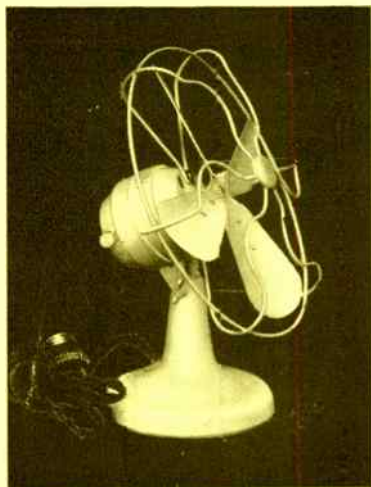
The Wabash Electric Company, 541 South Wabash Avenue, Chicago, is the manufacturer of the "Healite" therapeutic lamp illustrated. The lamp is designed for use on the ordinary 120-volt lighting circuit and is equipped with a 260-watt incandescent bulb. The aluminum shade is 7 1/4 in. in diameter and the entire lamp weighs but 1 1/4 lbs. Intended list price of No. 850 is \$6.50.



Plural Plug

Another new plural plug, designed for baseboard-outlet use with all standard parallel-blade receptacles, has appeared on the market. It is made by George Richards & Company, Inc., 557 West Monroe Street, Chicago, and is known as the Hemo Test Lite.

Please write to the manufacturer for additional information.



Ivory-Finished Fan

Particularly desirable for hospital use, or in the home, in the kitchen or boudoir, or where an all-white scheme is desirable, is the ivory-finished fan made by A. C. Gilbert Company, New Haven, Conn. It is an 8-in. fan, with universal motor, and operates on 110 volts, 60 cycle, a.c. or d.c. Weighs 3 lbs. Intended retail price, \$6.50.

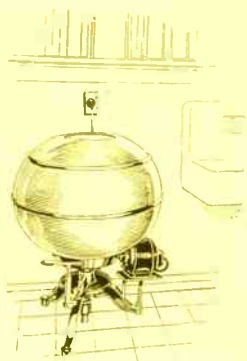


Hotplate

The first of the new No. 500 series of hotplates to be marketed by the Even Heat Electric Company, Detroit, Mich., is that illustrated. It is 9 in. in diameter and 4 in. high and is finished in nickel. Made for use with 110 volts, 660 watts. Intended retail price, \$3.50.

Radio Ground Connection

The Hastings Electrical Manufacturing Company, 366 Broadway, New York City, has brought out a new radio ground connection which provides a spiral spring to clamp around the ground pipe. To apply the ground it is only necessary to scrape the paint off the water or steam pipe at one point, and the ground clamp can be applied without the use of tools and without soldering. Retail selling price, 15c.



Electric Dishwasher

The method of operation of the new electric dishwasher brought out by the Kchoe Company, Toledo, Ohio, is by centrifugal force, thus circulating a volume of hot soapy water among the dishes which are placed in a revolving holder. The machine has an aluminum bowl, with glass vision in the cover. The dish holder is made of galvanized steel and adequate connections are provided for water and drain. The floor space required for the installation of the dishwasher is 28 in. It is driven by a $\frac{1}{4}$ hp. motor and operates from any convenient outlet. Intended retail price, \$135.

Rotary Motor Vibrator

The third unit of the ivory-finished trio of boudoir electrical devices is a vibrator, made by the A. C. Gilbert Company, New Haven, Conn. It comes complete with three applicators, brush, button and cup and uses circular vibration in massaging. It weighs 24 oz., has automatic oiling system and universal motor, operating on 110 volts, a.c. or d.c. Listed at \$6.75.

Please write to the manufacturer for additional information.

Bi-Lite

The Ultra-Convenience Plug

**Sells for
50c**



A whale of a hit overnight!

It's the new 91-T BI-LITE double service plug—

- Small; neat; with a finish par excellence;
- T-Slots that are clean cut;
- Spring contact that *can't* go wrong!
- Packed in catchy display cartons.

We priced it at 50c believing the 91-T was a world beater and counted upon sales so big as to cut costs of manufacture to the bone. In one month it has put itself over bigger than anything we have ever seen or heard of!

If you take advantage of this introductory offer, you can get them at a special price of \$3.30 per carton of 10.

This is an introductory offer, and will not be made again.

*Get in on
this special
trial offer.*



BETTS & BETTS CORPORATION

641 West 43rd St., New York City.

I accept your special introductory offer! Send me.....cartons of ten 91-T BI-LITES at \$3.30 per carton. (Only 1 order from each dealer at this price.)

Name.....

Address.....

Jobber's Name.....

—the PROOF Mr. Dealer

of the sales value of any article must be based on actual sales. This month we offer two lamps.



No. 500

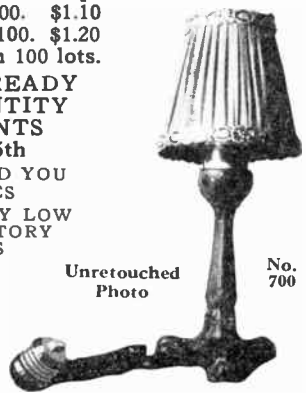
No. 500. Height with globe, 12". Oxidized silver, cotton cord, one-piece plug. Shades—blue, rose, or gold. Individual cartons. Price 100 lots, \$1.25 each; less than 100, \$1.35 each f. o. b. factory. Silk cord, 2-piece plug, 10 cts. per lamp extra.

RECORD: 30,000 sold and delivered to dealers in the past three months. One dealer sold 3,500 in May. The remainder shipped to 330 other retailers and this is the only time it has been advertised in any trade journal.

If It Sells for Others It Will Sell for You

No. 700. Height with globe, 12". Same description as No. 500. \$1.10 each in lots of 100. \$1.20 each in less than 100 lots.

WILL BE READY FOR QUANTITY SHIPMENTS JULY 15th
LET US SEND YOU SAMPLES AT OUR VERY LOW INTRODUCTORY PRICES



Unretouched Photo

No. 700

.....
 DECORATIVE METAL CO., Taunton, Mass.
 Enclosed find check or money order for
 for which send.....
 Shade—blue..... gold..... No. 500 lamps
 Shade—blue..... gold..... rose..... No. 700 lamps
 Name.....
 Street.....
 City.....

Decorative Metal Co.
Taunton, Mass.

Say you saw it in ELECTRICAL RETAILING



Karma

Super-Nickelchrome Wire

CHEMISTRY, METALLURGY and KARMA

The allied sciences of chemistry and metallurgy coupled with experience of many years have produced in *Karma* a resistor wire that withstands harder and longer service than any other known wire made for a like purpose.

Why is Karma better?

Because it is absolutely free from the bug bear of oxidation which has been the cause of 90% of the break downs in the heating elements of electric ranges, bake ovens, furnaces, etc.

Karma is the *bright* wire—outside as well as inside.

It is this *brightness* that is responsible for *Karma's* great durability. For instance, we will take the average wire. Throughout its structure you will find oxide—the black "skin" which is drawn into the wire through successive drawing operations. Subjected to intense heat of actual service scale is added to this oxide forming weak spots where, after a time, the breaks will occur.

Now—to assure dependable service of an electrical range or any electrically heated device generating high temperatures, *Karma* should be used in the heating element.

Remember, too, that *Karma* can be welded *perfectly and permanently*.

THE ELECTRICAL ALLOY COMPANY
MORRISTOWN, NEW JERSEY.

