

Electrical Retailing

A McGraw-Hill Publication



To Increase Your Sales in 1924, Decide to Use
The Nancy Jane
Window Poster Service

Read the Next Two Pages

Increase Your Appliance Sales



Put Nancy Jane on Your Pay Roll —Salary 50 cents a Year

YOU KNOW very well that your sales are in direct proportion to the number of people who enter your store. Only a part of your customers come in with a definite buying purpose; the rest are attracted by some momentary influence of your display. They respond to an impulse created in some way by you. This is part of your trade from which you can build up sales. These are the people upon whom you draw for increased business during 1924.

VERY well then; meet Nancy Jane and her family. Nancy Jane is a successful housewife. Her experience in home management is now embodied in a sales compelling window service which will bring folks into your store seeking appliances which will enable them also to achieve Nancy Jane's success. It's a service which you can't afford to overlook; and it is only a small part of the constructive service performed month by month by ELECTRICAL RETAILING

This Low-Priced Sales Service Means More Customers for You

IN THE February issue you will find the first Nancy Jane Window Poster of the series of seven—one for each day of Nancy Jane's Electrical Week. It demonstrates to the housewife and her husband, briefly, graphically and convincingly that hours can be saved every Monday by the use of electrical appliances. It carries your sales arguments into the street and convinces people you cannot reach in any other way, that electrical appliances are necessities.

THERE will be seven of these Nancy Jane Window Posters, comparing electrical with non-electrical methods of doing the routine

household tasks for each day in the week. Each of the seven will be attractive; each will be distinctive; each will have "punch".

TO GET this complete Nancy Jane Window Poster Service monthly, it is only necessary for you to subscribe to ELECTRICAL RETAILING for two years at a special rate of \$1. Think of it! Twenty four issues of ELECTRICAL RETAILING with its helpful hints, practical merchandising helps and its leadership in advanced retail electrical sales promotion, augmented by this new Nancy Jane Window Poster Service all for the price of four good cigars! Surely you cannot hesitate!

The Nancy Jane Window Poster Service

THIS NEW Nancy Jane Window Poster Service is *not a premium*. It is an addition to the service being rendered by ELECTRICAL RETAILING. It invites folks into your store so that you may invite them to purchase. It will introduce you to folks you never saw before—make them acquainted with you and your store—because there are people all around you who will never enter your store unless you bring them in "through the window".

SO HERE is a real opportunity. You can get ELECTRICAL RETAILING, (including the Nancy Jane Window Poster Service) every month for two years for \$1. It only takes a minute. Just fill in and sign the coupon, clip it out, enclose it with a dollar and mail it to us. *Thus, and thus only*, can you be assured of the complete Nancy Jane Window Poster Service and of receiving ELECTRICAL RETAILING every month for two years. Don't put it off. **ACT NOW.**



Get it With a Two Years Subscription to Electrical Retailing for

\$1.00

Just above is a typical American family—Nancy Jane, her husband, and two youngsters. And yet they're not exactly typical either for Nancy Jane has learned how to save time, money and labor by doing housework electrically. She will convert the housewives of your locality to electrical house-keeping and bring them to you to buy appliances. More power to Nancy Jane!



Put a dollar bill here—Mail at our risk today
 Electrical Retailing, 1370 Old Colony Bldg., Chicago.
 Send me Electrical Retailing for two years and the Nancy Jane Window Poster Service.

Name.....
 Street.....
 City.....
 State.....



How to Get Early After-Xmas Business

THOUSANDS have received electrical appliances with cord sets. They all want to use 'em—and use 'em regularly. Don't let these customers go sour on household electrical appliances because of lack of outlets.

Display, push and sell Beaver TRIPLE DUTY Sockets—space for two lights and one appliance from the one outlet. Tell her this: "Wherever you please, Madame—make toast in the library, curl your hair in the front hall, do fancy ironing in the breakfast room, fry eggs in the guest-chamber."

A window display showing an appliance and Beaver Cord Set hooked up to a Triple Duty Socket containing two electric lights will drive home this big selling argument.

Immediate shipments can be made. Ask your jobber for attractive discounts.

BEAVER MACHINE & TOOL COMPANY Inc.
625 North Third Street, Newark, N. J.

BEAVER

TRIPLE DUTY

SOCKET



THE BEST GRID LEAK SAYS FLEWELLING



\$1.85
EACH

35¢
FOR .00025 MF
CONDENSER

A letter was just received from E. T. Flewelling, inventor of the Flewelling circuit, in which he says:

"The Radio Market is sorely in need of such high type apparatus as the Bradleyleak, and you are to be congratulated on its action. It is the best grid leak I have tried, and the only one that comes anywhere near approaching the ideal grid leak."

Similar endorsements have been received from Crosley, Amrad, Kennedy and many other radio authorities.

Bigger Sales for Radio Dealers

Radio set builders bought 8 times as many Bradleyleaks in December as in September. This tremendous volume of radio business carries with it a handsome profit to the progressive dealer. The investment is small and the turnover quick. A nation-wide magazine and newspaper advertising campaign has made the Bradleyleak a well-known adjustable grid leak everywhere. It sells itself.

THERE IS A BIG RADIO BOOM AFTER CHRISTMAS.
IT BRINGS BIG PROFITS. GET YOUR SHARE OF IT.

Bradleyleak

THE PERFECT GRID LEAK

ALLEN-BRADLEY CO., 489 Clinton St., Milwaukee, Wisconsin.

Be sure to send us complete information about the Bradleyleak.
We want to get more fast-selling lines in our radio department.

Name

Address

Say you saw it in ELECTRICAL RETAILING

The Advertisement Here Reproduced

will appear in "Good Housekeeping" Magazine for February, 1924—telling the more than 850,000 women readers why and how it is decidedly to their advantage to ask for

"NORMA" PRECISION BALL BEARINGS

in

VACUUM
CLEANERS

and

FRACTIONAL H. P.
MOTORS

In Motored Household
Appliances



Think of having
a Vacuum Cleaner
that you never need to Oil!

Every housekeeper knows that nothing will more quickly cut down a machine's usefulness, spoil its work, wear it out and send it to the repair shop, than lack of oil or using the wrong kind of oil. Yet there's nothing more easily forgotten—and nothing, unfortunately, more important—than to use the "mussy" oil can.

Now this nuisance has been eliminated, by the makers of the three vacuum cleaners named here. Their motors have "NORMA" Precision Ball Bearings.

BISSELL
NEW HOME

Made by
BISSELL CO. Toledo Ohio

Cadillac
Masters of Cleaners!

Made by
C. W. WATTS Mfg. Co. Chicago Ill.

**Premier
Duplex**

Made by
ELECTRIC VACUUM CLEANERS CO.
Cleveland Ohio

These non-leaking, lubricant packed bearings—that never need your attention—are the very same bearings that have been the standard for over ten years in the high grade motor and lighting generators used on motor cars, trucks, and airplanes. That will give you an idea of the dependability of these ball bearings. There are other advantages, too, in a "NORMA" equipped machine.

It is a smart running cleaner that is always ready for use—a clean cleaner, because there's no oil drip to catch dirt and make you get on carpets and rugs—a cleaner with a "suck" action that does more and better work—a cleaner that uses less current for the work it does—a cleaner that starts up gradually, then up, finally stop, and make slow a bear because its bearings fan dry—a cleaner that costs less to run. Last, longer, keeps away from the repair shop.

And "NORMA" Precision Bearings impart just as important advantages to the motors used on washing machines, stoves, dish washers, and other motorized household appliances. They make a motor run more freely, use less current, stand up to its work better, last longer, all with less lubricant—no expense oil to get on clean clothes. They make good motors and good machines better.

When you come to buy a vacuum cleaner, a washing machine, an ironer, or other motored household appliance—ask the dealer if the motor has "NORMA" Ball Bearings. Be sure that you get all the advantages of this great improvement.

The Norma Company of America

Manufacturers of Precision Bearings

Long Island City, N. Y.

THE NORMA COMPANY OF AMERICA

Anable Avenue

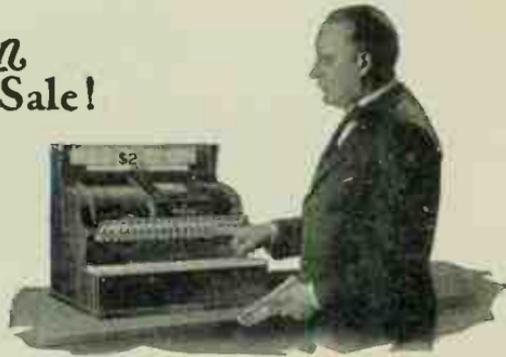
Long Island City

New York

BALL, ROLLER AND THRUST BEARINGS

Say you saw it in ELECTRICAL RETAILING

Remington Completes the Sale!



What makes the Remington the new and better Cash Register?

REMINGTON took hold of the Cash Register idea from a new point of view—to meet the new selling methods of the merchant *today*.

Remington starts afresh. It is not hampered by old ideas or methods. It has nothing to *unlearn*—nothing to forget.

Remington retained the liveliest inventive talent in America for the work.

The Remington is the *new and better* Cash Register—right up to the minute in retail store selling.

You ought to see it.

REMINGTON CASH REGISTER COMPANY, Inc.

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

Subsidiary of REMINGTON ARMS COMPANY, Inc.
25 Broadway, New York, N. Y.

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 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.
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
Trenton, N. J.
Utica, N. Y.
Washington, D. C.
Wheeling, W. Va.
Wichita, Kan.
Wilkes-Barre, Pa.
Wilmington, Del.
Yonkers, N. Y.
Yountstown, Ohio

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

Say you saw it in ELECTRICAL RETAILING

Genuine Arnolds
\$ **13.75**

FOLKS who realize that low price is no substitute for quality choose Arnolds instantly when they're shown along with several other kinds. For this nationally known, pioneer vibrator, complete with case and six applicators, *shows its money's worth*—especially at this new low price. They've been keeping our factory at top speed since this drastic reduction was announced. It's good business — clean business — profitable business. Get in on it!

ARNOLD ELECTRIC CO.
Racine, Wisconsin

No. 1 Arnold Vibrator, complete with case and six applicators.

Genuine Arnold Hairdryers
The same drastic price-slash, too, on the famous Arnold Hairdryers. Packed in beautiful and substantial case as shown at right.

Say you saw it in ELECTRICAL RETAILING



After Christmas, sales are bad Why not sell the Warming Pad?

WHEN the holiday rush is over and your sales start to fall, play up the warming pad—it is the cold weather profit maker. The sick, the elderly and the children all need the comforting heat of a Westinghouse Warming Pad.

These pads sell when you say, "They are soft and pliable, quick to heat, thermostatically controlled and maintain an unvarying temperature." And in addition the large pad has a three-heat switch and linen cover slip.

For a hot business, sell Westinghouse Warming Pads.

**Westinghouse Electric & Manufacturing Company
Mansfield Works, Mansfield, Ohio**

Sales Offices in All Principal Cities of the United States and Foreign Countries

Westinghouse

Bringing Buyers



EVEREADY national advertising in scores of popular, semi-technical and technical publications brings buyers to every store. Take an Eveready Radio Battery off the shelf, wrap it up, and cash your profit. Fast-selling, friend-making, peppy batteries. There is an Eveready Radio Battery for every receiving tube.

Ask your jobber

NATIONAL CARBON COMPANY, INC.

Headquarters for Radio Battery Information

New York

San Francisco

CANADIAN NATIONAL CARBON CO., Limited

Factory and Offices: Toronto, Ontario

EVEREADY
Radio Batteries
- they last longer

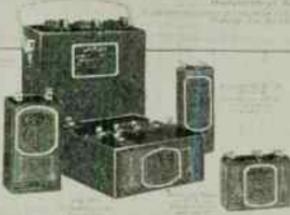
to Your Counter

"THE AIR IS FULL OF TRIFLES YOU SHOULD NOT MISS"



When Radio called, Eveready was ready

THESE DAYS, when you are sitting in a chair, listening to the radio, you are listening to the most wonderful music ever heard. Each time the radio comes away from you, you are missing a wonderful opportunity. It is only when you are listening to the radio that you are really enjoying life. Eveready Radio Batteries are the only batteries that will last longer. They are made of the finest materials and are built to last. They are the only batteries that will last longer. They are the only batteries that will last longer.



EVEREADY
Radio Batteries

—they last longer

—one of a series of Eveready Radio Battery advertisements now appearing in leading national publications.

Say you saw it in ELECTRICAL RETAILING

"Notice the Lighting Equipment"

AT HOTEL SHERMAN—CHICAGO—JANUARY 21 to 26

To All DEALERS, JOBBERS and MANUFACTURERS

attending the convention and LIGHTING EQUIPMENT MARKET to be held at the Hotel Sherman, Chicago, January 21 to 26, the BEARDSLEE CHANDELIER MFG. CO. extends a cordial invitation to visit its exhibit on the 12th floor of the hotel—Rooms 1200 and 1200A.

NEW DESIGNS in CHANDELIERS and BRACKETS

Beardslee designers and craftsmen have been busy for months past preparing for the big show. We believe we have gauged accurately the public taste and the public's pocketbook and that the new Beardslee designs in chandeliers and brackets will be found to conform to both.

Don't miss the Lighting Equipment Market if you can possibly come. But if it is impossible to attend send us your name and address and we will mail you (after January 21) illustrated descriptions and prices of the latest Beardslee designs, which we are confident will be among the "best sellers" in 1924.

COMMERCIAL LIGHTING

An important part of our exhibit will be devoted to commercial lighting units. The DENZAR you already know—thousands have been installed in stores, offices, schools, banks, hotels and public buildings in all parts of the United States. Our line includes commercial lighting units covering a wide range of styles and prices.

Our new pamphlet entitled "Commercial Lighting" should be in the hands of every dealer. We will gladly mail you a copy on request.

BEARDSLEE CHANDELIER MFG. CO.
220 SOUTH JEFFERSON ST., CHICAGO, ILLINOIS

Say you saw it in ELECTRICAL RETAILING



*Look for the Beardslee
trademark. It is your
guarantee of QUALITY*

A Wonderful Job of Washing Clothes

It's the "demonstration" that sells Washing Machines. That's why the new Automatic with the wonderful Hydro-disc is making such phenomenal sales records everywhere. The New Orleans Public Service Co. sold 102 Automatic Washers in November. No trouble at all in out-demonstrating competition. The clothes come out of the tub quicker and cleaner.

AutoMatic Washer

The only machine with the Hydro-Disc which travels each way 55 times a minute. Drives the water in a furious and continuous reverse whirlpool, while "the copper tub with the corrugated sides that rub" shortens the washing time

Electragists: Get our Sales Plan and offer to you on the new fast selling Automatic. Send coupon.

The Disc
Does It



Automatic Electric Washer Company

202 West Third Street,
NEWTON, IOWA

Made of Aluminum
—very light, durable
and sanitary. Three
years of use shows
no wear and tear.
Very simple, yet un-
usual in design.

Send
Coupon
for
Catalog
and
Prices

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

Gentlemen: Please send us your cata-
log and prices on the Automatic Line.

Name

Firm Name

Town

State

“Those Who Know —Demand Hemco”

“Any Outlet Is Convenient With a Hemco”

2nd Prize—J. R. Coleman, Sidney Center, New York.

“Exacting Choosers are Hemco Users”

3rd Prize—H. M. Nudelman, Chicago, Ill.