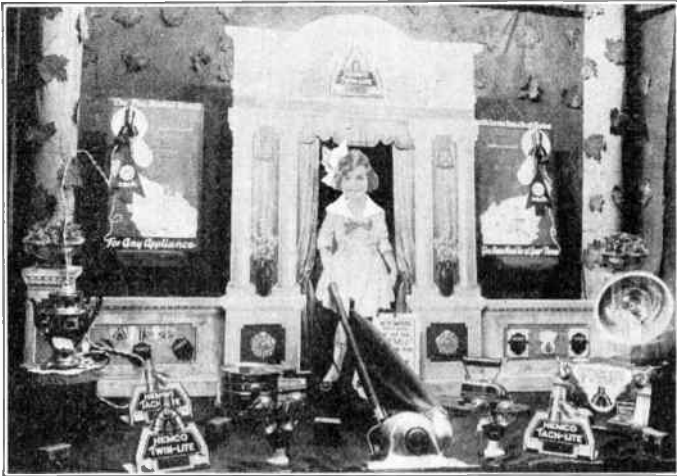
DETROIT
LONDON

PHILADELPHIA

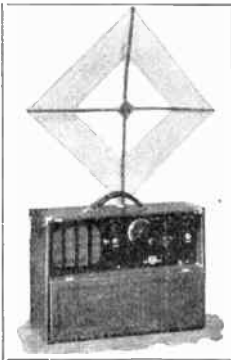
MINNEAPOLIS

ST. LOUIS
CINCINNATI

for electric
ranges
and furnaces



The Gold Mine in the Window



ANNOUNCING

the new HEMCO PORT RADIO
six tube receiving set. Write for
full description and prices.

Windows are mighty builders of sales and profits. A window display for a Virginia dealer sold 125 HEMCO plugs in two weeks time. A Wisconsin dealer sold 100 plugs in the same way. An Omaha dealer, through a "motion" display, found his HEMCO sales increased ten times over. Displaying HEMCO plugs on your counters and in your windows with appliances will double your HEMCO sales.

Isn't it about time to give HEMCO plugs that next exclusive window display? Those who know—demand HEMCO.

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

THIS HEAD SET A Big Summer Seller

The N & K Summer advertising schedule includes Saturday Evening Post, Popular Mechanics, Radio News, Popular Radio, Q. S. T., Wireless Age, American Boy, Boys' Life and the leading trade publications.

LAST summer, and again this summer, dealers have reported an increase in the sale of N & K Imported Phones.

There's a mighty good reason for this increase—the great clearness and distinctness with which N & K Phones reproduce broadcast music and speaking.

During the summer months many owners give their loud speakers a rest because of the interfering noises. In using N & K Phones in place of a loud speaker, the radio listener gets clear, natural results without the use of amplification.

Display N & K Phones in your store. Use them to demonstrate your sets with. You will find N & K a wonderful friend this summer.

If your jobber cannot supply you, get in touch with us direct.

TH. GOLDSCHMIDT CORP.

Dept. E7 15 William St. New York



Imported
PHONES



N & K Imported Phones, Model D, 4000 ohms, have extra large diaphragms, leather covered head bands and generous six-foot length of cord. Retail list \$8.50. Packed in cartons of ten with display matter and literature.



Say you saw it in ELECTRICAL RETAILING



Rimco

JUNIOR ELECTRIC STOVE



*The price and
the quality make
it a real seller*

We didn't build it down to a price but put all of the extra good Rimco quality into it and held the price to an attractive figure for all.

Here's why it's going big. Has full 6-inch patented bridged porcelain insulation, durable nicked steel frame, six feet best heater cord, detachable socket plug, Nichrome element. 660 watts.

Write for sample and price.

ROCK ISLAND MFG. CO.
ROCK ISLAND, ILLINOIS



Saturday Crowns a Perfect Week for Nancy Jane

(Continued from page 32)

and the vacuum cleaner to do the drudgery of cleaning, made even "company-coming" a pleasure.

Money. Had she saved money? Yes. Nancy had always done her own work with but little outside assistance except on washday and at extra cleaning times. Forty cents an hour is a modest price for any sort of a servant, so based on one day a week she saved \$3.20 at least by owning a washer and ironer. Even when she counted interest on her money and the approximate life of her appliances, she came out ahead.

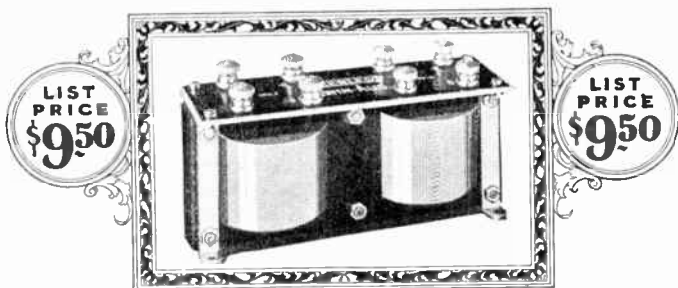
Estimating Wear and Tear

Once she read in an article on home economics that tests showed the life of clothing was extended at least three times by using a washing machine and eliminating washboard friction. She had not owned her washer long enough to prove that statement for herself, but she did know that her dainty things came through the washer without injury. Her saving in clothing bills, therefore, will be considerable. To this she added a saving on the wear of her rugs through the use of the vacuum cleaner which saved the wear and tear of beating.

Her electric cooker also saved her many hours of fuel cost—just how much, she meant to find out in time. Knowing how to read her own meter, she was prepared to find out total costs for herself.

Satisfaction and Joy. Are these savings or gains? In what other terms may one measure the increased interest of each member of the family in every household duty? John is beginning to look on her business as of equal im-

The PEERLESS TWIN-AUD



GREATER VOLUME and CLEARER REPRODUCTION

The Radio world will be astounded with TWIN-AUD results—in its novelty, likewise in its distinction. The quality of reproduction and volume of sound prove its value—its preeminence is established by its performance.

Why use ordinary transformers when the new and marvelous TWIN-AUD will "stop that howl" and transform noise into melody, bringing new delights through its remarkable performance?

Why use two ordinary transformers at added cost when one TWIN-AUD will give greater results?

Completely shielded

More compact

Finer in appearance

More substantial in construction

It stands out in performance as it stands out in appearance

It can be used in any circuit of radio amplification. Recommended for super heterodyne and neutrodyne.

Greater output per stage than any other A F transformer. It can be used with any make of amplifier tube.

Be among the first to cash-in on the demand for
TWIN-AUDS

THOROUGHLY
TESTED

FULLY
GUARANTEED

PEERLESS RADIO CORPORATION

15 Washington Street
WELLESLEY-MASSACHUSETTS



Our new localized advertising campaign will increase materially your sales of Trimm Quality Reproducers, by creating new demand among local fans. Write us for full information giving your jobber's name.

Trimm Radio Mfg. Co.

Dept. B

24 South Clinton Street Chicago, Ill.



KILLARK
Bell-Ringing
TRANSFORMERS
Approved—Guaranteed



portance with his. Nancy Jane now knows the satisfaction and dignity of carrying on a business that requires intelligence and care. David is having his mechanical bent gratified in his experience with practical equipment, not expensive toys, and best of all, little daughter is early learning to speak with pride and not disdain about "helping mother."

The Greatest Gain of All

Electricity means to Nancy Jane's family a friend and a servant, a provider of leisure and a constant help to each one.

How thankful she is that she made such an investment of her unexpected gift instead of spending it for passing pleasure. The opportunity was hers, and with it came the obligation to make the most out of it.

In fairness to herself, to every member of her family and the merchant from whom she made the purchases, she must do her part in learning to use and care for them intelligently. She knows that easily 90 per cent of the troubles from electrical servants are directly due to the ignorance and carelessness of the user. So she determines that she will become an intelligent user, that hers may be a maximum return on her investment.