“Multiply Your Outlets With Hemcos”

4th Prize—T. B. Schaff, Columbus, Ohio.

OTHER SLOGAN WINNERS

“Extra Outlets Without Extra Wiring”

L. O. Stanley, Minneapolis, Minn.

“For Convenience—Hemco-ize Your Home”

David Aston, Chicago, Ill.

“Hemco’s Fame’s Not in It’s Name, It’s in Its Quality”

Earl Harshbarger, Chicago, Ill.

“Hemco Products Are Supreme in Fulness, Quality and Appearance”

Mrs. Otto Kummert, Brooklyn, N. Y.

“Let Hemco Perfection Be Your Selection”

H. W. Sander, La Grange, Ill.

“The Name Hemco Insures Quality”

J. R. Murray, Wilmette, Ill.

“The Way to Health—A Hemco Health Pad”

M. L. Brown, Chicago, Ill.

First prize in the HEMCO Slogan Contest was won by Myrtle Tillema, Milwaukee, Wis., with the slogan “Those Who Know—Demand Hemco.” Other representative slogans of the thirty-eight prize winners are herewith reproduced. HEMCO PRODUCTS are leaders today because they are the first choice of discriminating dealers and consumers. During 1924 those who know will demand HEMCO PRODUCTS.

JUDGES

Fred T. Bangs, Geo. J. Kirkgasser Co.

Howard Erlich, Pres. Electrical Trade Pub. Co.

Jan. H. Picken, James H. Picken Co.

All of Chicago.

Begin the New Year right. Demand HEMCO PRODUCTS for customer satisfaction and profits.

GEORGE RICHARDS & CO.
557 W. Monroe St., CHICAGO, ILL.



Call the attention of your customers to the RCA mark on your radio goods—the RADIOLA name on the receiving sets—and RADIOTRON on every vacuum tube. Everyone who reads magazines knows these names. Everyone who talks radio with anyone else has heard big tales of the performance that they stand for. RCA advertising and good will are a big part of your stock in trade. Make use of them. If you sell the genuine—tell the public so. It pays to carry only the best. And it also pays to call the public's attention to the fact that you do!

Everyone knows Radiotrons by their names:

Radiotron WD-11
 Radiotron WD-12
 Radiotron UV-199
 Radiotron UV-200
 Radiotron UV-201A

Radiola

REG. U.S. PAT. OFF.

Radio Corporation of America

Sales Offices;

233 Broadway, New York

10 So. La Salle Street, Chicago, Ill.

433 California Street, San Francisco, Cal.

DEALERS: Are you getting all the RCA sales helps? Ask for them. And put your name on the RCA mailing list for valuable sales information sent out monthly. Mail the coupon today.

Radio Corporation of America

Dept. 531

(Address office nearest you.)

Please put my name on the RCA mailing list.

Name

Address

All Women
Agree -

\$39⁷⁵

WHY PAY
MORE?

Every Dealer's BIG Opportunity!

There's a big market waiting in every community for a high grade standard electric cleaner at a *reasonable* price—either as a gift or as standard household equipment.

Through the

BEE-VAC

Electric Cleaner, *the lowest priced standard quality cleaner*, every dealer has an opportunity to reach this market, and even at its phenomenally low price of only \$39.75 for the consumer there is a handsome profit for the dealer.

But in addition to the low price there are the BEE-VAC'S many *exclusive* features—each one a sales-closing point.

Ask your jobber *right now* to tell you about the BEE-VAC and its triple guarantee—and especially how this cleaner sells at sight without time—and money-wasting demonstration.

The
Bee-Vac
is Sold
Only
Through
Jobbers

Dept. B-51

BIRTMAN ELECTRIC COMPANY

Lake and Desplaines Sts.

CHICAGO

Say you saw it in ELECTRICAL RETAILING



—2 of the
fast selling



Super-radio specialties

These are but two of the popular "specialties" in the "Bestone" line. "Bestone" supremacy begins with the actual designing and extends right down through every step in manufacture.

Each model is submitted to outside laboratories for impartial test, and only the highest grade materials are used: such as Bakelite, Condensite, Celeron, etc.

They're made to sell big—and they do!

Write for complete catalog and prices!

HENRY HYMAN & CO., Inc.,

Manufacturers

476 Broadway 212 W. Austin Ave.
New York Chicago

THE COMPLETE LINE INCLUDES:

Single Tube Set
Crystal Detectors
Variometers
Variocouplers
Headsets
Amplifying Trans-
formers
Jacks
Dials
Rheostats
Potentiometer



Localet
Cat. No. 77



Locatap
Cat. No. 1080



Duolet
Cat. No. 122



Pull Plug
Cat. No. 292



Two-Way Plug
Cat. No. 92

Portable Lamp Factories Rushed
with Orders

PORTABLE-LAMP manufacturers appear to be turning out their product in a sort of whirlwind finish of the year's work, the demand in representative sales offices exceeding that of last year by 50 per cent, or more and mounting up to a record surpassing all previous experience.

Enough business is now on the books of one leading manufacturer of portables to keep the plant running full time for the next six months—

Electrical World, Dec. 1.

There will be a big market for two-way plugs in 1924

Not only to connect up portables, but flat-irons, toasters, cleaners, washers and many other appliances.

Millions of socket-connected appliances added to homes all over the country mean a market for millions of two-way plugs to make them immediately useful.

Stock the Benjamin Line—a two-way plug for every purpose. Make your place headquarters for two-way plugs.

Push Benjamin two-way plugs in 1924.

We will be glad to tell you about the exclusively Benjamin sales-making, money-making features of these two-way plugs.

BENJAMIN ELECTRIC MFG. CO.

847 W. Jackson Blvd., Chicago

247 W. 17th Street
New York

580 Howard Street
San Francisco

Ask your nearest office for full information about these unusual "Show and Sell" stands and how to save and make more money on our maximum discount purchase plan



Say you saw it in ELECTRICAL RETAILING

A new and better plan to sell this new and better Vacuum Sweeper

Here is an attractive proposition that Western Electric offers for the new year.

First, a new and improved model of the only Vacuum Sweeper backed by 55 years' electrical experience. The refinements now brought to the design of this popular Sweeper are in the direction of greater convenience of operation and will serve to make the Western Electric an even better seller.

Second, a well worked out plan to help you locate the women in your town who are interested in a Vacuum Sweeper. The main facts about the campaign are: Runs through February—offers a free Suction Mop as a premium—makes use of newspaper advertising and a smashing broadside that you mail to your prospects.

February is a short month and every day counts. See that you get off to a good start on the 1st. Write for details today.



Write for
Agency Details

Western Electric

Offices in 47 Principal Cities

Say you saw it in ELECTRICAL RETAILING

NEW developments of special interest to Dealers, both in residential and commercial lighting equipment, will be featured in our display at the Lighting Equipment Market, Room 1428, Hotel Sherman, Chicago.

January 21 to 26, 1924.

MILWAUKEE **MOE BRIDGES CO.** SAN FRANCISCO

When You Buy LAMPS!



FILL up your depleted stock with Jefferson Lamps—they are the most-advertised quality lamps manufactured, therefore they are in greater demand by your customers.

If you have our catalog on file, simply 'phone, wire, or mail your order. Our greatly enlarged manufacturing and storage facilities enable us to make shipment promptly.

If you do not have a copy of our catalog, write for one, immediately—you can order from the large illustrations which are shown in actual colors. Use the coupon below, if you wish.



Above is reproduced the next consumer advertisement in our National Advertising Campaign. Watch for it in the February 2, 1924, issue of the Saturday Evening Post.

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

The **Jefferson**
Lamp

"Notice the Lighting Equipment"



THE JEFFERSON CO.
FOLLANSBEE, W. VA.

Please send me your catalog

Name _____

Street Address _____

City _____ State _____

Say you saw it in ELECTRICAL RETAILING

Both the lamp
and its light
are adjustable



No Other Lamp Has So Many Reasons For Selling Rapidly!

It is the most convenient, best looking adjustable lamp on the market and it has in addition the dimming feature—an exclusive advantage.

Five changes of light from "out" to "bright". That fact alone labels Dim-A-Lamp as a leader. Your customers, who pay big electric light bills every month are looking for some way to reduce them without living in a dark house. Tell them how Dim-A-Lamp saves 30% to 80% of the current at the meter. Emphasize the fact that this versatile lamp, that can be turned up or down just like the old-fashioned oil-lamp, has a hundred uses in the home and that it actually pays for itself in a short time by the electricity it saves. That's the kind of sales-talk that makes the cash register sing.

DIM-A-LAMP

Clamps, Stands, Hangs Anywhere

Dim-A-Lamp comes in three beautiful finishes. In brush brass it retails for \$4.50—in bronze or ivory for \$5.00, and returns you a good profit on every sale. This ready-selling lamp carries a positive guarantee not only to work perfectly and last indefinitely, but to save current. There's hardly a claim too big to be made for Dim-A-Lamp. It's the fastest-selling, most profitable lamp a dealer can handle.

See Your Jobber About "Dim-A-Lamp"

It will pay you to become a Dim-A-Lamp dealer without delay. A good-sized advertising campaign in The Saturday Evening Post is scheduled for 1924. Over two million people will read the story of Dim-A-Lamp every month. That means real business for the dealer who has Dim-A-Lamps on his shelves.

No. 23 Dim-A-Lite attachments are big year-round sellers at \$1.25. Recommend Dim-A-Lites when you sell a Dim-A-Lamp.

WIRT COMPANY
PHILADELPHIA PENNSYLVANIA

Say you saw it in ELECTRICAL RETAILING

The Bryant Beaded Ball



EVERY Bryant Pull Socket has the Bryant Beaded Ball on the end of the chain. It is a distinguishing mark. It identifies a Bryant socket — and is a convenience to you.

Examine the illustration below. See how firmly the ball is attached to the chain. Nothing can pull it off without breaking the chain. But you can slip it off and on in a jiffy. It is a cinch to alter the chain length on a Bryant Pull Socket.

The Beaded Ball is one of the features that make

**BRYANT
SUPERIOR
WIRING DEVICES
SUPERIOR**

We'd like to send you a sample of this Bryant Beaded Ball together with a Key Chain. Your name and address on a postcard and the words, "Beaded Ball" are sufficient. Send for it.



"A Superior Wiring Device for every Electrical Need"

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

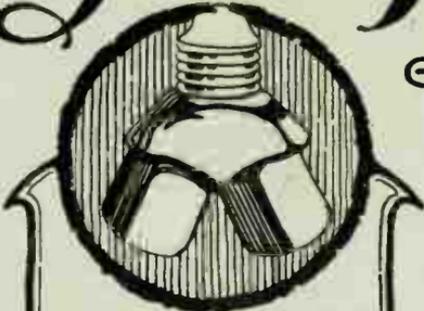
NEW YORK
342 Madison Ave.

CHICAGO
844 West Adams St.

SAN FRANCISCO
149 New Montgomery St.

Anylite

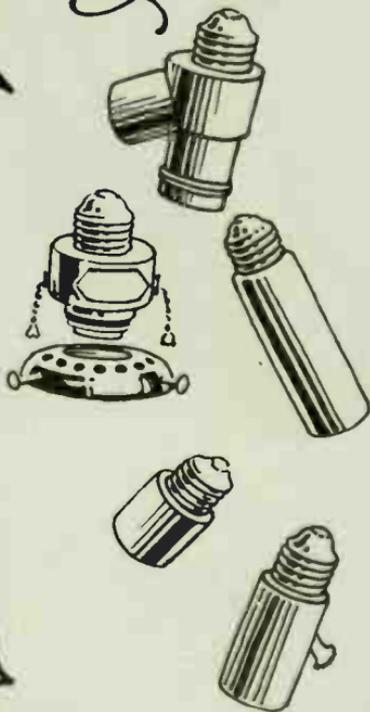
used everywhere



Make Anylite Plugs and Sockets the Big Line for 1924

Get a supply of Anylites and see how easily they sell with every curling iron or other appliance. The sturdy construction and right price appeal strongly to the buyer.

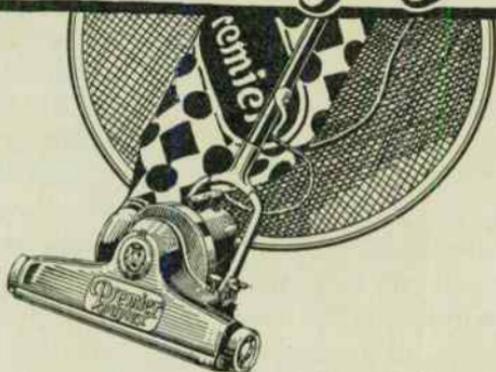
Anylite Electric Co.
FORT WAYNE,
IND.



Quick delivery from factory or from any of these eight branches. Get prices and discounts today.

A. HALL BERRY, 71-73 Murray St., New York City.
UNITED STATES ELECTRIC CO., 710 Polk St., San Francisco.
WM. P. JOHNSON ELECTRIC CO., 8 N. Sixth St., Minneapolis
ROBERTSON SALES CO., Birmingham, Alabama.
ANYLITE ELECTRIC CO., 2014 Wabansia Ave., Chicago.
S. E. WIEDEMER, 5822 Central St., Kansas City, Mo.
STRIMPLE & GILLETTE, S. C. Smith Bldg., Seattle, Wash.
DOMINION CARBON BRUSH CO., 38 Duke St., Toronto, Can.

Growing fast!



1923 Sales of the Premier Duplex

exceeded—by many thousands—the sales of all previous years. The machine is becoming better and better known—with a reputation that sells it. Its principle—*double action to clean cleaner*—is not only the slogan of the Premier Duplex but the slogan of the woman who demands *thorough cleaning*.

Two things are doing this: First—the outstanding performance of the Premier Duplex in all competitive demonstrations. And second—nation-wide advertising. Join the big spring cleaning drive. It is backed by a national advertising campaign in the biggest magazines for women. The campaign starts next month. And for five months runs with a

7,000,000 Monthly Circulation

Premier Duplex

ELECTRIC VACUUM CLEANER

ELECTRIC VACUUM CLEANER CO.
CLEVELAND, OHIO

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

Say you saw it in ELECTRICAL RETAILING

Your Future and Ours

IN 1924 you will either go forward or back. Your business will not stand still. What about Washing Machines? Every home electrically equipped is a prospect—the FEDERAL business will more than double in 1924 as it did in 1923. The value is in every Federal. You *need* not only a good machine mechanically but, more important, a house that will still be producing the same goods in five or twenty years; a house that stands back of you in service and guaranty. With 7 millions back of the Federal, you are assured of safety and continued good will of your Federal customers. Make up your mind to play safe and sure. You will do it if you handle the

FEDERAL *ELECTRIC* WASHER



**FEDERAL ELECTRIC
COMPANY**
Household Appliance Division
72 West Adams St.,
Chicago

Branches in all large cities



Cash in on Columbia advertising

LARGE advertising space in over 60 leading magazines is helping you sell Columbia Ignitors and Hot Shots. This advertising reaches millions of readers, including practically all who buy batteries to-day, or will become battery users in the future.

Take advantage of the strong impression that Columbia advertising is making. Display Columbia Ignitors and Hot Shots where people entering your store will be reminded that they need new batteries. Put up Columbia display signs showing that yours is the store where Columbias are sold.

And when customers ask for a dry cell—*sell them Columbias*. They'll be well pleased and remember you next time they buy, for Columbias are great friend winners wherever they are used.

Buy them from your own jobber.

NATIONAL CARBON COMPANY, INC., New York, San Francisco
Canadian National Carbon Co., Limited *Factory and Offices:* Toronto, Ontario

Columbia Dry Batteries

—they last longer

Say you saw it in ELECTRICAL RETAILING

Another
Live Campaign
in 1924!

G-E Fans

A campaign packed with sales power for quick turn-over, again tells the story of "cool, live air".

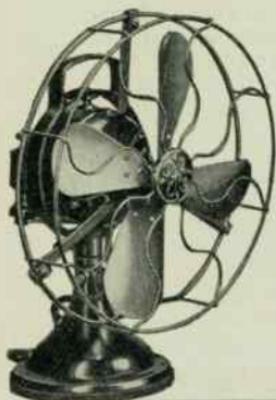
It sells G-E Fans for hot days, for humid days 'round the home, office, store. A campaign to keep fans moving off the shelf and out to customers.

The G-E Fan Girl

will be known to every household in the land and to every business place for she will appear in thousands of dealers' windows during the hot months; in the popular magazines and newspapers read by millions of people.

It will pay you to get in touch with the G-E distributor now and arrange for your contract and sales-making material.

Merchandise Department
General Electric Company
Bridgeport, Connecticut



A General Electric Product

MERCHANDISE DEPARTMENT

GENERAL ELECTRIC

48-15

Say you saw it in ELECTRICAL RETAILING

Electrical Retailing

A McGraw-Hill Publication

Read Carefully
for Thirty Min-
utes Every Day

January 1924

Here's Your
Gold-Mine of
Sales Ideas

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Nancy Jane Window Poster Service

If there is difficulty in bringing customers in through the door, why not bring them in through the window, as some one has recently suggested. In a sense that is the purpose of the Nancy Jane Window Poster Service, which is announced in this issue of Electrical Retailing. Have you read about it?

"Nancy Jane's Electrical Week" was announced in the last issue. The first of the eight articles in this series appears in this issue. The article is entitled, "Nancy Jane Acquires an Electrical Home" and it begins on page 29. This is an introductory article, and will be followed in February by the second article, "Nancy Jane's Electrical Monday." The articles covering the other days in her "Electrical Week" will follow month by month.

In the February issue there will be inserted a large window poster, covering Nancy Jane's electrical washday. This one poster will be sent out with every copy of the February issue. A similar poster will be prepared for each of the succeeding days in the electrical week, but the remaining posters can be obtained only under the plan announced on the two pages immediately following the front cover of this issue.

By all means add this Nancy Jane Window Poster Service to your sales effort. The poster will be printed in black and red and will carry illustrations which will certainly seize the attention of prospective customers, halt them

in front of your window, ask them to walk into your store, and then give you a chance to ask them to buy. And if that isn't "bringing 'em in through your windows," pray what is?

During 1924 Nancy Jane is going to be the most-talked-of woman wherever anybody talks about electrical household appliances. Why not make this talk bring business into your store?

Reprints, If You Wish

Any retailer in electrical goods who thinks he can use extra copies of any article appearing in Electrical Retailing can have such copies for a very nominal sum. Manufacturers, jobbers, central stations, hardware stores, department stores, can frequently use reprints to advantage. If you want them, write for terms in any quantity desired. Electrical retailers planning to use the Nancy Jane Window Poster Service will want to have available reprints of the Nancy Jane article which ties in with the current window poster. If so, these reprints will be available. Nancy Jane asks them to come into your store. They come and you offer them a copy of the Nancy Jane story for February, containing the pictures and chart shown on the February poster. What better start toward a sale do you need?

Keep This Thought in Mind

"Nancy Jane asks them to come in, and you ask them to buy." Isn't that a good team to keep pulling sales for you during the

Men Who Write for Electrical Retailing

Frank Farrington

Frank Farrington, the author of a score of books on retail subjects, can speak with authority because he was once a clerk and later a proprietor of a retail business and for twenty years his researches have been pushed into many retail fields, including the electrical field, and his countless articles written for numerous trade publications have made him nationally known as an expert in the retail management. He has written frequently for *Electrical Retailing*, and one of his most helpful articles to the average small electrical retailer is on "Buying As a Basis of Trade" in this issue, page 66.



next eight months? Remember how folks stopped in front of every window that posted an interesting photo during the war? Well, it is not impossible to make folks stop in crowds in front of your window now, if you know how. Give Nancy Jane a chance to help sell your goods. Keep her at work "asking 'em to come in," and you keep at work "asking 'em to buy."

The Fixture Market

During this month the Fixture Market is in session in Chicago. Dealers in lighting fixtures and accessories from all over the United States and Canada will be in attendance. No matter how an editor may work it is impossible to put on paper an adequate impression of a Fixture Market. The countless exhibits of illuminated luminaires cannot be translated into paper and ink. Retailers who have remained at home will

have to learn about the Market from those who have attended and from their trade papers. So ask questions of "the man who went" and by all means read what your trade paper will say in the February issue about the Fixture Market now in session.

The Home Electrical

Ben Franklin is fittingly the theme of the January issue of *The Home Electrical*, enclosed with this issue of *Electrical Retailing*. And it is natural that electricity and thrift should be tied in with incidents in the life of "the father of electricity". No effort nor expense has been spared in making this an issue which should find an enthusiastic reception in any home. Copies may be obtained in quantity at the usual prices. Address, *Electrical Retailing*, 1570 Old Colony Building, Chicago.

S. A. Dennis

Ladies and Gentlemen, the Curtain Rises on— Nancy Jane Porter



Although she now has an electrical home of her own, Nancy Jane makes it a point to keep up with the latest appliances and methods which mark the steady improvement in electrical service for the home. No magazine is more welcome than the one which she is here shown reading.

IS it too much to say that every American woman who has come into contact with the movement for better homes wants an electrical home of her own? It is now several years since the home electrical movement started on a national scale and some conception of what electricity can mean

to the woman in the home has spread far and wide. Electrical retailers who will spread with equal enthusiasm the story of Nancy Jane and how she proved the value of electrical housekeeping as against non-electrical housekeeping, will certainly build up their sales and their business.

Electrical Retailing

A McGraw-Hill Publication

Volume 5

JANUARY, 1924

Number 1

Nancy Jane Acquires an Electrical Home

*Blue Monday Was the Last Straw and an Electrical Home Exhibit Was the First Ray of Light—
Then Nancy Proved Her Mettle*

By Lois Cornell

WHEN Nancy Jane Hill decided twelve years ago to make a home her life work instead of the business career which she had always coveted, and to take up household duties as the wife of John Porter, everybody smiled and said, "What a splendid match." For John was one of the promising young men of Greenville with ambitions to go far in his work and Nancy was the best looking and most popular girl in her set.

Nancy, now it happens, was something more than just good-looking. She had a keen sense of values that would have served her well in the business world. And when she stepped across the threshold of the pretty little home that John had been able to buy with his savings, she decided that business methods which

worked so well in an office should be adapted to the work in her home, where economy of time and money would mean so much to both John and herself. Not that Nancy was "tight-fisted" and "hard-headed."

On the contrary, she was amiable and charming, but always open to conviction on the subject of ways to better the home that she and John hoped to make the place "where you've got to do a lot of living."

The first few years flew by on wings. The home was comfortably furnished. It con-

tained the usual conveniences for house work, as the carpet sweeper and ironing board, a gas stove, stationary tubs in the basement, and yes, electric lights, that is, one light in each room.

When Monday and its inevitable washing came around, John

Nancy Jane's Electrical Week

"Nancy Jane's Electrical Week" is the title of the series of eight articles, the first one of which begins on this page. The title of the February article will be "Nancy Jane's Electrical Monday".

Make it a point to keep Nancy Jane in mind and to look for her story just as soon as you receive your copy of Electrical Retailing.

And remember Nancy Jane is working for you. Let her help you to increase sales.

was pressed into service for an hour in the morning, which necessitated getting up an hour or two earlier. And in turn this usually meant that he arrived late at the office, out of sorts with himself and the world. It was a rare day for him too when he was able to throw off his ill humor before it was time to go home in the evening. This sort of thing grew steadily worse, especially after the coming of young David and, by and by, of little Betty.

"Show me the man who likes to assist with the house work, especially the washing, before he has had his breakfast," he demanded crossly one Monday morning while the bacon was burning up in the kitchen. "Not me. Hire a woman from now on. Nancy. I'm through with blue Monday in my office as well as in my home."

This happened after the little home had been established about

six years. It was the first time that John had ever interfered seriously with the housekeeping methods she had established under the allowance that John was able to make from his salary, which was a little more than \$3,000 a year.

But she felt too tired this Monday afternoon to try to straighten out the tangled threads in her problem. There were the clothes to be brought in from drying. They were yet to be sprinkled, prepared for ironing, the long hot ironing that made Tuesday almost as bad as Monday. The day was chilly. Life was a drudging affair after all. When lunch was over and the house put in order, it would be time for the children to come home from school, and then to start preparing dinner. There would be no time for rest until bedtime. This was the last straw. It must stop.

"When a woman of thirty-two



When Nancy Jane had drawn up her daily schedule of housework done by non-electrical methods and set against it her schedule for the same work done by electrical methods she laid her figures before John, her husband. For once in his life he was convinced that a woman could have a head for business, and he was amazed to find her business-like grasp of the domestic economics involved in her problem. He studied the schedules carefully, smiled at last, and then gave his enthusiastic approval to her plans for acquiring an electrical home.



Betty Porter, Nancy Jane's little daughter, is an electrical enthusiast, whether it be radio or electrical toy stove or toy washer. Evidently her doll and her acrobatic lamb are also imbued with the electrical idea.

looks across the breakfast table at her husband and envies the trim, well-turned-out stenographer who will work with him all day in his office, as I did this morning in my wash-togs, it is time to call a halt," she mused with a rueful smile.

She must inform herself at once about this "better home management" she had heard of now and then. She knew it meant careful planning of her time and strength. She knew it meant a daily schedule, but in view of what was at stake, she did not count that a serious thing. She knew it meant a carefully planned household budget faithfully observed. John usually did not care to worry over statistics. He paid the bills; he said that was enough for him to do and to keep up his own efficiency at the office. No, it was her work. She must make it start and go and by her effort win John's enthusiasm and support.

A week later while she was still

pondering over her problem, Nancy picked up her local newspaper and read the announcement of an electrical home exhibit, a fully equipped electrical home to be thrown open for inspection by the public for two weeks. Nancy read and reread the advertisement. She would see that electrical home, and see it the very first day it was open.

Now, Greenville was not a Main Street town. It was a thriving little city with up-to-date shops endeavoring to give the best service to its people all of the time. The electrical retailers were keen about the newest appliances to lighten the labor in the home. Their enterprise and that of the electrical contractors and of the central station had made the home electrical possible. The house was located not far from Nancy's home. It would be easy for her to see it.

So, an early Friday in November, a day Nancy usually spent in sweeping and dusting her house,

found her listening to the story of convenience outlets in every room in the house, listening to talks about adequate and correct lighting for the various rooms in a house, listening to the wonderful story of electrical service in the home. It found her witnessing a demonstration of this service in every room. All the work that could be done in the week could be done electrically, Nancy found, to her surprise and amazement. All Friday evening, all day Saturday and most of Sunday, Nancy Jane thought and thought and thought to a purpose. When Tuesday came she went back to the electrical home in the afternoon and spent two hours there. When she came away there was a look of determination on her face and her eyes seemed to glimpse



Is David Porter happy? If there's any doubt about it just ask him whether the convenience outlets scattered through his home make it easier for him to operate his electrical train or electrical stationary engine.

some distant and happy purpose yet to be achieved.

She must and she would have an electrical home. But where was the money to come from? John had recently increased her household budget as much as he could. But if happiness were to be attained and made sure within her home, if John and Betty and David were to know her at her best, if she were to keep her good looks and retain her youth she must have an electrical home. Was the end worth the great effort necessary to reach it? She decided that it was.

Then it was that Nancy began one of those remarkable enterprises old to women, but always new to men. By saving a bit here and a bit there in ways that would have baffled mere man she began laying away quarters, dollars, dimes and even nickels. Slowly the fund grew and as each ten dollars was laid by she said, "There's my outlet for the dining room," or some other room, for she knew that she must first of all have at least one outlet in every room, if she would make the best use of the appliances that must come later.

One day, when she felt that she just must confide in some one, she wrote all about her plan to Grandmother Hall, to whom she had carried so many confidences ever since her pinafore days.

Then, like a sudden burst of sunshine through a dreary sky, it happened. She found a letter in her mail box. She tore it open, unfolded the enclosed sheet, and a slip of blue paper fell to the floor. The letter read:

"Dear Nancy,

"You have been working so hard these last six years. I do

(Continued on page 85)

If Ben Franklin Were Selling Electrical Merchandise—

*Probably He Would Put into Practice the Maxims
He Preached—Why Not Try 'Em Yourself?*

JAN. 17, 1924, is the two hundred and eighteenth anniversary of the birth of Benjamin Franklin, whom we may call the Father of Electricity. For that reason alone he deserves special honor by the electrical industry. He also was one of the first Americans to emphasize the need for careful management in business. His sound advice deserves the respect and consideration of all retailers of electrical goods today. For any store will prosper by following his wise business philosophy.

Franklin's entry into Philadelphia under the eyes of his future wife.



NATIONAL Thrift Week each year begins on Benjamin Franklin's birthday. Throughout the country, organizations of all kinds will lay stress on the wisdom of home budgets, insurance, investments, home ownership, and thrift in all its forms. The influence of this week will last for many weeks to come. Store and outside salesmen of electrical goods can capitalize this thrift work in many ways. Franklin's connection with electricity serves as a splendid tie-in between appliances and thrift.

From the painting by N. C. Wyeth. Copyrighted by Dill & Collins Co.

1. Drive thy business or it will drive thee. *
2. Beware of little expenses—a small leak will sink a great ship. *
3. Bargaining has neither friends nor relations. *
4. He who buys had need have a hundred eyes. *
5. Light gains, heavy purses. *
6. Remember that money is of a prolific, generating nature. Money can beget money, and its offspring can beget more, and so on. Five shillings turned is six, turned again it is seven and threepence, and

so on 'til it becomes one hundred pounds. The more there is of it the more it produces every turning, so that the profits rise quicker and quicker.

7. He that would be beforehand in the world must be beforehand in his business. *
8. Keep thy shop and thy shop will keep thee. *
9. At a great pennyworth, pause a while. *
10. Look well before, or thou wilt find thyself behind. *
11. Let all things have their places; let each part of thy business have its time.

Four Essentials to More Profit in Fixture Selling



Here is a fair example of the "fixture wilderness". Many worse examples could be shown. In this store, at least as far as the overhead display is concerned, when a woman is told to "Notice the Lighting Equipment" this is what she sees. Is it any wonder that she becomes tired, bewildered, confused and makes a selection, if she makes one at all, which she regrets later?

MANY things enter into the development of a successful retail lighting fixture business. Too often a business of this kind is attempted with too little thought, especially too little thought to what may be called four of the things that are essential to successful selling in this line. These things are: kind of stock chosen, the amount of money invested in an average stock, the display of the goods where they are offered for sale, and the plan under which sales are to be directed.