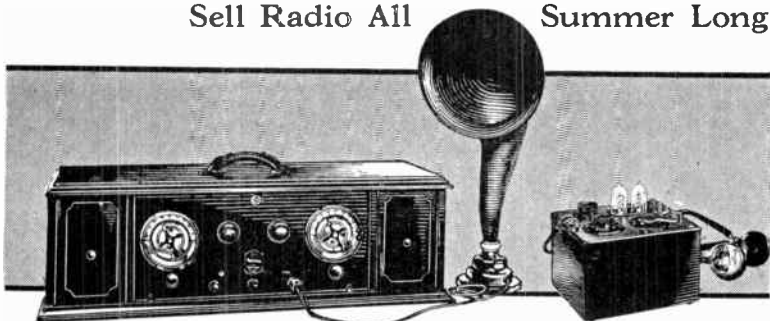
Above all Nancy is eager to learn how to adjust and hold the details of her housekeeping job in proper relationship to her far bigger responsibility as homemaker. With this resolution firmly made and with Electricity as her guide she will proceed far along her journey.

(The End.)



Sell Radio All

Summer Long



Here Are Your Summer Sales!

Business for July and August depends upon two things: Having the right sets in your stock, and going after sales with a little extra energy. We'll back up that energy with every kind of helpful sales support. And we'll do our best to keep the sets coming to you as fast as your shelves are cleared. The demand of the season—as of every season—is for RADIOLAS. And the special features of summer interest in each type of RADIOLA greatly increase sales possibilities.

The demand is big. See that YOU get the sales.

*This symbol
of quality
is your
protection*



Radio Corporation of America

SALES OFFICES: Dept. 537

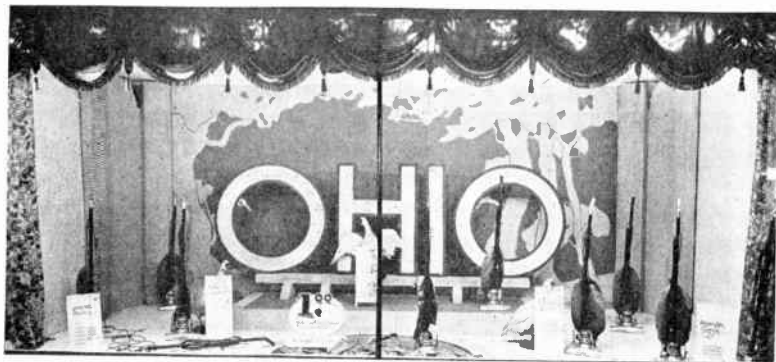
233 Broadway
New York

10 So. LaSalle St.
Chicago, Ill.

433 California St.
San Francisco, Cal.

Radiola

REG. U. S. PAT. OFF.



The selling points of the cleaner are featured with 5 display cards.

Simplicity Made This Window A Success

TO put over a window display successfully on a single large article, like a vacuum cleaner, the dealer must be sure to provide a good selling talk for it as well as an effective arrangement. To the window-shopper vacuum cleaners are apt to look more or less alike, and if the dealer wishes to impress a woman with the name of his appliance he must actually point out the strong points of his cleaner in plainly printed English letters so that there is no opportunity for confusion in the minds of the public. The housewife must leave his display with a distinct idea in her mind that this particular cleaner is desirable for specific reasons which have been pointed out to her in a striking way.

The Powers Furniture Co., of Portland, Oregon, recently made a display of vacuum cleaners in which they used five separate show cards to play up the best selling points of their cleaner. The coherent simplicity of the en-

tire display arrested attention.

Against a poster background of hand-painted muslin the name of the cleaner was painted in gay colors and cut out in letters of huge size from beaver board. Additional touches of color were given by the use of simple side drapes made of gay cretonne. This caused the name "Ohio" to stand out with startling prominence and branded itself on the memory of the window shopper in a way she will remember.

The display here pictured was very effective. It proves conclusively that for a display of this kind simplicity above all things must be observed. Too often merchants are inclined to jam a large number of small articles into a space that appears to want something. It is far more resultant of sales to display one article at a time than to jam a window with a thousand-one-one miscellaneous items.

The show card is a factor of successful window trimming that should never be omitted.



To Insure Intelligent Service on *Remington Cash Registers*

AT the factory at Iliou, N. Y., the Remington Cash Register Company maintains this Service School where men now connected with our 81 Branch Offices throughout the country were trained in the mechan-

ism of cash registers and other ambitious men are learning to be expert Service Men.

Nation-wide Service is part of the program that has established the Remington as the new and better Cash Register.

You ought to see it.

REMINGTON CASH REGISTER COMPANY, Inc.

Factory and General Sales Office, Iliou, N. Y.

Subsidiary of REMINGTON ARMS COMPANY, Inc.

Makers of Remington Firearms, Ammunition and Cutlery

In Canada: Remington Cash Register Co., of Canada, Ltd.

557 Yonge Street, Toronto, Ont., Canada.

Akron, Ohio
Albany, N. Y.
Atlanta, Ga.
Baltimore, Md.
Binghamton, N. Y.
Birmingham, Ala.
Boston, Mass.
Bridgeport, Conn.
Brooklyn, N. Y.
Buffalo, N. Y.
Charlotte, N. C.
Chicago, Ill.
Cincinnati, Ohio
Cleveland, Ohio
Columbus, Ohio
Dallas, Tex.
Davenport, Ia.
Denver, Colo.
Des Moines, Ia.
Detroit, Mich.
E. St. Louis, Ill.
 Fargo, N. D.
Fort Worth, Tex.
Fresno, Calif.
Grand Rapids, Mich.
Harrisburg, Pa.
Hartford, Conn.
Houston, Tex.

Indianapolis, Ind.
Jacksonville, Fla.
Jersey City, N. J.
Kansas City, Mo.
Lansing, Mich.
Little Rock, Ark.
Los Angeles, Calif.
Louisville, Ky.
Madison, Wis.
Memphis, Tenn.
Miami, Fla.
Milwaukee, Wis.
Minneapolis, Minn.
Nashville, Tenn.
Newark, N. J.
New Haven, Conn.
New Orleans, La.
New York City
Oakland, Calif.
Oklahoma City, Okla.
Omaha, Nebr.
Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Me.
Portland, Ore.
Providence, R. I.
Reading, Pa.
Rochester, N. Y.

Sacramento, Calif.
Salt Lake City, Utah
San Antonio, Tex.
San Diego, Calif.
San Francisco, Calif.
Scranton, Pa.
Seattle, Wash.
Sioux City, Ia.
Spokane, Wash.
Springfield, Mass.
Springfield, Ohio
St. Louis, Mo.
St. Paul, Minn.
Syracuse, N. Y.
Tacoma, Wash.
Tampa, Fla.
Toledo, Ohio
Toronto, Ont.
Trenton, N. J.
Utica, N. Y.
Vancouver, B. C.
Washington, D. C.
Wheeling, W. Va.
Wichita, Kan.
Wilkes-Barre, Pa.
Wilmington, Del.
Yonkers, N. Y.
Youngstown, Ohio

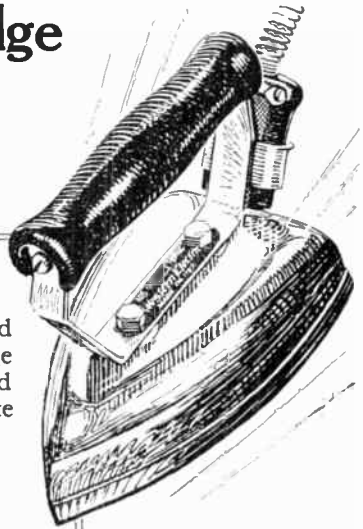
There is a Remington Cash Register built to fit your business. Get in touch with the Office nearest to you, and you will find our representative there willing and glad to make a complete demonstration.

An entering wedge to a complete line sale

It pays to push the Western Electric Iron because this low-priced item is an entering wedge to the higher priced appliances which make up the

complete line

Western Electric Iron
Western Electric Clothes Washer
Western Electric Vacuum Sweeper
Western Electric Ironer
Western Electric Sewing Machine
Western Electric Crawford Range



and a summer campaign to drive it home

To help build up your sales during the summer months we have worked out a well balanced campaign featuring the new and improved Western Electric Iron.

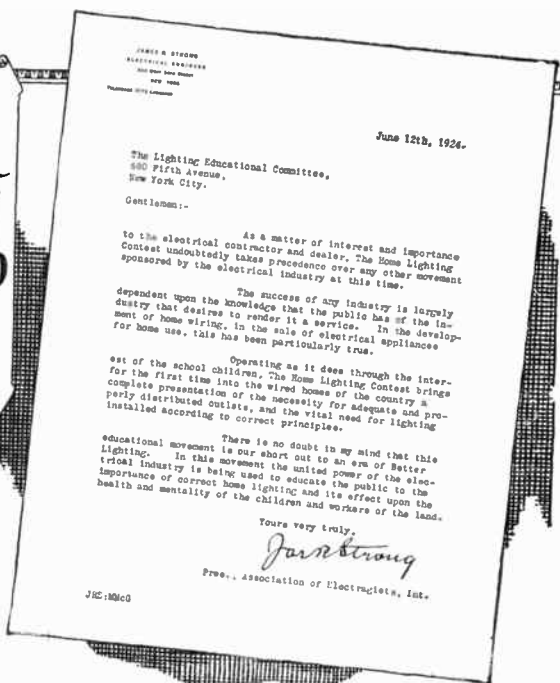
It will pay you to look into this proposition. Write for particulars to our nearest House or the Western Electric Company, 100 East 42nd Street, New York City.

Western Electric

OFFICES IN 47 PRINCIPAL CITIES

Say you saw it in ELECTRICAL RETAILING

HAS YOUR TOWN STARTED A Home Lighting Contest?



The Home Lighting Contest is the great educational movement approved and endorsed by the whole electrical industry. It is designed to bring into each wired home a complete knowledge of the benefits to be obtained from good home lighting.

The main feature of The Home Lighting Contest is the essay competition among 24,000,000 school children of the country. Local and national prizes will be awarded to the winning children. The First National Prize is the \$15,000 model electrical home of 1924.

To get the full benefit of this activity, start now to organize your local contest. Arrange to have this model electrical home built for display in your town.

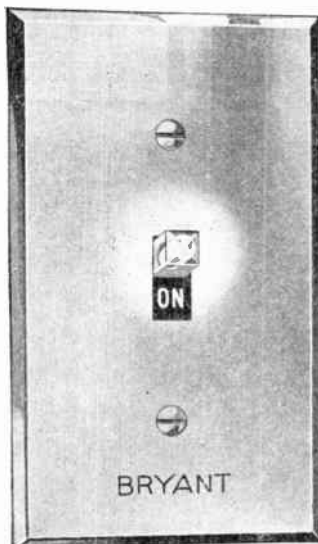
Start the activity in your town now—write for your Plan Book. No city is too large—no town too small to join in this great activity.

There is an experienced Regional Director near you who will help you organize and plan successfully.



The
LIGHTING EDUCATIONAL COMMITTEE
 680 Fifth Avenue • • • New York, N.Y.

Say you saw it in ELECTRICAL RETAILING



The Double Cure for Groping



This is a small glass rod, rounded at one end.

And this is a block of pure, transparent Bakelite, machined and polished like a pipe stem, slightly amber in color and clear as crystal.

The rod is covered with genuine "Undark" luminous paint, containing radium.

The painted glass rod is put inside the Bakelite block and the two are cemented to the operating lever of a Bryant tumbler switch. Simple. Perfect. Simply perfect.

The Bryant flush tumbler switch with Bakelite luminous handle is a double cure for groping;—groping in the dark for unseen switch buttons, and groping in the industry for something new to sell.

This Bryant switch has a handle of clear transparent Bakelite, which contains a glass rod painted with radium paint. It is a permanent part of the switch and cannot come loose and be lost. It can be seen in the dark from any angle and it shines forever.

This switch is the final step in the convenience of electric lighting.

The market for it is unlimited. It has no competitors. Your jobber has it in stock or can get it promptly.

"Notice the Lighting Equipment"



"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



Another **BEE-VAC** Success National Bee-Vac Week "Goes Over"

DUE in large measure to the enthusiastic and active interest which Bee-Vac dealers and jobbers took in "National Bee-Vac Week," this event marked a new high record in Bee-Vac sales.

The illustration is a typical example of how fast Bee-Vacs moved. It shows a truck load of Bee-Vacs being delivered from the warehouse of Landis & Company to ONE Philadelphia dealer. What Landis & Company thought of this opportunity is indicated by the way their truck is "all dolled up." But with a cleaner like the Bee-Vac—the world's lowest priced standard quality cleaner—dealers can make every week a Bee-Vac week, and keep a steady stream of profits coming in. Better get the facts from your jobber—now!

The Bee-Vac is Sold Only Through Jobbers



ELECTRIC CLEANER

**CONSUMER
PRICE**

\$39.75

Ask Your Customers
"WHY PAY
MORE?"

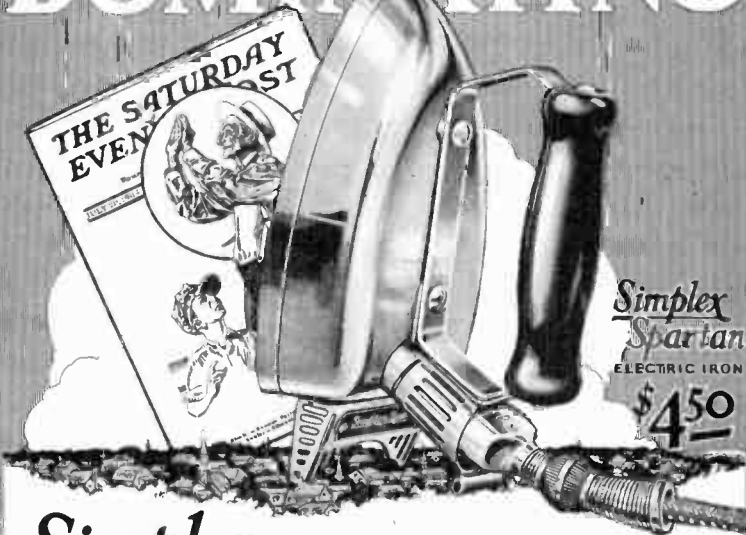
BIRTMAN ELECTRIC COMPANY

Dept. B-57

LAKE AND DESPLAINES STS. CHICAGO

Say you saw it in ELECTRICAL RETAILING

DOMINATING



Simplex
Spartan
ELECTRIC IRON
\$4.50

Simplex ELECTRIC CORD-SET

National Advertising and the National Market!

Standard equipment on all Simplex Irons—a replacement item for 10,000,000 irons now in use. A wonderful value at any price with its unbreakable all-steel plug, ever-cool Bakelite Ball Grip and green Bakelite lamp-socket plug—The Simplex counter display carton containing twelve Cord-Sets in individual cartons will make quick sales.