What kind of fixtures to stock rightly depends on the character of the trade that may reasonably be expected by a store. Observation leads to the conclusion that the character of the trade

differs with almost every store. And the trade for any store differs in its proportion of high-class, middle-grade and low-priced trade. In short, before a dealer gives an order, let him consider well his own retail market. And this knowledge of that market should

be better than that of any outsider. If his goods are not selling, let him check his kind of goods against the kind of trade patronizing his store. Do they match?

The amount of money invested in fixture stock ought not to be so large that a slow rate of turnover results. What the rate of turnover should be depends on

whether it be exclusively a fixture business, or whether fixtures are sold in a separate department.

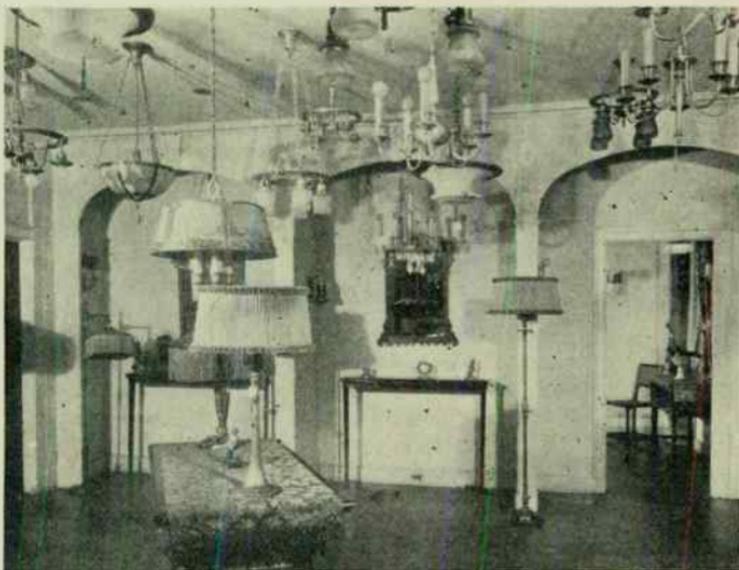


Not every lighting equipment dealer, of course, can afford numerous and semi-luxurious display rooms. Yet this display set up a standard to be attained.

Even then the rate of stock turn is in some measure dependent on the character of the other goods sold in the store. Careful thought based on well kept stock and sales records should help to determine what the average stock investment should be in any business

window, now and then. Here, as with all other merchandise, there is a right way and a wrong way. One way leads to profits and the other way to losses. Study how "the other man" does it successfully.

Too often, one must admit,



Where many separate display rooms are out of the question, it is often possible to construct shallow recesses against the wall, affording a bit of space in which ceiling and especially wall luminaires may be shown separately and to excellent advantage. A few excellent ceiling units well displayed are likely to bring more sales than many good units crowded into a "wilderness."

in order to maintain a fair rate of turnover and make it yield a satisfactory profit.

More has been said about fixture display and more written on that subject than any other phase of the fixture business. Fundamentally, a few well chosen fixtures well displayed yield a better business than many good fixtures poorly displayed.

It would repay every fixture dealer to look carefully into his methods of fixture display, and especially to study out the best way to display his fixtures in his

there exists little or no definite sales plan for fixtures in the average electrical business. And yet just as definite sales plans for moving fixtures are as possible and certainly as necessary for this kind of merchandise as for washers or cleaners.

Perhaps what is needed is a greater exchange of information among fixture dealers on these four subjects. Would they not be good ones, among others, for discussion at coming meetings of retail distributors of electrical merchandise?

To Help Store Employees Become Better Salesmen

In His Youth Benjamin Franklin Laid Down Rules to Govern His Conduct—Today Salesmen May Profit by Following Father Benjamin's Example

By Stanley A. Dennis

TRUE it is, of course, that no man can add three feet to his height by stretching himself on a yard-stick, but just the same he can increase his sales by lining up his selling with fifty good rules of salesmanship.

When a raw recruit goes into training the first thing he learns is the manual of arms and the setting up exercises. Why should not the "rookie" salesman go through a similar delightful experience?

When the soldier begins to know his job, he must make good on inspection day. When a salesman makes good on his job, he must stand inspection every time he faces a prospective customer.

Here are fifty rules for helping new salesmen and old salesmen to become better salesmen of electrical appliances. Every salesman ought to paste them in his hat and learn them even if he has to build an addition to his hat.

Let not any salesman think that the list is complete. It is only a beginning. He may add as many rules as he thinks necessary. If he has any difficulty in learning these, may we respectfully suggest that he get out his old slate or copy-book and copy each rule five times.

1. Keep yourself physically fit. Do not economize on any one of the five essentials to health, which are: fresh air, good light,

pure water, good food, and exercise.

2. Good health produces energy and energy is the salesman's best asset. So make it a point to invest as much energy as possible in your work. Have a hobby, if you will, but do not let it steal energy that in all fairness belongs to your work.

3. Keep yourself mentally fit. This should not be difficult if you have health and energy. As a salesman thinketh, so is he. Keep your mind clean, alert, vigorous in action, and learn to concentrate, to think a thing through to some definite end or purpose.

4. Keep yourself spiritually fit. This means keep yourself in good spirit. Be enthusiastic, cheerful, optimistic, hopeful, smiling, tactful, in good humor, eager to serve.

5. Make a good appearance at all times. Do not be conspicuous for any reason, either for poor and ill-fitting clothing or for flashy and faddish clothes. Beware of cheap stick-pins and rings with imitation stones.

6. Avoid appearing in shirt sleeves. If hot weather compels you to shed your coat, be sure that you always wear a clean shirt of good material and pattern.

7. If you are working for an electrical man who is a contractor as well as a dealer, and if at times you must do work in the shop, provide yourself with overalls to protect your clothing and

leave the overalls in the shop when you must return to the store to wait on customers, especially women customers.

8. For your own information, but not for display when making a sale, learn the meaning of certain electrical terms, such as watt, volt, ampere, alternating current, direct current, circuit, fuse, switchboard, kilowatt, short circuit, transformer, and similar terms heard frequently in the electrical business.

9. Learn how to read a meter. At the same time learn the rates charged by your central station for light, heat and power.

10. Buy a good book on "elementary" or "practical" electricity, and read a few pages every day. When you have finished reading the book, review it carefully. Then ask some one who knows more about the subject than you do to take the book and ask you questions from it. This will equip you for "the job ahead" and should make it easier for you to explain electricity in



Keep yourself mentally fit.

simple terms, if your customer asks you to do so.

11. From this self-imposed study of the fundamentals of the business, you should learn that electricity is a marvelous servant if treated properly, but that it becomes a dangerous force if carelessly handled. Learn why it is dangerous to attempt to put a penny into a circuit when a fuse has blown, why porcelain sockets should be used in basements, why pullchains in bathroom sockets should have an insulating link, why amateur cord extensions are dangerous, why "screw-driver electrical work" is hazardous, and many other similar practices which it is wise to avoid.

12. Learn the name, purpose, operation, advantages, and cost of operation of every electrical appliance sold in your store.

13. If your store is also selling wiring supplies and equipment, get acquainted as quickly as possible with each article of this kind, and what it is used for. Manufacturers' catalogs which carry illustrations should help you here.



Keep yourself physically fit.

14. Keep yourself constantly familiar with the retail price of every article sold in your place of business. In selling never change this price without authority to do so.

15. Acquaint yourself with the reasons why electrical appliances fail to work sometimes and learn how to look over an appliance to see whether repairs are needed and if so what they are.

16. Get acquainted with the "fool stunts" that people are guilty of in trying to make electrical appliances do what they were never intended to do, such as: washing large rag rugs in a clothes washer, putting the percolator over a gas flame or on a hot stove, using an electric iron as a grill, trying to boil eggs on top of a toaster, and so on. Learn that certain cautions are necessary, such as: avoid thrusting a fork into the heating element in a toaster, avoid leaving a heated curling iron lying on the dresser cloth, and other careless habits.

17. Be sure to know always just what is on display in your windows and in the windows of your competitors also. Keep an eye on his prices, especially if he is inclined to cut prices and to put them on price cards in his windows.

18. Read all your local newspapers so as to have in mind not only the advertising done by your own store but also the advertising done by your competitors.

19. Know where everything belongs, that is, know the location of all merchandise, and when goods have been examined by a customer but not sold make sure that these goods are returned to their proper places. This makes for order in the store and for ease in finding what is wanted.

20. Keep in mind that any one article is nearly always closely related to some other article and when you sell one try to sell the other. A plural socket can be sold with almost any appliance. Radium pendants and flashlights go naturally together. Carry ironing wax to sell with flat-irons. Toaster trays are now coming on the market; sell one with a toaster. A curling iron suggests a vibrator.

21. When you see that the stock of any article is running low, tell the "boss" about it. Make note also of any articles asked for which you are not carrying in stock.

22. Do not sell merchandise from window displays unless it is absolutely necessary. If it is place another article in your window as quickly as possible.

23. Always greet a customer pleasantly. It is easy to say, "Good morning" or "Good afternoon" or "Good evening," as the case may be. This serves to open the conversation, permitting the customer to state her wants. If she does not do so, ask, "what may I do for you?"

24. Do not let customers wait for attention any longer than absolutely necessary. If one is kept waiting, say, "I am sorry you were kept waiting."

25. Address a woman as "Madam" not "Lady," but if you must refer to her in speaking to someone else say, "this lady" not "this woman."

26. If a customer pronounces a word incorrectly, do not correct her and do not show by a smile that she has made a mistake.

27. If a customer uses an electrical term incorrectly, do not become involved in a technical explanation. If you must "set her

(Continued on page 80)

To Improve Your Sales Records Study Your Selling Methods



"Classroom" discussions of sales records and selling methods are frequently held under the direction of the Coffield Washer Company.

WHEN business shows the inevitable "slow down" that follows the holiday season and sales records threaten to drop below par, then is the time to "pep" up the sales force, the idea back of which must be the exchange and discussion of experiences and sales-getting methods.

Every phase of the selling end of the business can be discussed in the get-together meetings. New enthusiasm will filter through the organization and each salesman will learn new angles in selling.

The group in the picture has proved the old adage that "two heads are better than one." Often the "other fellow's" ideas may be first aid in getting another sales-

man out of difficulty. The sales spirit never reaches that point where it is advisable to cease developing or no longer necessary to rearrange ideas and dig up new ones.

In almost any store or shop it should be easy to find a little space where a few chairs and a blackboard may be brought in and where the selling force may assemble to study sales records for the past month or any other subject that will help develop better selling methods and better salesmen. The proprietor, or whoever is in charge of the meeting, must be watchful lest the discussion get off of the track, so to speak, and the main purpose of the meeting be neglected.

Give a Thought to Glassware

When You "Notice the Lighting Equipment"



For every different size and style of glassware there is a reason, or there ought to be. And for every piece of glassware there is a lighting service which it can perform better than some other piece of glassware. These reasons and locations are not difficult to learn, and salesmen need to learn both before they can explain either to the customer's satisfaction.

IN putting across the splendid slogan, "Notice the Lighting Equipment," dealers in luminaires should find it much worthwhile to emphasize the glassware that is so frequently a part of the lighting equipment. For in glassware there are hidden profits, if selling is rightly handled.

Every new home is a market for glassware purchased either with a luminaire or separately. When one recalls that lighting equipment has probably the largest volume of any kind of electrical merchandise sold, the size of the glassware market is almost staggering. Every old home is a market for glassware when the home is wired and for new glassware when the old equipment is replaced. Does anybody want to sit up nights estimating that market?

Electrical retailers owe it to themselves and to the public to talk glassware at every opportunity, in store sales, in house-

to-house-selling, in advertising, and whenever the opportunity presents itself. Tell the public more about glassware and its possibilities in home furnishing and decoration.



Let customers take their time when selecting glassware and luminaires. Make selection as easy and as comfortable as possible. Haste nearly always results in dissatisfaction and in returned goods or profit losses.

Electrical Homemaking

—Sales Ideas for the Electrical Retailer

How About a Drink Mixer in Every Thirsty Home?



Somebody has said that electricity means happiness in every room in every home. That's easy to believe when one looks at the smiling face of David Porter, son of Nancy Jane Porter, whose "Electrical Week" begins on page 29. And a drink mixer means joy to young David even in winter.

IS there any good reason, pray tell, why an electrical drink mixer should find a sales market and a place of usefulness only in soft drink parlors and similar places? In these days when

home beverages are the style all the year round, it would seem that an electrical drink mixer might find almost as large a market as the electrical toaster. It is a year round appliance, too.

One Smile at the Kitchen Door Beats Ten Frowns at the Front

A smile at the kitchen door is worth two turn-downs on the front porch. If you can't get a customer's attention at the front door, don't be discouraged. Ten to one, you can smile your way into the back door for a demonstration. After that the way is open to sell the lady of the house.



There will be no speaking-tube barrier between this salesman and the lady of the house after he arrives at the kitchen door. He will find her in the kitchen, amenable to reason and not worrying about whether the neighbors will see her "shooing" a salesman off the front door step.

SHOULD a dealer sympathize with the salesman who rings only the front door bell in his house-to-house selling and returns with an empty sales book?

No. Let him teach the salesman to establish his point of contact with the prospective customer through the back door, the ent-

rance to that part of the house where the housewife is usually engaged in her duties, and he will find the difficulty of demonstrating greatly reduced.

It can be done. The Commonwealth Edison Company, Chicago, proved it conclusively for the year 1923 when it was estimated that



Outside salesmen for the Commonwealth Edison Company, Chicago, frequently pick out a street of prosperous middle class homes like this one for their selling effort. Then, as shown in the illustration, one salesman takes one side of the street and his companion works the other.



Convincing a woman is not such a hard job, after all, if she will allow you to step into the kitchen for a demonstration. All that remains for this salesman to do, is to get her to sign on the dotted line. The irritation that follows front door bell ringing is absent at the back door. Easy, isn't it?

in a kitchen door selling campaign the sales would reach more than one million dollars.

Smaller dealers will find that this method of contact registers success for two very important reasons:

1. There are no speaking-tubes or vestibules to combat or to retard the possibility of a demonstration.

2. The housewife is usually in the rear of the house engaged in the very work which electrical appliances will minimize. The appeal of a demonstration at this time is stronger.

Two orders from back door calls are worth a hundred front door calls without selling results. The accompanying illustrations tell the Commonwealth story better than words.

In fact, it may be worthwhile to many a retailer to plan a "back-door" campaign and to advertise it in his local newspaper so that folks will think of his "ad" when they hear a knock at the back door.



Here is the important moment in the back-door salesman's day. He is clinching the sale with the acceptance of a payment on the appliance and arranging for the delivery of the goods.

 CURTIS LIGHTING, INCORPORATED

Bigger Things Ahead!

An important change has occurred which will be of tremendous significance to the entire lighting industry.

IN the beginning the National X-Ray Reflector Co. was small. It grew; not suddenly or spasmodically but a steady, consistent growth which means a *healthy* expansion.

In time conditions warranted the establishment of another corporation to function in New York alone. Thus came into being the X-Ray Reflector Co., of New York, Inc., to serve the New York area as it deserved.

Still later another step forward was taken with the incorporation of Luminaire Studios, Incorporated, of Chicago and New York. This move was made to assure our customers complete service in special luminaire designs.