The sensation of the year! No wonder 2,000-odd dealers handling it report the best iron season ever. There never was such iron quality at this or any other price!

And now, backed by full color pages in the Saturday Evening Post (watch for July 26th issue), this newest iron by the oldest iron makers is destined to dominate the entire field.

If you are with us now you know the truth of this advertisement. If you are not, the liberal introductory offer will prove it. Drop us a line.



\$1.75
Unbreakable!

SIMPLEX ELECTRIC HEATING CO.
85 Sidney Street, Cambridge, Mass.

120 West 32nd Street, New York, N. Y.
15 So. Desplaines Street, Chicago, Ill.

THE IRON WITH THE UNBREAKABLE PLUG

Two fine examples of craftsmanship in aluminum

The notably fine qualities of aluminum inspired us to develop this original and highly distinctive line of aluminum fixtures.

The design, selected only after countless suggestions had been drawn up, is one that carries popular favor everywhere.

Finished in silver polychrome, these fixtures are just colorful enough to add a touch of warmth to any decorative scheme.

In workmanship, we believe they cannot be excelled.

The response of the trade to this line has been so great this has developed into a GLOBE specialty and we are able to market the line at remarkably attractive prices.

All GLOBE fixtures are packed and sealed in individual cartons.

We shall be glad to mail you, without obligation, descriptive sheet showing this popular line. Catalog now on press.



Globe Lighting Fixture Manufacturing Co.
128-138 MOTT STREET, NEW YORK CITY



Boost Lamp Sales With a Champion Demonstrator





The CHAMPION DEMONSTRATOR is a silent salesman that greets every person who enters your store with an urge to buy Champion Lamps. You can get this

CHAMPION DEMONSTRATOR
on 60 days trial. In writing, send jobber's name.

CONSOLIDATED ELECTRIC LAMP CO.
881 Maple St.
Dan Vers Mass.



For Sure Repeat Business

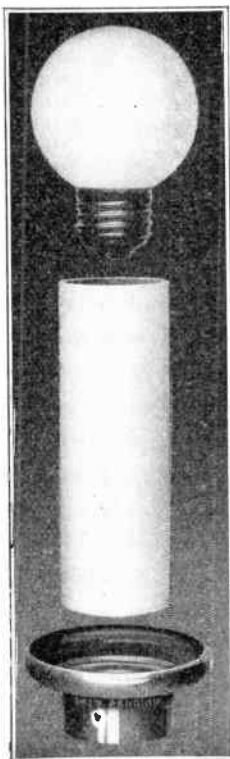
WHOLESALEERS:
Consumers for twenty-four years have used CHAMPION LAMPS made under the patents of the General Electric Company. Our growth is your guarantee of satisfactory quality—satisfied customers—and unusual profits.

Licensed under General Electric Company's Incandescent Lamp Patent

Say you saw it in ELECTRICAL RETAILING

Can-del-ite

TRADE MARK



TWO
MONTHS
AGO
IT
WAS
ONLY
A
NAME

TODAY
IT IS
AN ACTIVE
STOCK ITEM
WITH
SCORES OF
WEBER
DIS-
TRIBUTORS

Are You Getting Your Share of the Business ?

HENRY D. SEARS, 80 Boylston St., Boston, Mass.

HENRY D. SEARS, 80 BOYLSTON STREET, BOSTON, MASS.

Please send me your Dealer's Proposition on Can-del-ite.

Name _____

Address _____

I buy from { _____
these jobbers. _____

STANDARD

WEBER DEPENDABLE
WIRING DEVICES

SINCE 1895

Say you saw it in ELECTRICAL RETAILING

DEALERS!

What a 2c Stamp Brings You

*The Services of a Purchasing Agent
The Services of an Estimator
The Services of a Cost Clerk
The Use of Advertising Counsel*

Harry Alter's "POCKETBOOK" gives you all this service and more! The "POCKETBOOK" is a monthly, net price catalog, used by dealers everywhere. Its 160 pages contain over 2,000 up-to-date bargains in quick-selling electrical, lighting, and radio supplies—the kind of merchandise your customers are looking for. For example, here's what last month's issue contained:

66 pages of electrical contractor's supplies
18 pages of household appliances
28 pages of fixtures and fixture parts
48 pages of radio apparatus and supplies.

And all this at your finger tips!

The 2c stamp that carries your request to us will bring the "POCKETBOOK" to you every month. Use your letterhead when writing, as we sell to established dealers only.



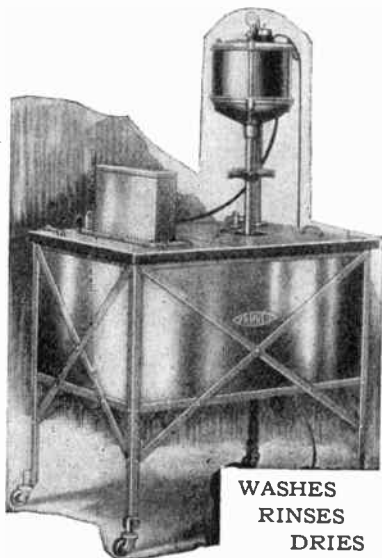
The Cost Clerk



The Estimator

HARRY ALTER & COMPANY

Wholesale Electrical and Radio Supplies
Ogden and Carroll Avenues, CHICAGO, ILL.



WASHES
RINSES
DRIES

Farrell

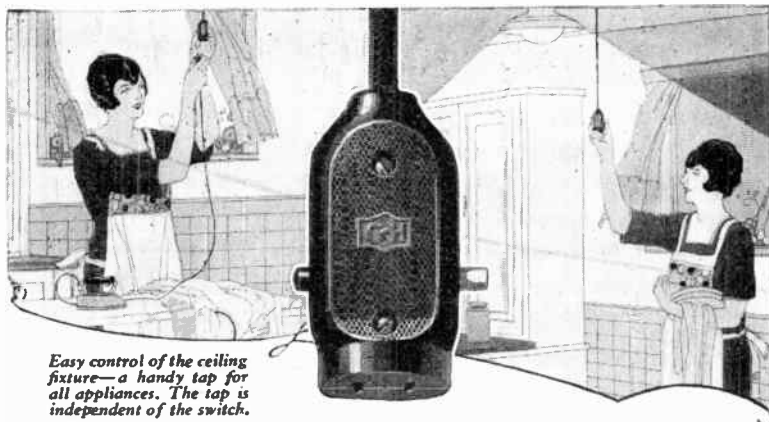
Automatic Rinsing
Attachment.

Two Compartments.
DRIES WITHOUT
A WRINGER

Motor at top of machine. Friction drive applies power direct. Single point suspension. Washing mechanism entirely enclosed. Oilless bearings. No more vibration than wringer-type machine.

The Farrell offers the most washing machine service per dollar invested. Get full details today.

FARRELL PRODUCTS CO., Dowagiac, Mich.



Easy control of the ceiling fixture—a handy tap for all appliances. The tap is independent of the switch.

Real Convenience for Every Kitchen

This Switch Not Only Controls the Ceiling Light But Provides a Handy Receptacle for Appliances

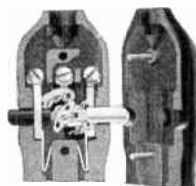
The *C-H Plug-In Switch* makes thousands of additional homes prospects for modern kitchen lighting units. It makes unnecessary any costly alterations in wired houses; and, in new homes, gives the contractor an opportunity to provide real convenience with low cost.

In store and factory lighting—wherever pendant switches may be used—the *C-H Plug-In Switch* provides added convenience at practically no additional expense. It is easily wired, being assembled complete in one-half of the shockproof shell of genuine Thermoplox. There are no loose parts, and the switch mechanism is the heavy duty, snappy make-and-break type used in the famous *C-H Seventy-Fifty Switch*, which is found on more than a million appliance cords today.

THE CUTLER-HAMMER MFG. CO.

Switch and Specialty Department

Works: MILWAUKEE and NEW YORK



The mechanism is built complete into one-half of the Thermoplox shell. There are no loose parts and wiring is exceedingly simple. The heavy duty, quick make-and-break switch handles all appliances, and the excellent appearance and rugged, shockproof construction appeal to everyone.
Catalog number 7053



PLUG-IN SWITCH

THE COMBINATION PENDENT SWITCH AND RECEPTACLE

Say you saw it in ELECTRICAL RETAILING

IN YEARS TO FOLLOW



SAVE
LAMPS



WILL STILL BE THE OVERWHELMING CHOICE OF THE LEADING DISTRIBUTORS BECAUSE DEPENDABLE QUALITY WILL NEVER BE SACRIFICED FOR PRICE

*If your wholesaler does not sell them,
write us for an attractive proposition*

THE SAVE SALES COMPANY
T O L E D O O H I O

"QUEEN QUALITY"

6-POUND



\$3.95
RETAIL

**COMPLETE WITH STAND
NICHROME ELEMENT
ONE YEAR'S GUARANTEE**

With "Queen Quality" at the price offered, you do not miss a sale.

Jobbers and Dealers--You get a surprising discount, which makes this Electric Iron a World Beater for profit.

Don't delay but write today for our exceptional offer. You'll be surprised!

WATLOW ELECTRIC MFG. CO.
Franklin McDermott, Gen. Sales Agt.
1409 Pine Street, ST. LOUIS, MO.

Manufacturers—

**Call or
Write**

our representative in your territory for data or service to assist you in your advertising plans.

Chicago—Old Colony Bldg.

New York—10th Ave. at 35th St.

Philadelphia—Real Estate Trust Bldg

Cleveland—Leader Bldg.

St. Louis—Star Bldg.

San Francisco—883 Mission St.

Electrical Retailing

Say you saw it in ELECTRICAL RETAILING

VISIBLE SELLING POINTS

Your customers will enthuse over the beauty of the Federal. YOUR knowledge of its concealed and highly proved mechanism supplies the vital sales argument. YOUR knowledge that it has been the most successful washer for 15 years; that you will always be able to render service with new parts—places you in a position of SAFETY in selling.

FEDERAL

Electric Washer



Liberal
Dealer
Discount
Means Big
Profits

Model L-150 — 6-sheet capacity; finished in two shades of battleship gray, and made throughout of Armco iron, except for the special Federal wooden swinging wringer and wooden tumbler.

Model L-175 — 8-sheet capacity; finished in white enamel, trimmed in royal blue. Aluminum tumbler and swinging wringer of the same metal.

Model L-200 — Same as Model L-175, except that it has a tub of copper; its inside surface heavily tinned and nickel polished.

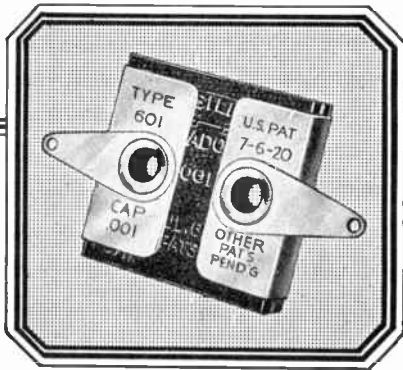
FEDERAL ELECTRIC COMPANY

(Household Appliance Division)

8700 SOUTH STATE STREET
CHICAGO, ILLINOIS



Say you saw it in ELECTRICAL RETAILING



Micadon type 601—standard for ordinary wiring conditions. Extension tabs facilitate soldering. There is a Micadon for every circuit requirement.

STOCK MICADONS

The fast-selling condensers

The Dubilier Micadon is the standard fixed condenser of radio. It is the fastest-moving radio product. Be sure to carry an ample stock—it requires but little shelf-space—and the investment is small.

The Micadon is unsurpassed in performance—unequaled in construction—unapproached for popularity. More than ninety per cent of all sets made use Micadons.

Micadons speed up your turnover, boost your profits, and bring the fans to your store where they will buy other radio items.

For address of nearest jobber, write
51 West Fourth Street, New York.

Dubilier

CONDENSER AND RADIO CORPORATION

The Northwind Display

- shows the fan
- suggests action
- tells the price
- ives the guarantee
- makes the sale



Having "Calls" for Fans?

Stock Northwinds

When folks want fans, they want them "right now"—won't stand for any waiting. Northwind Fans are all you need to fill a big majority of the calls.

8-inch Northwind, the best little fan—retails at \$8. It has two speeds; operates on

110 volts A. C. or D. C. and is guaranteed for one year. Mat brass finish. A wonder for the money, it sells on sight.

10-inch Northwind—another fan that sells easily—is a 3-speed oscillator; blades, mat brass; base, dull black.

100 distributors will give you "right now" service on your calls for Northwind. There's one near you! Write for his name.

The Emerson Electric Mfg. Co.

2018 Washington Avenue

50 Church St.,
New York City

Saint Louis, Mo.

Northwind
REG. U.S. PAT. OFF.

The best little fan

THE
RADIO DYMARC PRODUCTS
 LINE

QUALITY APPARATUS POPULARLY PRICED
 ASK YOUR JOBBER



Buy Electrical Lighting Supplies,
 Appliances and Radio direct by mail

CO-OP MONTHLY

A net price Bargain Book
 of Everything Electrical.
 Write for your Free copy.
 Use your letterhead.

*Save money on first class guaranteed merchandise
 All live Dealers should use our service
 Wholesale only*

Co-Operative Electrical Supply House

120 NORTH UNION STREET
 CHICAGO, ILLINOIS

110 MERCER STREET
 NEW YORK CITY

**THOROPHONE
 LOUD SPEAKERS**

With the famous
 Horn of Thorite

THE REICHMANN COMPANY
 1729-35 West 74th Street, Chicago

SELL THE EVEN-HEAT LINE!

It's a quality line that sells on
 merit and stays sold. Plenty of
 profit for the dealer. Plenty of
 satisfaction for the user. Write
 for information on the fast-selling
 Even-Heat Line.

EVEN-HEAT ELECTRIC CO.
 2431 Canton Ave. Detroit, U. S. A.

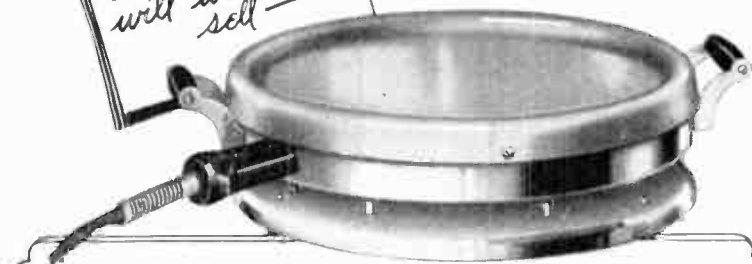
Say you saw it in ELECTRICAL RETAILING

Now Ready!
With just the
kind of
Griddle you
will want to
sell—



ELECTRIC GRIDDLE

Extra large—11 in. dia. Holds 3 pancakes at one time. Simple design, easy to clean.



IMPORTANT FEATURES

This Griddle has been tested and proven finest. Constructed on principle of Electric Waffle Iron. Patented heating element used. It has other sales features also that make it a popular seller.