And now, with the completion of our new Factory and General Offices, we take the biggest step of all! The three separate organizations have been grouped into one larger body to be known as

CURTIS LIGHTING, INCORPORATED

Curtis Lighting is Lighting from Concealed Sources, Indirect Illumination, Eye Comfort—The Elimination of Glare. You'll find it Everywhere!

CURTIS LIGHTING, INCORPORATED

a grouping of

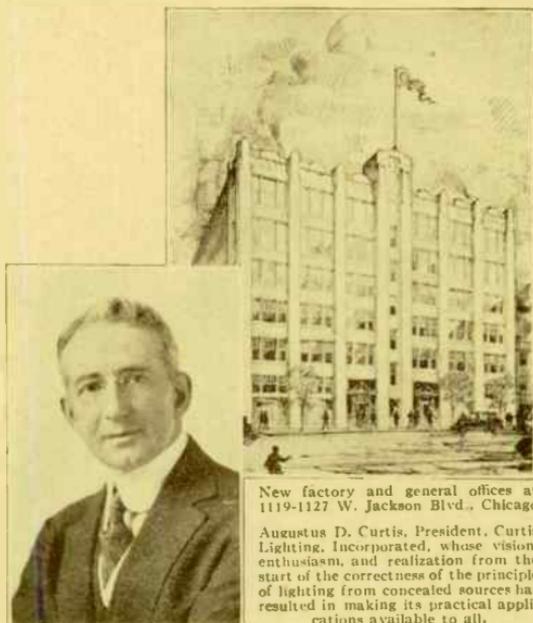
National X-Ray Reflector Company
 X-Ray Reflector Company of N.Y., Inc.
 Luminaire Studios, Incorporated

"We Harness Light"

1119 W. JACKSON BOULEVARD

CHICAGO, ILLINOIS

CURTIS LIGHTING, INCORPORATED



New factory and general offices at
1119-1127 W. Jackson Blvd., Chicago

Augustus D. Curtis, President, Curtis Lighting, Incorporated, whose vision, enthusiasm, and realization from the start of the correctness of the principle of lighting from concealed sources has resulted in making its practical applications available to all.

THE name CURTIS has been chosen in tribute to the President of this consolidation, Mr. Augustus D. Curtis, whose life work has been the development of scientific illumination.

The name *X-Ray Reflectors* will continue to denote all reflector products so well known to the electrical trade everywhere. As in the past, X-Ray will signify quality and set the "standard" to be followed.

Under this new order of things, with our greatly increased facilities for manufacture, we shall continue to improve and expand our usual whole-hearted co-operation with the entire electrical trade.

CURTIS LIGHTING, INCORPORATED

a grouping of

National X-Ray Reflector Company
X-Ray Reflector Company of N.Y., Inc.
Luminaire Studios, Incorporated

"We Harness Light"

1119 W. JACKSON BOULEVARD

CHICAGO, ILLINOIS



TOLEDO
LIGHTING FITMENTS
Riddle-made

The famous
FEATURE FITMENT
in the beautiful new
"Argenta" Decoration

The Riddle Feature Fitment has proved beyond a doubt the most popular series of residential lighting fitments ever marketed. Through the Toledo Lighting Equipment Company this same series, now discontinued from the Riddle line, is available to the trade in nineteen styles, in the new "Argenta" silver and black decoration.

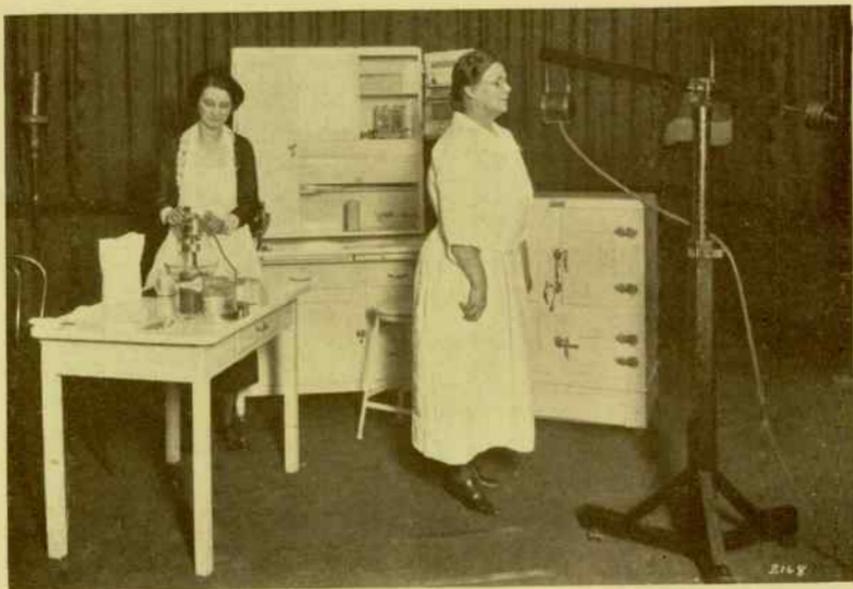
Wired complete in cartons

Toledo Lighting Fitments are distributed through the jobbing trade. They are made under the same conditions as the regular Riddle line, wired complete, individually cartoned, and stamped "Riddle-made." Catalogue and name of nearest jobber sent on request.

THE TOLEDO LIGHTING EQUIPMENT CO.
27 BROADWAY TOLEDO, OHIO

TOLEDO
LIGHTING FITMENTS
Riddle-made

Broadcasted Recipes Widen Market for Radio Receiving Sets



There's no "arm-chair theory" about the recipes and suggestions broadcasted by Mrs. Peterson. All are tried and tested first.

RADIO has provided a pleasant way in which the tired housewife may find new plans, new recipes, and new menus for use in her home. It is very simple. Her house needs only a radio set to bring to her a competent teacher of economy and efficiency in the fine art of cooking.

With her pencil in hand in the morning at eleven o'clock, she may jot down notes during the fifteen-minute talk given by Mrs. Anna J. Peterson, of the Peoples Gas Stores, Chicago, from the KYW station. The talk includes recipes and suggestions for meal planning.

Recipes for breads, cakes, and pies are broadcasted on Mondays; general cooking instructions on Tuesdays; suggestions

for planning and preparing meals on Wednesdays; pies, cakes, and cookies on Thursdays; and party plans on Fridays. There is no talk on Saturdays.

The housewife is not the only one who may enjoy this radio service. Children find great delight in the candy recipes and the programs arranged especially for the little folks by Mrs. Peterson.

Dealers located convenient to KYW station should find in this radio cooking service a selling point that should help them move their radio receiving sets faster.

The fact that Mrs. Peterson gives the talks in the morning hour when the housewife is planning her meals for the day, is an admirable point to emphasize in selling radio to the woman in the home.

And Here's Your Daily Dozen, Mr. Store Manager

*What Dave Says to Harry May Also
Apply to Tom and Dick*

By James H. Picken

Dear Harry: Jan. 8, 1924.

I was certainly glad to get your letter and to learn that you had been appointed manager of the Fourth Street Store.

Of course, I knew all the time you would get the appointment. Gordon told me over six months ago, when he bought the store, in fact, that you were to be put in there to run things. But he wouldn't let me tell you; said he wanted to keep the announcement for your Christmas present.

But all that doesn't matter much. What counts is that Gordon believes in you. And I believe in you too. I reckon the reason why we both believe in you is because you believe in yourself, which is a pretty good thing for any store manager.

But that's enough for introduction, isn't it? In your letter you asked me to tabulate for you what I consider the chief things a store manager ought to keep in mind. You said you wanted to check them against your own ideas.

That's a pretty big order, Harry, but I must say you are starting your manager's job on the right track. The best managers I meet on my travels are keen to learn every new idea that means more sales and greater efficiency.

But please don't think I hold myself up as America's Wonder Wizard when it comes to merchandising ideas. To be sure I have been on the road for over twenty years and naturally certain ideas have fixed themselves

in my mind. These I am glad to pass on and if what I suggest helps you any I shall consider myself fully paid by that fact alone.

My theory has always been to make friends of my customers. I believe the best way to sell more goods is to help them sell and manage. That's why, when I walk into a store, I usually try to find out just what the policies of the manager are. Then I pass his ideas on to the next fellow. So if there's any merit in the following ideas I'm sending you, it really belongs to the many successful managers I know, rather than to myself.



If a music box and a "daily dozen" record are good for the body, why is not a similar sort of thing good for the mind?

Suppose I start by changing your question just a little. You asked me to list the things a store manager ought to keep in mind. I am going to answer you by setting down briefly what I consider the fundamental factors that keep a store healthy and growing. My explanations must, of course, be brief; but I am sure you will get the idea.

First, as far as possible I would buy quick selling goods. Your margin of profit is usually fixed by the manufacturer or jobber, so your profits will increase only with the number of turnovers you get in each line. Rapid turnovers mean rapid profits. Quick selling goods mean rapid turnovers.

Next I would see to it that all stocks were kept filled up to prevent lost sales. In my time I have seen dozens of customers walk out when told that such and such an article was "just out, but could be had next week". It isn't the lost sale that counts, though it is true that does count. It is the word of mouth advertising that Jones & Company never have on hand what you want.

Third, I would watch mark ups on any goods not carrying a list price. If the store is to make a profit you have got to figure mark ups correctly. It costs something to carry and sell goods and mark ups must include this cost plus the profit the store is to make.

Fourth, you need to set a quota for the year, but I know you've done that. And if you sell the \$48,000 worth of goods you expect to this year, I'll say you have done well. I might add, I'm sure you can do it if you keep your foot on the accelerator.

Fifth, if I were you I would supervise the window trimming myself. You've got a real knack at that, you know, that you

learned at Gordon's old store. Let's call this keep windows selling at 100%. I don't need to tell you that your windows are your best salesmen. Remember that window I helped you to put in once to prove to Gordon that windows can sell? Believe me, when we sold those twelve washers in one week, as I bet Gordon we would, if he put in my line and pushed it, I had my own eyes opened too.

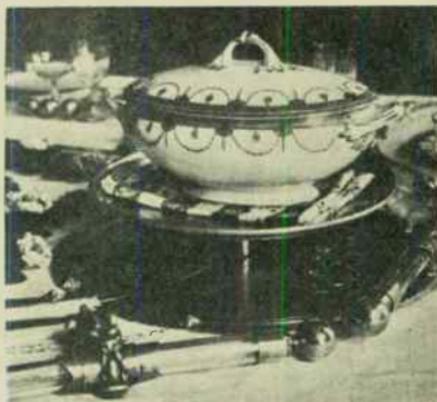
Sixth, a bit of the same cloth is to arrange store stocks for the best selling effect. Somebody told me not long ago, that he had investigated every electrical store in one of our five biggest cities and that fully seventy-five per cent of them were really places where he would not care to have his wife trade. I guess he had lost his bootlegger's address or something that morning. But anyway the store inside needs not only to be made inviting, but goods must be kept where the customers can see them. Goods hidden in a box are about as powerless to suggest purchase as if they were hidden in King Tut's tomb in the Valley of the Kings.

Seventh, there's the question of advertising. I don't mean just an ad in the local paper now and then. What every successful store needs is to get the story of it's goods and service right into the homes of it's community. You can do that by some newspaper space, some letters or circulars sent direct by mail, by folders distributed in the store or put into packages when they are wrapped; and by using door to door salesmen. I have always been a firm believer that money ought to be mixed with brains before it is spent for advertising and when that is done it doesn't take such an awful lot to get good results. One or two

(Continued on page 84)

How Our Paris Host Serves His Meals Electrically

Distinctly new and "electric" is the manner in which the soup is being served in this Parisian home. The tureen is awaiting the signal to start around the "track," which is more clearly shown in the illustration below



The soup from this tureen is self-served. Around the table it goes, stopping automatically in front of each guest. Simply press the button and the soup does the rest.

Notice the opening in the table beneath the tray supporting the tureen. This opening is closed by a metal "door" which is slotted for the passage of the vertical arm supporting the tray.

THE old saying "There is nothing new under the sun" could not be applied to the unique home of a Paris electrical engineer who has admirably solved the servant problem by harnessing electricity even for his table service. No servants are seen in this Paris home. All serving is done by electrical appliances.

the center of the table. On the end is the opening leading down to the kitchen. The dish to be served is placed on the tray and by pressing the button, the host, like Aladdin and his lamp, may surprise his guests with the appearance of food. The tray goes on around the table on the miniature track, and stops in front of



The beauty of the table is not marred by the "track" which is plainly visible here. Rather does it serve as a border for fruit, flowers and light.

The illustrations show the engineer's dining table arranged for electrical service. A miniature electrified railway track is laid in

each guest to enable him to take his helping, thereby doing away with the proverbial waiter who sometimes "spills the soup."

Electricity+Thrift=Sales

BECAUSE the thrift value of electrical housekeeping appliances is so great, because it costs more to do without these appliances than to own them, every week in the year ought to be a "thrift week" for the salesmen of electrical merchandise. Sales people who practice thrift themselves will best be in a position to teach this thrift value to housewives. Here are more than a score of thrift messages from some of the great minds of the world. Salesmen who take these messages to heart will be able to use them to advantage in their own sales making.—*The Editor*

Teach economy. That is one of the first and highest virtues.

—Abraham Lincoln.

✱

A bank account pays a large dividend socially in addition to its steady, financial returns.

—J. P. Morgan.

✱

Thrift is such a simple thing and it means so much. It is the foundation of success in business, of contentment in the home, of standing in society.

—Russell Sage.

✱

No man can afford not to be thrifty. Only the poor are wasteful.

—E. H. Harriman.

✱

The balance which self-denial holds in the home is the balance of prosperity and peace.

—Chancellor James R. Day.

✱

The five or ten cents squandered a day will in a few years amount to thousands of dollars.

—Marshall Field.

✱

Thrift requires that money should be used and not abused, that it should be honestly earned and economically employed.

—Samuel Smiles.

Without frugality few can become rich; with it few can become poor.

—Samuel Johnson.

✱

The best way to accumulate money is resolutely to bank a fixed portion of your income no matter how small the amount.

—Andrew Carnegie.

✱

You can make today's economy and deprivation pay interest a hundredfold if you use good judgment and can trust yourself to stick to today's determination.

—Arthur Brisbane.

✱

By proper self-denial in expenditures, any man with a moderate income can find himself at sixty possessed of sufficient means to live without work if he wants to do so.

—E. C. Thompson.

✱

What you want to do now is to cut down your expenses and live within your income.

—Samuel J. Tilden.

✱

The great secret of success in life is to be ready when your opportunity comes.

—Disraeli.

✱

The best source of wealth is economy.

—Cicero.

Economy, acquired in youth and nurtured through middle age, rarely fails to make old age honorable and secure.

—Albert J. Beveridge.

✱

Economy is the sure foundation for all virtues.

—Victor Hugo.

Economy is near to the keystone of character and success.

—Gladstone.

✱

The man who lives within his means and regularly and systematically lays aside part of his earnings, and puts this surplus where it will work for him as unceasingly and as faithfully as he worked



The men and women who will be the leaders in the merchandising of electrical goods tomorrow are the store and house-to-house salespeople of today. Their future leadership may perchance turn on the question of their present thrift habits. Who knows but that the practice of thrift today by one of these employees of the electrical department of the Fowler, Dick & Walker department store, Binghamton, N. Y., may produce a merchandise manager of a great central station, or even another Benjamin Franklin.