It's simply great! Unfolds finest griddle sales possibilities. We designed it carefully because we knew what was needed. We "put something over" that's bound to bring demand. A worth while improvement. The Empire Griddle is priced right. It is staunchly built throughout and attractively finished. Made for dining room table. No odors or smoke. Correct heat radiation.

WRITE TODAY

Write and get attractive list price and liberal dealers discounts. See why it is to your advantage to sell it. We are manufacturers of a complete line of Electrical Heating Appliances.

Metal Ware Corporation

3819 No. Ashland Ave.,
 CHICAGO

Factory—TWO RIVERS, WISC.



Brushes ring the register



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

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

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

Order Assortment No. 50 from your jobber.

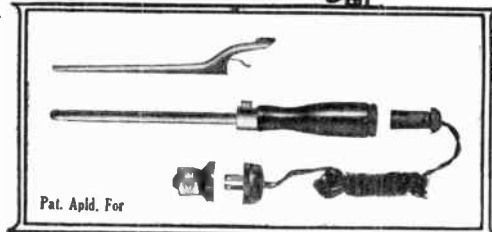
Manufactured and Guaranteed by
NATIONAL CARBON COMPANY, Inc.
 New York, N. Y. San Francisco, Cal.
 Canadian National Carbon Co., Limited—Toronto, Ontario

COLUMBIA PYRAMID
BRUSHES—they last longer

The New Featherweight Curling Iron \$1.59



\$2.50 List Patented



Pat. Apld. For

The New Marcelle Waver sells at \$2.50. Does a beautiful job in five minutes. Dealers are selling thousands! Nichrome Element. Two-piece plug. Ebonized handles. High nickel finish. Attractive!

The lightest curling iron made! Weighs less than half as much as ordinary curling iron. Easily replaceable Nichrome Element. Separable plug in handle. Silk cord. Removable clamp. Two-piece plug. Guaranteed two years. Retail for \$1.50 with big profit to jobber and dealer.

Nichrome wire used *exclusively* in all Gold Seal Appliances. The *entire* Gold Seal Line is priced right for quick sales. Mail coupon today.



8 Cup—\$4 List Pat. Apld. For

COMING!

The most complete line of low-priced electrical appliances in existence. Watch for them!



10 Cup—\$4.50 List Pat. Apld. For



\$3.50 List Pat. Apld. For



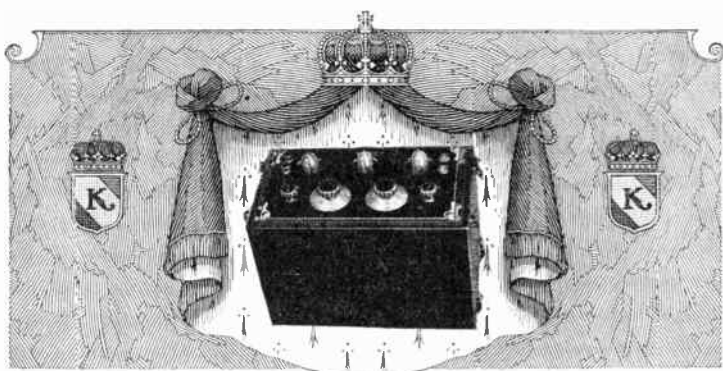
The Gold Seal Electric Co.
2110-12 Woodland Ave.
Cleveland, Ohio

Please send full information and discounts on the fast-selling Gold Seal Line.

The Gold Seal Electric Co.
2110-12 Woodland Ave. Cleveland, Ohio

Name _____
Address _____

Say you saw it in ELECTRICAL RETAILING



The KENNEDY PORTABLE RADIO RECEIVER

MODEL III

(Kennedy Receivers are Non-radiating)



NOT a compromise for the sake of summer portability—but a full-size, sweet-tone receiver for all year round home use.

You'll find something interesting to your customers in this full-volume portable radio. It is one way to keep radio enthusiasm active and help summer sales. Here is a receiver that can be picked up and taken along. Completely self-contained—batteries, phones, phone-plug, and all. Uses any aerial—even a wire fence or a wire over a tree branch. The Kennedy Portable is light and compact, but



portability is gained without sacrificing efficiency. It is a real Kennedy; a full-size receiver, using the same radio unit as Kennedy cabinet sets. Practically trouble-proof.

Stations can be logged with absolute accuracy. One dial controls wave length and the dial setting that brings a station in once will bring it back at any time—even on another aerial miles away. Remarkably simple to operate; clear, pure tones and lots of volume on nearby or distant stations. The Kennedy Portable is a sensitive, selective, 3-tube set that is built for use anywhere and any time.

A Kennedy dealership is a fine business asset. Get acquainted with the Kennedy line,—especially the forthcoming models that will complete the present line. Wonderful tone quality—splendid appearance.

Dealers
are
invited
to
write

Armstrong Regenerative. Licensed under U. S. Patent No. 1,113,149

THE COLIN B. KENNEDY COMPANY
Saint Louis, Missouri

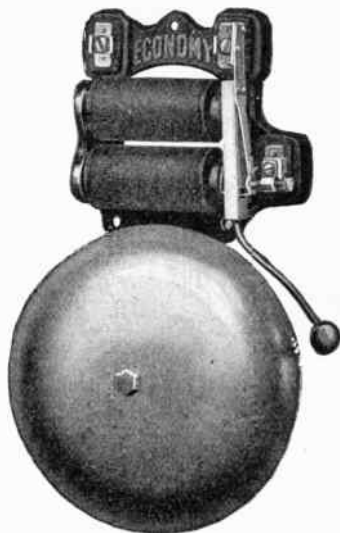


You Will Find These Advertisers In This Issue

	Page		Page
Alden Manufacturing Co.	4	Hoover Company, The	55
Allen-Bradley Co.	1	Horton Manufacturing Co.	36, 37
Alter & Company, Harry	100	Hot-Flo Electric Co.	62
Altorfer Bros. Co.	Hyman & Co., Inc., Henry	60
..... Inside Back Cover, Single		Kennedy Co., Colin B.	110
Andrea, Inc., F. A. D.	61	Killark Elec. Mfg. Co.	88
Arnold Electric Co.	70	Liberty Gauge & Instrument	
Automatic Electric Washer Co. 5		Co.	60
Beaver Machine & Tool Co.,		Lighting Educational Commit-	
Inc.	11	tee	94
Benjamin Electric Mfg. Co.	6	Metal Ware Corporation	107
Betts & Betts Corporation	81	Moe-Bridges Co.	74
Birtman Electric Company	96	National Carbon Company,	
Bowman & Co., A. W.	64	Inc.	7, 63, 65, 108
Bryant Electric Co.	95	Norma Company of America,	
Cash Electrical Supply Co.	70	The	66
Consolidated Electric Lamp Co. 98		Northern Electric Company	2
Co-Operative Elec. Supply		Peerless Radio Corp.	87
House	106	Providence Elec. Mfg. Co.	10
Cullman Wheel Company	8	Radio Corporation of America..	89
Cutler-Hammer Mfg. Co., The..	101	Reflector & Illuminating Co.	71
Decorative Metal Co.	82	Reichmann Company, The	106
Driver-Harris Company	72	Remington Cash Register Co.,	
Dubilier Condenser & Radio		Inc.	91
Corp.	104	Richards & Co., Inc., George ..	84
Edwards & Company, Inc.	112	Rock Island Mfg. Co.	86
Electrahot Appliances, Inc.	9	Rosco Laboratories	62
Electric Vacuum Cleaner Co.	67	Ross Antenna Co.	68
Electrical Alloy Co., The	83	Russell Electric Co. Back Cover	
Electrical Products Mfg. Co.	106	Savage Arms Corp.	
Electrical Retailing Inside Front Cover, Single	
..... Inside Back Cover Spread		Save Sales Company, The	102
Emerson Electric Mfg. Co.,		Sears, Henry D.	99
The	105	Simplex Elec. Heating Co.	97
Even-Heat Electric Co.	106	Tinsel Corp. of America	69
Farrell Products Co.	100	Toledo Lighting Equipment	
Federal Electric Company	103	Co.	38, 39
Fredericks Co., H. M.	68	Trimm Radio Mfg. Co.	88
Freshman Co., Chas.	102	Watlow Electric Mfg. Co.	102
General Electric Company	12	Western Electric Company	93
Globe Lighting Fixture Co.	98	Wolcott Mfg. Co., Frank E.	
Goldschmidt Corp., Th.	85 Front Cover and Spread, 3	
Gold Seal Electric Co., The	109	Woodrow Manufacturing Co.	73
Hartford Inst. Co.	64	Yale Electric Corporation	56, 57
Home Electrical, The	92		

Say You Saw It In Electrical Retailing

The No. 17
Economy Bell



Has been the "Old Faithful" with burglar alarm companies for years. It was first developed to meet the demand for a low price bell that would give a loud, positive ring and use a minimum amount of current. It has met this demand.

The intensified stroke armature (patented) is the most modern, efficient feature of present day bell construction.

Sizes from 3" to 12".

Shipment from stock at New York, Chicago, Los Angeles, Atlanta and Boston.

Ask your jobber to show it to you.



EDWARDS and COMPANY
 INC.

NEW YORK CITY

Say you saw it in ELECTRICAL RETAILING



get the
NEWS
 that's stirring
 the whole
 washing machine
 world!

POST yourself on this new ABC Electric Washer that is stirring every washing machine Manufacturer and being discussed by every washing machine Retailer in America.

Send the coupon today for full inside information on this great new electric Washer. If you sell washing machines of any kind, by all means sign this coupon and mail it *now*.

This Is the New

ABC

VACUUM ELECTRIC WASHER

Mail This Coupon *Now*

ALTORFER BROS. & CO.
 Peoria, Illinois

GENTLEMEN:—Please send me at once, without obligation, detailed information on your new ABC Vacuum Electric Washer and your selling plan.

Name

Address

made by

**Altorfer Bros.
 Company**

Makers of the
 World Famous Line of
 ABC Electric Washers

How were your windows yesterday

Well-trimmed windows make impressions that live on and on—as the days go these impressions grow—the final results are sales. For example, the Electric Fan Display reproduced on the next page and being used by thousands of Dealers throughout the country will create Electric Fan Sales that otherwise probably would never result. People who pass this fan window are bound to be impressed—the attractive display gets attention—and stimulates sales.

Make these sales getting window displays bring business your way. Just enclose a dollar, say "Send Electrical Retailing for two years," give your address plainly, and mail to Electrical Retailing, 1590 Old Colony Building, Chicago.

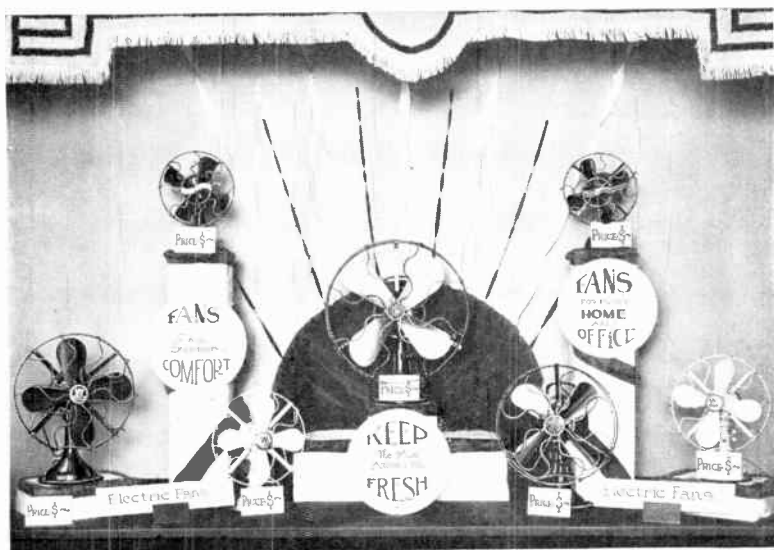


LET AN EXPERT WORK FOR YOU

Robert O. Johnson is a master in the art of window decorating. A number of Chicago's best electrical and non-electrical retail stores retain him for that purpose. His broad experience—his splendid ideas—his SALES-CREATING WINDOWS can be brought to your store. He will actually become an employee of yours, yet through our special arrangement no salary checks are paid to him by you.

Electrical Retailing's

EVERY month Mr. Robert O. Johnson writes an article in *Electrical Retailing* on window displays for both large and small retail stores. He offers a timely suggestion in each of these articles for a sales creating display. The article for this month begins on page 41. Diagrams accompany this article. See how simple it is to install this display. It equals in attractiveness and sales building power, expensively planned windows. Yet, the material to be used costs only \$1.25. Take advantage of this free Window Display Service—it's a monthly feature of *Electrical Retailing*.



New Window Display Service

You Simply Cannot Pass This By

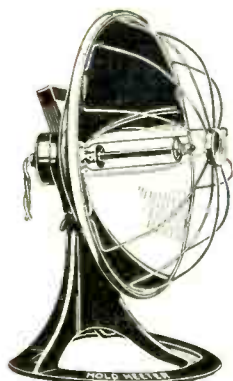
Here's A Red Hot One!

A Radiator That Actually Delivers A Lot Of Heat!

Sounds strange, doesn't it? But it's true! Tom Russell has produced a household heater that radiates more heat than has ever before been obtained from a 660 watt heater. Its name is

"HOLD-HEETER"

"It Radiates More Heat"



The secret lies in its non-metallic (Globar) element. This remarkable element will burn indefinitely at many hundred degrees hotter than present wire elements. It makes the electric household heater a really worthwhile appliance because it delivers heat and lots of it. The element used in the "Hold-Heeter" is so good that it is unqualifiedly

GUARANTEED

For Two Years Against Burnouts

This guarantee is on our regular replacement basis. To our knowledge, no radiator manufacturer has placed any guarantee on his elements. Because the "Hold-Heeter" delivers so much more heat out in front, less heat is wasted at the back of the bowl. You can comfortably hold your hand on the back of the "Hold-Heeter" at all times. To prove how much more heat is sent out into the room than from any other radiator of similar wattage, you have only to stand in front of a "Hold-Heeter" for a few moments; then stand in front of an ordinary heater. This tells the service story. The 12½-inch bowl of the "Hold-Heeter" is solid copper, polished and lacquered.

The back of the bowl and base are finished in olive green—the snappiest looking radiator on the market. Turns face upward if accidentally overturned. Equipped with standard two-piece attachment plug and nine feet of Underwriters' Approved asbestos heater cord. The "Hold-Heeter" retails for \$7.50 but is worth a lot more. Price of heating element only, mounted on Edison screw base, is \$2.00.

Jobbers! Dealers!
Don't Wait. Get The Facts Now

The "Hold-Heeter" represents the greatest development in electric household heaters in many years. "It carries on" where other heaters leave off. Saturday Evening Post advertisements are going behind this red-hot number this fall. Get your order in before we are oversold. Act now.



RUSSELL ELECTRIC CO.

*The World's Largest Manufacturers
of Lump Socket Heating Devices*

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

**"We Will Stand Behind It—
We Ask You To Stand In Front Of It!"**