Give me the young man with fifty dollars in the bank—in any bank—money he has earned himself, and I will show you a young man who is started on the road to success.

—R. W. Sears.

✱

Keep adding little to little, and soon there will be a great heap.

—Virgil.

✱

I do my own shopping because I get one hundred cents' worth for every dollar. If more people did that there would be less talk of hard times and the high cost of living.

—Hetty Green.

once for it, has acquired a habit of no small import in the building of his character and the carving of his future.

—W. H. Kniffin, Jr.

✱

If you want to be anything in life or in your community, conserve your money. Begin to do it right away.

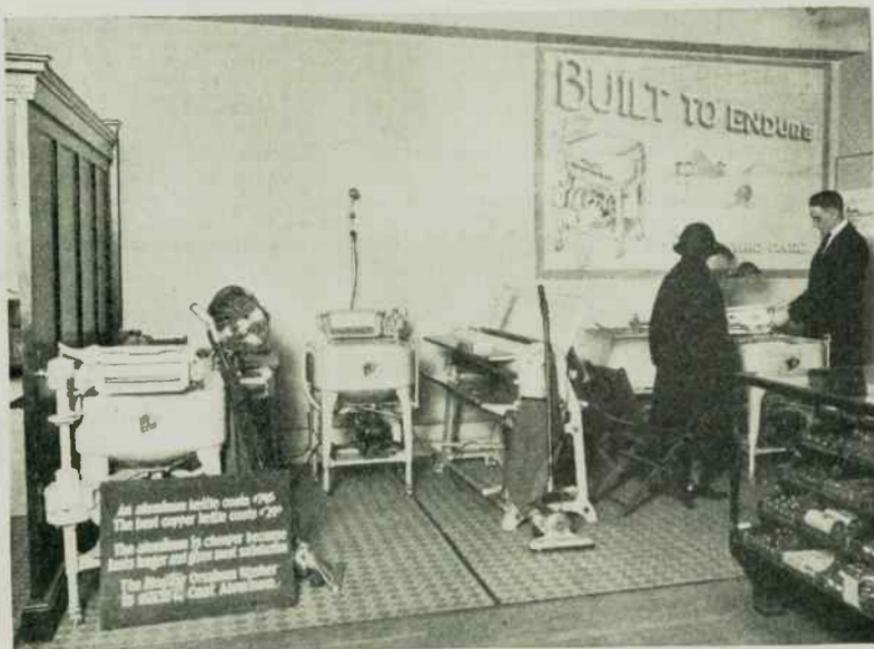
—Mark Hanna.

✱

Annual income twenty pounds, annual expenditure nineteen six, result happiness. Annual income twenty pounds, annual expenditure twenty pounds ought and six, result misery.

—Charles Dickens.

Convincing Wall Message Wins Sales in Portland Department Store



The "appeal to reason" is strong in this wall card, for it is placed where every woman must see it on her way out after paying her month's bill for electrical service.

THE show card or wall card in the electrical shop is an ever-ready aid to the salesman. For while the salesman is busy stressing important facts concerning merchandise, the card "gets in" the good work of bringing a reasoning thought to the customer.

Women, particularly, like to be reasoned with. Shopping to the woman is more or less of an afternoon jaunt and while she is on her way about the shops, she is amenable to reason. She is out to shop; she is keen for values; and the store that conceives the ready appeal wins her trade.

Lipman, Wolfe & Company, Portland, Oregon, department store have placed an electrical corner on their seventh floor

where women must pass when they come up to the offices. Right at this time, the manager reasons, a woman will be especially susceptible to the attraction of the electrical washer. For her bill has been paid and her worries for the time are over.

While the salesman is busy demonstrating the washer to one customer, the other prospective customer need not turn away for want of attention. A large, boldly lettered show card gives her, in brief selling talk, something to think about. Naturally she pauses to examine the washers and whatever other electrical goods are on display. Sales result. Would not the same idea work in other electrical departments?

"Husband, How Long Will You Keep Your Wife in Jail?"

ON the placard at the upper part of the window appeared the following words: "If I had taken advantage of electric clothes washers and other electrical appliances, I too would have retained my youth and beauty."

Now, we leave it to you: Would a message like that one, hung on the bars of a prison cell, get under the skin of an average husband or not?

And it is just as good a message to shoot at him in a face-to-face selling talk, too



AND on the placard at the bottom of the cell door were the words: "With this method you sentence your wife to three months imprisonment each year—how long is she in for? Husband, you hold the key."

And, we repeat, that is a good question to ask Friend Husband whenever you have a chance.

If a window like this one seems a little too difficult for the average electrical retailer, why not put the same idea into a sales letter?

EVERY active-minded electrical retailer can find more good ideas for window displays than he can ever use, it is true, but his windows will be all the better when they are the result of careful selection of ideas.

So, to stimulate the thinking of the man who is looking for window ideas, take a long look at this unique window display set up by the Chicago Washing Machine Company, 56 West Adams Street, just before the holidays.

A prison cell and an easy chair provided the setting for two women, one who has spent her days over the washboard and tub, and the other who has used an electric washer. The victim of the washboard is thin, gaunt-featured, worn, and bent with work. The electrical housewife is pretty, plump, and happy. What a contrast!

Three months out of a year at the old washboard! Who would have dreamed it? Yet that is about what it amounts to, count-

ing in extra washings and the times when Monday's work runs over into Tuesday.

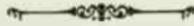
No wonder dozens of spectators paused to inspect the window and to ponder on its messages. Surely this window is worth repeating, no matter what brand of washer one sells. In this particular window the women were wax models but think how much more effective the window would be if live models could be persuaded to pose, say for a few hours daily, perhaps in the evening, or at the time of day when the passersby are most numerous.

Of course the window will pull people into the store. Then comes the opportunity for the retailer to add another thought to the one offered by the window display. In this case, prospects were given a little folder carrying the line "You can smile on washday. Come to see your washday smile shop."

Smile shop! Get it? Add it to your electric shop vocabulary.

Electrical Retailing

Editorials, January, 1924



Put Drink Mixers into the Home

Can anyone offer a good reason why the drink mixer should not be included in the electrical equipment of the home? Probably no one can, for many good reasons can be given showing why it should be so included. Several times recently drink mixers have been seen in electrical home exhibits. That indicates a tendency worth developing into a force. After all, why should we assume that the soft drink parlor is the only market for this mixer? In this day of so many soft beverages, surely there are as many homes where the mixer can be sold as there are homes where toasters can be sold. And here's a hint: To interest folks in the mixer, give them a booklet of recipes for home beverages, similar to the recipes that have helped to sell the waffle iron and the table stove. Our grandmothers had recipes for delicious summer and winter beverages. Where have these recipes gone? Dig them up and put them to work for you.

+ + +

Dozen or Decimal

"Would you like to see the glassware manufacturers abolish the awkward dozen method of packing and pricing goods and adopt the efficient decimal system used by most all of the electrical manufacturers?" asks the editor of *Beardslee Talks*, the house organ of a fixture manufacturer. Well, how about it? Would we?

Recently the hardware dealers of the country have voted overwhelmingly in favor of the decimal system as against the dozen and gross system. If the electrical industry is free of the clumsy dozen system except for the practice of the glassware manufacturers, the industry is to be congratulated.

Why not make it unanimous, Mr. Glassware Manufacturer? Is there anything to be said in favor of retaining



the dozen system? Is there anything in the glassware business that makes it necessary to talk in terms of dozen and gross instead of in the easy terms of the decimal system? Let us hear your side of the question.

+ + +

Keep Your Trade Paper on the Job

What do you do with your trade journal? That is, after you have read over the current issue, what do you do with it? Too often it goes into a pile of papers and is never looked at again. Some dealers have found it much worth while to set aside a bit of shelf space or a drawer in a filing cabinet, where back numbers may be kept intact and be readily available. One dealer recently declared that he made a practice of trying out every month at least one of the practical suggestions that he found in the current issue of his trade paper. He said the idea was working so well that he believed he would have to start trying out two ideas a month. Isn't that a suggestion worth thinking about? And worth passing on?

+ + +

Tackle the Kitchen First

One of the surprising merchandising developments of the year that has just closed was the popularity and uniform success of the kitchen light campaigns. Reports are still coming in from many parts of the country telling of the enthusiastic reception by the woman in the home of the kitchen lighting unit. This is altogether too profitable a kind of business to let it slump when the first enthusiasm wanes. This new year should mark the opening of many more kitchen unit campaigns. As our good friend, P. B. Zimmerman, says, "Tackle the kitchen first." If that is not a sound approach to better lighting throughout the house and consequently to more business, then what is? More power to the folks who are putting better light into America's kitchens.

Making Home Wiring Devices Attractive to Women

Contractors and Dealers Who Find It Difficult to Interest Women in Wiring May Use Ornamental Switch Plates to Advantage

By Lidda Kay

THE designing by a number of manufacturers recently of decorative push-button plates, pull chains and switch pulls, is an innovation that, quite likely, the average woman will appreciate more keenly and quickly than does the electrical contractor himself. For every woman is a born decorator, and the only reason why, up to now, she has tolerated the purely utilitarian evidences of electricity in her home is that she thought she had to.

So far, the new decorative note in electrical wiring has been confined to switches. Soon, perhaps, someone will see the ornamental possibilities of the electric outlet, and the lowly receptacle, which now hides itself humbly along the baseboard, may have so attractive a frame that a conspicuous, and consequently more convenient, position on the wall may be allotted to it. Then—and this is a very definite advantage, to the feminine mind—our hostess, when serving guests, may connect and disconnect her toaster with quite the same dainty air of performing a charming office as when she lifts and lowers her lovely tea



This ornamental metal tassel is good to look at, and besides that, it conceals a purely utilitarian outlet.

caddy or serves the sugar with silver tongs.

Switch Plates That Decorate

In the meantime, she will rejoice that at least electric switches may henceforth be things good to look at as well as convenient to have.

Switch plates, for example, may now be

seen with bright-colored designs painted on them—a conventionalized parrot, or a gay peacock, or an owl, painted on a white, or a blue, or a pink ground.

Or the switch plate may be enameled one solid color, to harmonize or contrast with the room in which it is installed. It may have a solid, dull black finish, or a white enameled bathroom finish; or it may be an imitation of a mahogany grain. One particularly stunning plate is silver-plated, with a dainty little silver pendant instead of the usual push-buttons. Still others are in novel shapes, with conventionalized designs stamped on the metal.

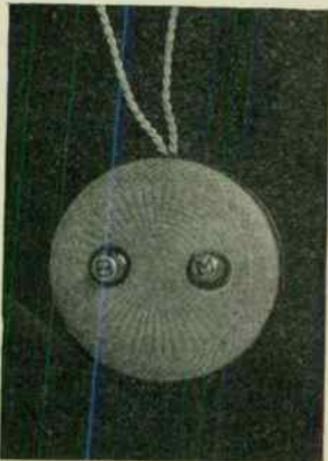
Another opportunity for more decorative touches has been found in pull chains for floor and table lamps, and wall and ceiling lights. Nowadays, the pull-chain may capriciously end in some odd but

colorful novelty—an owl, a humming bird, a bit of rare rock amber, or an exquisitely wrought bronze deer or wolf, scarcely an inch long. Or the chain may be a string of pearly beads, in shades of yellow, orchid, blue or black.

But the last word in decorative effects with switches is the old-fashioned bell-rope style. This switch-pull is a long, woven, silk-ribbon affair, hung on the wall to reach from the ceiling more than halfway down to the floor. A pull on it operates the switch, which in this case can be installed near the ceiling. Being made in mulberry, rose, old gold and other colors, this electric "bell-rope" has many decorative possibilities, and in many homes would be preferred to a switch plate.

Takes Them Out of Hardware Class

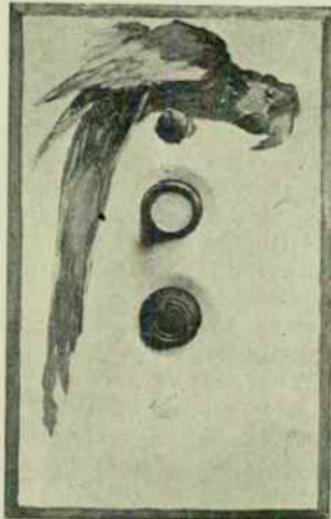
To the woman, naturally, this new decorative note puts electrical wiring immediately in an entirely different light. Any wiring that she has done in her home straightway assumes a new inter-



A silver-and-enameled table buzzer for butler and maid should appeal to any woman.

est. It has decorative possibilities!

Even door-knobs, up to now, have received more of her atten-



A switch plate that is something more than "hardware" is sure to win approval and enthusiasm.

tion than her push-button plates—though the latter occupy a far more conspicuous position in the room.

But now, when even the push-button plate can play a part in the color symphony which she tries to create in every room she will no longer be content with the formula, "brushed brass plates." She will select a rather formal design—perhaps in silver—for the hall and dining room; a gay, intimate one for the living room; a dainty one for the bedroom; and a plain white enameled one for the bathroom. Incidentally, these may be easily cleaned of finger marks with a soft, damp cloth.

In short, these electrical accessories are at last being taken out of the "hardware" class—in women's eyes. They're becoming "interesting." "Why, I never asso-

(Continued on page 77)

Repair Service Wins Friends and New Business

Retailers Who Treat Repair Business as a Step Child Are Neglecting a Profit- Making Opportunity

THE electrical dealer who neglects his repair department will find, sooner or later, that his business itself will be in need of repairs; for he is neglecting more than just a department. He is neglecting his customers.

Among the progressive establishments that have demonstrated the value of a department for the repair of heating devices, appliances, fixtures, and other goods, is the Louis D. Rubin Electrical Company, of Charleston, S. C.; and to those contractor-dealers who have treated the repair business as a step child, the experiences of this Charleston concern should prove interesting.

"We have found out two things," declares Mr. Rubin. "One is, that the electrical company which fails to render the proper repair service loses both customers and friends; and the second (which logically follows), is that new business can be traced directly to the policy of providing prompt and efficient repair service."

Can you compute the number of electrical devices in use in your community—irons, hair curlers, percolators, grills, toasters, hot plates, milk warmers, immersion heaters, vibrators, heating pads, waffle irons, vacuum cleaners, portable lamps? The time comes in the life of almost every such device when for some reason or other it goes on a strike

and refuses to work. Perhaps through long service or improper use the heating element has burned out. The cord is perhaps out of order; or perhaps one of the thousand and one parts that go into the making may be in need of renewal—a spring, plug, lug, brush, washer, contact stud, handle screw, fuse, fan blade or terminal.

The owner of the article should not have to purchase a new one; nor should he or she be compelled to wait a week or several weeks before it can be placed in condition. The situation offers the dealer a splendid opportunity to demonstrate his service.

Concerns other than electrical stores which sell electrical devices do not, as a rule, maintain facilities for repairing the goods in that line which they sell. Most devices, it is true, are guaranteed against defect for at least a year; and the factory will repair or replace defective goods. But standard appliances usually last longer than the guarantee period. They remain serviceable for several years; often indefinitely, when kept in repair. And the electrical dealer or contractor who relieves the owner of all trouble and bother in this respect is producing dividends for himself. "We have found that out from experience," states Mr. Rubin.

Necessary, first of all, in maintaining an efficient repair department is an electrician who un-

derstands the construction and mechanics of electrical devices. It does not necessarily follow that the electrical mechanic who is well versed in conduit work and the most difficult class of wiring and construction will qualify as an expert repair man.

Good Stock of Repair Parts, Well Arranged

Another factor of major importance is keeping a stock of repair parts as complete as possible. The Charleston concern pays particular attention to this, for in this effort the success of the department lies. The repair department is located in the rear of the building, where the work table and shelves, at best unsightly, do not mar the appearance of the store. The parts are kept in a

cabinet containing many small drawers, each containing one kind of parts. Thus one drawer has heating elements for a certain make of iron; the next for another. One contains lugs, another handles, another washers, another contact studs, and so on down the line.

Under such a system, it is not necessary for the repair man to search for half an hour in a box containing a litter of articles. Each drawer is labeled with a card containing the name of the part; and in some instances a sample is attached to the drawer, enabling the repair man to locate at a glance that which he is seeking. Overstocking is avoided; loss of parts is prevented; confusion is impossible; and it may be ascertained at a glance if any



Somewhere in the contractor's shop or dealer's store there should be set aside a space for the repair department. In the illustration is shown a "service station" maintained by the Hoover Suction Sweeper Company.

particular stock of parts needs replenishing.

What the Louis D. Rubin Electrical Company is chiefly concerned with is maintaining a complete stock of parts for the brands of devices which it sells. There are on the market a great number of standard makes of appliances, some of which are sold in a community to the exclusion of others. The electrical shop should have the parts of such makes it sells; and, perhaps on a smaller scale, parts for the makes sold by others in the same city.

System of Records for Repair Department

When a device is brought to the Rubin store for repairs, it is first of all tagged. The tag is numbered, and perforated, and the stub, likewise numbered, is given to the owner of the article, for identification. On the tag are spaces for writing the name and address of the owner, the kind of article, and for remarks. On the stub, which provides for the same information, is printed: "We are not responsible for articles left in our possession for more than thirty days."

An additional record is kept through means of a card index system. In each instance a card is filed bearing the same information contained on the repair tag. When repairs are completed, the card is so marked, and any clerk can thus let the customer know if the work is completed; and if it is, can readily locate the article, even when the customer forgets to return the stub.

When an article is brought in for repairs, the man in charge of the work should be summoned. He can usually inform the owner at once just what is wrong, if it

can be repaired in the shop, what the cost will be, and when it will be ready. If it is necessary to send the article to the factory for repairs, the Charleston concern offers to attend to it for the customer, who is invariably glad to be relieved of the bother.

A good repair department is an excellent medium through which to propagandize in favor of the use of high grade, if higher priced, standard, advertised electrical goods. It often happens that people bring in cheap, inferior devices which have failed after a few days, and which cannot be repaired, or are not worth being repaired. Such instances offer the opportunity of selling better goods.

"When a person brings an article in to be repaired," states Mr. Rubin, "he or she wants it repaired promptly and properly. It often happens that the repair work is left to the spare time of electricians or helpers who are not experienced in repairing devices. The job is thrown aside on a shelf, and the customer delayed for days, sometimes for weeks, either because the needed part is not on hand, because no one has bothered to send it to the factory, or because no one has been delegated to repair it.

"It often happens that excessive charges are made. Sometimes the customer is dissatisfied with the price, even though it is justified, but at which she would not have complained had she known in advance what the charges would be. Then again, the article may be crudely patched up, and thus break down again in a short time. And the dealer may never realize that it is due to just such minor things that he is losing customers, and making enemies."

Is the Wringer Doomed?

The following statement cannot fail to interest washing machine distributors and retailers, coming as it does on the threshold of a new year which is destined to witness the keenest competition ever waged for washer sales, and from such a nationally known manufacturer.

IT is time for some careful thinking and straight speech on a subject close to the heart of the Housewife, and those whose very livelihood depends upon serving Her.

The statement has been made by prominent distributors, after having witnessed the work of the newest type centrifugal dryer that "The wringer is doomed."

Whether or not you agree with this, you will not deny that there are inherent drawbacks in the use of the power-wringer, for example:

1. **Safety First!** We quote from an article headed "Safety First" on pages 67 and 191 in the November "Good Housekeeping Magazine," which better than anything proves the point.

"Just recently, what might have been a slight accident in the Institute laundry impressed deeply on our minds the need for wearing extremely simple clothes when working around washing machines and other household machines. We can not be too emphatic, and even though we have told you in previous articles that the wringer of an electric washer is dangerous, we want to reiterate it with even more force than before. When your wringer is in operation, it needs your concentrated attention. Before starting something through the wringer, separate it from the other pieces in the machine and straighten it out so that it will not go through in a lump. Never feed a piece into the wringer and turn your attention to something else for, as sure as you do, the garment will become wound around the rolls, due perhaps to a draw-string or some frayed edge sticking to the roll.

"Hair is another thing of which the person working around an electric wringer should be careful. In reaching over to get something from the bottom of the tub,

it would not be difficult for the very tall person to come pretty close to the wringer. Think of this, and keep your head a safe distance away.

"The adage, 'An ounce of prevention is worth a pound of cure,' surely applies to these circumstances, and that is why we put the warning first, but happily manufacturers have provided all wringers with a safety release which acts as the cure, depending upon the effectiveness of the particular release and the type of accident. We want to urge you, then, to become perfectly familiar with the safety release on your machine. Operate it over and over until you are sure of yourself, and, above all, do not trust the machine in the hands of a helper until she, too, has become just as familiar as you. If you are about to purchase a washer, let the safety release be one of the points that you notice particularly. Find out how easy it is to operate and whether it is quick acting and really effective in operation.

"Finally, learn the regulations of your state and liability policies. In some cases an employer must inform a paid worker before witnesses of the care demanded in the task."

2. **Wear and Tear on the Washing:** It is admitted generally that the wear and tear on household washing comes mainly from power wringing; the wringer is particularly destructive of buttons, fasteners and of fine pieces.

3. **Wear and Tear on the Operator:** If the wringer is destructive of garments what must be the effect on the user's nervous system, with the constant vigilance required against accident, the realization that "red hands" come from wringing out wet washing, and the annoying muss and fuss due to the wringer?

4. **Requires Service:** From 60% to 90% of the dealer's service calls on the washer are reported to be for "wringer

troubles." The wringer means added gears, rolls and springs, all of which must be renewed and replaced.

5. **Limits Efficiency of Washer:** No washer can be better than its wringer. That most washers are today short of maximum efficiency is due to the wringer. For the wringer-washer cannot do a proper nor complete drying of such household materials as cotton stuffed comforters, heavy portieres, curtains and draperies, bath robes, blankets, mats and feather pillows.

6. **Makes for muss and fuss:** Ask any user who has mopped floors, adjusted "wringer rolls," "safety-releases," "drainboards," etc.—what is the most aggravating thing about her washer and she'll say "the wringer."

7. **Makes the Washer Unsightly:** Of what use to dress up a washer with paint and trimmings, if its beauty is marred, if not spoiled, by an unsightly wringer. Many women have to wash in the kitchen—only the newest centrifugal flat-top wringerless washer solves the problem.

8. **Increases Ironing Worries:** Packed down nap, deep, hard creases, particularly on heavy linens, make ironing more trying and tedious—all due to wringer-drying.

9. **Increases After-Washday Work:** Mending tears, sewing on buttons and fasteners is the inevitable aftermath of "wringer-washday" (all eliminated by wringerless drying.)



THE SAVAGE POSITION

The Savage Arms Corporation is definitely committed to the wringerless principle of drying because of the above, and because in the Savage Washer and Dryer these deficiencies have been positively and permanently eliminated.

As to whether or not "the wringer is doomed"—you are urged to reserve judgment until you have personally proved the Savage wringerless washer and dryer in your home or shop.

The first step toward a successful, prosperous 1924 washer business is to get the Savage proposition! Write now to

Sole Manufacturers

THE SAVAGE ARMS CORPORATION

Dept. D-8, Utica, N. Y.

Makers of "Savage" Firearms

NOTE: Watch for the announcement of forthcoming Savage household appliances

Buying As the Basis of Trade

Every Salesman's Story Is Worth a Hearing, But Use Your Brains Before Signing an Order

By Frank Farrington

RETAILERS of electrical supplies, devices and appliances, and contractors also, are in the business to make money, to get a profit out of selling the goods and doing the work, a profit on sales and service.

In order to make money on appliances, supplies and accessories, even to make money on work, there must be some buying. Buying is the basis of the trade. And yet, to judge from the attitude some electrical retailers take toward the salesman who comes in to show them new goods, it would almost seem that these retailers are afraid they will do too much business. Often they try to avoid seeing the salesman and they try to avoid buying. Do they expect to be urged and re-urged into buying the things they need?

It is only by selling more goods that the retailer becomes a profitable customer for the supply house. Unless the goods he buys sell again, he does not come back to buy more. The salesman from the jobber or manufacturer knows that he must sell desirable goods,

through salesmen or through direct mail methods is eager to see all retailers do more business. Welcome their approach in either

Quiz Question No. 2

JUST how do you treat the salesman who wants to show you a line of goods new on the market?

way and listen to their suggestions and propositions.

Beware Speculative Buying

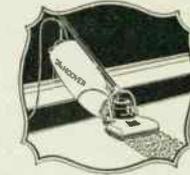
There is one class of buying that needs little consideration. That is speculative buying. It is sometimes possible to make money in buying for a rise in the market, but it is more than likely that a net loss will result, even though there may be some price advance. An overstock, even of staple goods bought at a low figure, carries with it a constantly increasing expense. A woolen manufacturer is responsible for the statement, "I have been manufacturing for fifty years. For the first twenty-five I speculated in raw materials. During the second twenty-five I did not. I made my money during the second period." Experience in the electrical field would probably show similar results.

The question of what grade of stock to buy requires attention. It is poor business to try to save money or to make money by buying and installing cheap material and equipment not calculated to

Quiz Question No. 1
BUYING is the basis of your business. How much of your success do you attribute to careful buying?

goods adapted to the retailer's use, or he cannot hold his trade. It is directly to his interest to see that the retailer makes sales and more sales. The house selling

Hoover Sales Again Break All Records!



At retail prices the total of Hoover shipments for September, October and November, in excess of . . . **\$5,300,000**
December shipments, as forecast, based on orders in and due, more than . . . **\$1,800,000**
Total retail price of shipments for 4 months in excess of . . . **\$7,200,000**

More firmly than ever, now, The Hoover is established as the world's largest selling electric cleaner. More emphatically than ever, now, every dealer is assured that he can make *more* money selling Hoovers than selling any other electric cleaner.

It is, too, a noteworthy achievement to be able to record that the value of Hoover sales at retail is practically double that of any other electric cleaner.

They are even greater than the sales of any other electric labor-saving device!

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

The HOOVER
It BEATS... as it Sweeps as it Cleans

stand up under use and to give satisfactory service. If you are in the business to stay, make it your rule to use the best you can,

Quiz Question No. 3

DO you believe it is better to do all your buying from one house, or do you think it is wiser to scatter your buying? Why?

charging accordingly, letting the other fellow put in the equipment where it is necessary to cut the quality in order to make a price too low for satisfactory work and material.

The use of cheap material makes trouble later. After the equipment is installed and in use the buyer forgets the price and thinks of the satisfactory, or unsatisfactory operation of the equipment. It is then that the cheap stuff makes a dissatisfied patron and brings complaints.

The retailer's buying ought to be confined to the houses whose goods can be depended upon to be worth the money paid for them, whose word is good about the quality of their merchandise. The buying of supplies that have no reliable maker's name back of them, orphan parts and lines, is not likely to produce satisfaction.

Quiz Question No. 4

EVER indulge in "quantity-buying"? If so what factors other than price did you consider?

Concentrated or Scattered Buying

It is sometimes a question whether to buy entirely, or as far as possible from one house, con-

centrating the buying. Concentration of the buying has the advantage of making the buying simpler, easier, of bunching shipments and reducing bills for freight. It gives that one concern a deeper interest in your business and in your success. It gives you an assurance that when you get into a tight place you can probably count on that concern to help you through with an extension of credit if needed. There is, however, the disadvantage that if you place yourself unreservedly in the hands of one house, that house may not always be lowest in price, or it may not offer the best goods to be had in every line. Almost every line has certain outstanding features of advantage. It

Quiz Question No. 5

ON an order blank what are the points often covered in fine print? Ever read 'em? That is a question the judge often asks.

is a pretty good plan to pick the winners wherever you find them.

Why is it not the best way to make one house, as far as price and satisfactory quality permit, the source of supply, coupling that concentration of buying with a sharp watch over the rest of the market and with sufficient independence to buy elsewhere when elsewhere advantages are to be found?

Some electrical retailers get the "quantity-buying bug." They get anxious to be known as big buyers and they are always looking for opportunities to buy in case lots and original packages, sometimes in jobbing quantities. They are keen for any price concession obtainable on a quantity.

There are times when the quantity purchase is desirable, when it will save money. But buying the quantity just because of the added discount, when that quantity is not needed and when it will result in long-time overstock, means taking a loss sooner or later, a loss not offset by the price saving.

Quiz Question No. 6

WHAT are the advantages and disadvantages of selecting from sample, and also from stock? What does the law say about the two methods?

There are more things to be considered in quantity buying than the price.

Every jobber or manufacturer, even though ready to push quantity sales, develops a watchfulness in the case of the man who takes to quantity buying beyond his actual needs. Plungers are not rated as careful business men, even though they think they are saving money by the plunge.

It is better to let the jobber carry the stock, as much as you can, or perhaps the manufacturer, taking it over only fast enough so that you will have the goods required when needed. The jobber charges a price calculated to pay him for carrying the stock for you. Let him do it and reap the reward yourself of a quick turning electrical stock with a minimum investment therein.

You may do much of your buying from traveling salesmen but do not become so firmly attached to them that you are willing to wait for a salesman to come while you are all the time needing the goods. Buy in time to keep the

stock good, even if it means buying from another house, and even if it means sending in mail orders. Do not be influenced by the fact that the salesman likes to have you hold your order until he comes. You are buying for your own advantage, not merely to please a salesman.

Copies of Orders

When you buy by mail, always keep a carbon copy of your order, and see that you put into the order everything that ought to be said. Be explicit as to sizes and numbers as well as quantities. It may be some bother and it may take a long time to make out an order carefully, but only trouble comes from carelessly written orders. The man at the other end cannot read out of the letter any more than you write into it. He does not know the things you think but fail to write.

Similarly, when buying from a salesman, do not count on anything not actually incorporated in your order being carried out by the shippers. Read the order carefully and intelligently before signing it, reading all the fine print appearing anywhere on the order

Quiz Question No. 7

IF a shipment contains errors in goods or billing, what do you do?

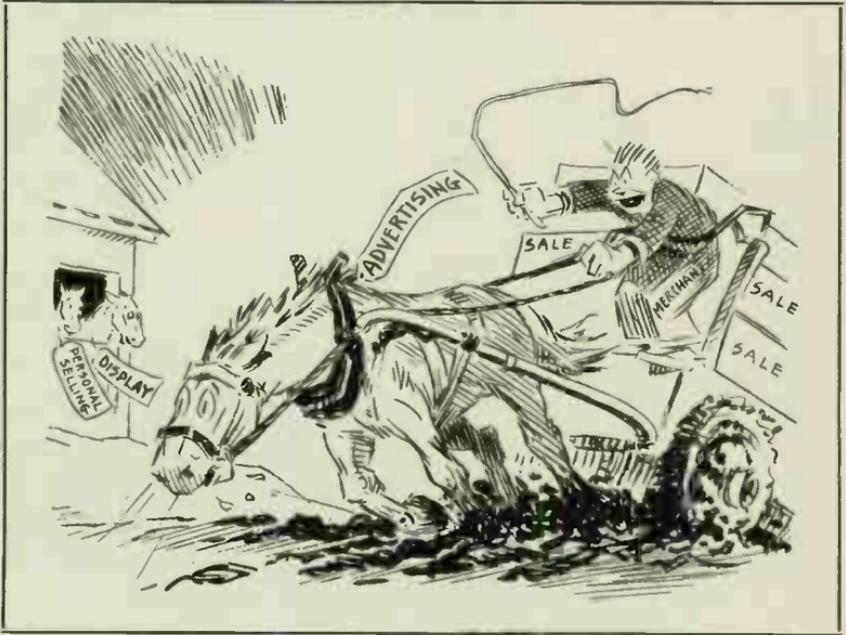
blank. You are bound hand and foot by what you sign, whether you read it or not, or know what it says. And the shipper is not bound at all by the verbal promises of the salesman. Get everything you expect down in black and white before signing the order.

(Continued on page 76)

MINUTE MESSAGE

Drive 'Em Three Abreast If You Want to Make the Grade

By Frank Stockdale



YESTERDAY retailers sold almost altogether through personal selling.

Today they use advertising, display and over-the-counter salesmanship.

Any one of these three selling forces will move some of your goods; any two of them will move more; and all three working together will move still more.

In these days of keen competition it requires the best you can produce to build business.

No merchant is doing his best until he advertises, displays and has his salespeople pushing the same goods at the same time.

All three selling forces behind the same sale at the same time—that's the way to sell more goods and make more profits.

When a wagon is loaded up for a three-horse team, it isn't fair to hitch on one horse and expect him to pull the load. So sales will not move through a store unless advertising, display and salesmanship are all in the harness.

How an Iowa Hardware Dealer Sold 125 Farm Plants

Night Demonstrations at Farm Homes Made and Held Sales

By J. R. Pilcher

Pilcher Hardware Co., Ida Grove, Ia.

WE have a full-fledged electrical department and specialize in farm light and power plants. Nearly everything sold in it carries a good profit.

We have placed more than 125 farm lighting plants. There is not a thing one can sell a farmer that is more useful to him. Lights he must have; he can't get along without them. When he puts in a plant, he has done away with his biggest fire hazard. Also, it is one of the greatest conveniences on a farm; it is used not alone for lighting but in operating all kinds of electrical appliances, such as sewing machines, irons, washing machines, toasters, vacuum cleaners, grinding mills, horse and sheep clippers, milking machines, and operating electrical pumps for farm water systems.

The best way to sell farm lighting plants is by demonstration. One should have an outside salesman for this purpose, who should cover the field thoroughly. The best way to demonstrate is to drive out at night to a farm home, run some wires into the living room, and set up a few fixtures and a table lamp. With this equipment one can readily show the farmer, and his family, the difference between kerosene lamps and electricity.

We have done a good deal of demonstrating for parties, country dances, and fairs. We find it a

good way to advertise. In selling these outfits, it is good business to pick out a representative family in each district. Place a plant there and you can easily sell a good many others in the same neighborhood. In fact, here is where you get the cream of the business and selling is easy. There is lots of rivalry among farmers. Prosperous neighbors will not generally allow themselves to be outdone by the other fellow.

Steady Work and Salesmanship

Now it should not be inferred that it is easy to get out and sell goods to the farmer. He is not over-burdened with money. Some of those who write us about the wonderful prosperity of the farmer, and how much one can sell him, probably never saw a carload, or even a dozen hogs in their life, or a crib full of corn. The farmer is still a long way from anything like his former prosperity. He can be sold but it takes steady work and good salesmanship. A good many trips are now required to make even one sale.

Any dealer can make money out of such goods as they are responsive to selling methods and are easy to sell. All housewives, both in country and town, are interested in this line. In our opinion it will soon be one of the biggest lines going. However, when once started one can generally sell more appliances than he can to the average city household.

Demonstrate Radio to Crowds Whenever You Have a Chance



When it comes to radio, a pleased listener is a good advertisement for your goods. So get as many listeners working for you as possible.

THOUSANDS of people listened to the Amplion loudspeaker pictured above when the Marconi Company, of England, made a demonstration recently at Newcastle-on-Tyne.

Several instruments were used—all connected with the same receiving set and the broadcasted program was heard clearly by everybody in the large crowd. The demonstration marked an adaption for radio of an electromagnetic and acoustic instrument which has, for over thirty years, been used by ships of the British Navy and for many other purposes in all parts of the world.

American dealers in radio sets and supplies will be wise to emulate the English fashion and take advantage of any large gathering

of people, to demonstrate the easy enjoyment derived through the loudspeaker.

During the next three months, beginning auspiciously with Washington's Birthday, a number of in-door celebrations will take place, providing the dealer with ample opportunity to reach his prospective patrons in groups of hundreds at one time, compared with the store demonstration where he reaches only a handful or perhaps makes one demonstration to two or three people.

Try staging such a demonstration at the next large gathering in your town and see how many customers follow it up with a call for inspection at your store. The English idea is worth trying out here.

Keep the Store in Trim

Some Practical Suggestions for the Broad Application of the "Clean-Up and Paint-Up" Slogan to the Business of the Electrical Retailer

THERE is no closed season in the clean-up and paint-up program in the business of merchandising electrical appliances. Here the idea of "cleaning house" is properly a broad-gauged one and presents many other phases of "putting things ship-shape" never dreamed of by its originators. The following list covers some of the main clean-up ideas as applied in going electric stores, together with other points which are inseparable from them in the fascinating process of making good.

Paint Up the Store Front — Regularly

Paint up the store front. It draws customers. One fast-growing and aggressive chain-store system has this work done twice a year.

Refinish Ceilings and Walls

A ceiling refinished, say in a cream color, makes the store lighter. A pale gray or some other light tint that will harmonize, will go well on the sidewalls.

Store Furniture and Fixtures

Refinish shelving, cases, display tables and other fixtures occasionally. Light oak, dark oak, cherry and mahogany are all popular colors, with the last named finish somewhat in the lead. Light oak is favored in narrow deep stores as it helps in lighting. Mahogany finish sets off electrical goods to advantage.

Keep Glass Washed

Polished glass in windows, wall and floor cases helps to sell goods.

"Ground-glass effects" in dust, smoke and grease never do.

Brush Velvet Drapes

A good brushing at frequent intervals will help to keep the felt or velvet backgrounds of panels and other display fixtures looking bright and new.

Have Stock Shining

Lighting-fixture stock featured in display rooms will make a good impression on the customer from the very start only if all glass and metal parts are kept clean and bright.

Display Complete Line of Samples

Clean up and stock up in orderly fashion all wall and floor cases and display panels. Items missing from such equipment usually mean that they are out of stock and the store losing sales. It is the best sellers that are most apt to be sold out. Partially-sampled cases are only 50 per cent to 75 per cent efficient as business getters.

Clear Out Rubbish

Clear out all rubbish and put the shop in apple-pie order. It means less loss from damage to tools and stock, much time saved in doing work and filling orders, and reduced fire hazard.

Move the "Stickers"

Put a "Saturday Special" table near the front door and feature on it, in addition to leaders, "dead," slow-selling and overstock items. Put on prices that will move the goods.

Broken Boxes to the Store Room

If there is an array of goods in broken and dusty boxes along the top of your shelving, put it in stock or in the store room. Such goods are nearly always neglected where they are. Make the top of the shelving neat and tidy. In the space between there and the ceiling hang occasional sampled panels as you would pictures. This will help to make sales. Panels that have made a hit in the window can be used or special ones featuring goods not shown elsewhere. Change this display occasionally.

A Background for the Show Window

If your show window does not have a background, put one in. It will double the display value. A very snappy background can be built for little money. If the window is narrow, construct a frame the full width of the space and from four to five feet high according to the height of the platform above the level of the sidewalk. Cover the frame with wall board. Then lay it off with strips of moulding, this will give the popular paneled effect. Put a two-way brace or step at each bottom corner of the background, then it can be easily removed or set in place as desired. For wide windows the background can be built in two sections. In space between top of background and ceiling fill in with permanent latticework. Flat white, pale yellow, light gray, fumed oak and light green are among the popular colors for window backgrounds.

Price Tags Help Sell

Put price tags on all goods. Depending on memory is costly. You may overcharge and lose sales—or

you may undercharge and lose profits. Mark selling prices in plain figures. It speeds up selling and builds a reputation for fair dealing. Enter in cipher the actual cost price only, the one that includes overhead. Dealers who do this seldom sacrifice their profit to make a sale.

Have an Advertising Housecleaning

Clear out all signs and advertising matter of discontinued lines. Where this makes wall space available, use it to push live stock. Manufacturers will furnish valuable selling helps for such a purpose.

Clean Up Outstanding Accounts

This is the best possible time for a seasonal clean up of the store books. Accounts will accumulate faster than rubbish in the back alley, and some of them will deteriorate in value if they stay long on the books—for the older a bill gets the harder it is to collect it. Go after bills regularly once a month. Keep them collected. If any bad ones appear, put them in the hands of your attorney and cross off your books and keep them off. It will pay.

Move Out Packing Cases

Partly emptied packing cases standing around are no uncommon sight—but they are poor business. They have to their credit torn garments, items lost through being thrown out in the packing material, goods not marked or checked up, duplication of orders, lost sales, loss of time in serving trade, and an untidy-appearing store, and if boxes are allowed to accumulate anywhere they quickly become more or less of a fire hazard. If you cannot use them soon, sell them to somebody.



Greater Profit with Less Effort

For the convenience and economy of yourself and customers, Day-Fan Radio parts have been grouped into four types of units from which twenty-four different kinds of sets may be built. They are adapted to either table or panel mounting, and cover all stages and ranges of radio reception.

Leading electrical stores heartily endorse this better plan of radio merchandising. Let us send you complete details of this money-making idea.

The Dayton Fan & Motor Co.,
Established 1889

Dayton, Ohio



More than 75 million
hard-hitting salesmen—
selling Eveready Flashlights and Unit Cells

THEY will work right in your home town. They are a part of our first six months' advertising campaign for 1924, and will appear in the most influential magazines published, reaching, on an average, one out of every two homes in America!

This powerful campaign sounds the keynote for our big, business-building plan in 1924.

Use your flashlight. Reload old ones with Eveready Unit Cells. Buy new ones and put them into use! Ask the Eveready dealer.

This is the constructive program that means a bigger battery volume and a stronger Eveready demand than ever before. Tie up with it from the crack of the gun. How does your stock stand now? Flashlights in plenty? Unit cells ready? Display material on hand?

Order Eveready Flashlights and Unit Cells from your jobber. Write us for attractive display material.

NATIONAL CARBON COMPANY, INC., New York, San Francisco
Canadian National Carbon Co., Limited. *Factory and Offices: Toronto, Ontario*

EVEREADY
FLASHLIGHTS
& BATTERIES
—they last longer

Say you saw it in ELECTRICAL RETAILING

Buying Basis of Trade

(Continued from page 68)

It is worth remembering that in buying from sample, the shipper is under obligation to have the whole shipment up to the sample, while if you go into the supply house and buy from stock, seeing the stock, you will have to accept the stock as it runs, as you saw it.

If a shipment contains errors in goods or in the billing, write the shipper about them at once. Do not wait for a salesman to come along so you can complain to him. Get your complaint on record at once, but avoid making inconsequential or petty complaints. Of course you will correct mistakes in your favor as certainly and as quickly as you would correct mistakes in favor of the shipper. This is only a matter of common honesty and any reasoning to the contrary is fallacious. And this honesty helps your credit too. It reacts to your ultimate advantage.

See that all shipments to you are routed by the cheapest satisfactory way. Some dealers are so situated that shipments may reach them by two or more routes, one of which is cheaper than the others. Save what money you can on transportation.

When you owe for a bill of goods, consider that obligation as one that is due on a certain date, just as if it were a note at the bank. Have your check in your creditor's hands before the bill is due, or have a letter there about the matter if you are not going to be able to make payment. The prices charged you are not intended to cover indefinite extension of time of payment. Make immediate reply to any letter asking you about your account. Give immediate attention to corre-

spondence to houses from whom you buy. If more than the stipulated time is wanted, there is the trade acceptance method of getting it. You may by the use of the trade acceptance get 45 days instead of the 30 days. Never take additional time in payment of a bill without previously arranging the matter with your creditor—not if you value your credit standing.

Payments by Check

In connection with the payment of bills by check, bear in mind that a certified check is in a sense

Quiz Question No. 8

WHAT does the law require of you in regard to check protection?

the equivalent of money. If it is returned to you for any reason, do not destroy it, but deposit it. Until it has been paid it is a claim against the bank and the bank regards it as money while it is outstanding.

Here is an item regarding the care important in protecting your checks. It is from a Supreme Court decision.

"The maker of a check is obliged to use all due diligence in protecting it. The omission to use the most effectual protection against alteration is evidence of neglect, which renders him responsible for the fraudulent amount, the bank being responsible only for the genuineness of the signature and ordinary care in paying the check.

"If by any act or negligence on the part of the drawer as by so carelessly writing the check as to render it easily open to material alterations without leaving evi-

dent traces of destruction, the customer has furnished the principle for the fraud which has deceived the bank, and he must therefore suffer the just consequences of his carelessness by bearing the loss himself.'

Another thing about payment by check comes out in one man's experience. He bought some goods from a traveling supply man who made immediate delivery right from his truck, accepting check in payment. When he had left, the buyer found the goods not as represented and stopped payment on the check. The seller got an innocent third party to cash the check and the buyer had to honor the check and take his loss since he was unable to apprehend the seller. So much for stopping payment on checks to prevent the amount being collected. The guilty seller was refused payment by the bank, but collected just the same. Buying from peddlers and "unknowns" is at best taking chances. Buy from reliable sources of supply.

Take more pains than ever in your purchases. There is money to be made in the buying end of the business, but it is made only by the exercise of the utmost care and your best intelligence.

Careful buying lays the foundation for successful trade. Seek to improve your buying knowledge.

Making Wiring Attractive to Women

(Continued from page 59)

ciated electricity with any thing like that," a woman said, when she first saw a dainty, hand-painted push-button plate in a friend's home.

To the electrical contractor, then, the designing of the more decorative accessories means an opportunity of making his work more interesting to women. He will come to the house in somewhat the guise of the interior decorator, rather than merely an electrician, when he can show the housewife how his wares will add to the beauty as well as to the convenience of her home. There isn't a woman living who, shown the colorful new wiring devices just described, will not be tempted by them, in preference to the merely utilitarian—notwithstanding the slightly increased cost.

Before completing any wiring job, the electrical contractor should show the housewife some of the new switches—and show them in place on her wall, if possible. Whether the home be a cottage on a mansion, we'll wager he'll have her very shortly in an animated discussion of their decorative possibilities for various rooms—and leave several of them with her.

Send for DEALERS Catalog

The "POCKET-BOOK" is a monthly net price catalog of Radio, Electrical and Lighting supplies. All good dealers should have a copy. Get on our mailing list now. No obligation. Use your letterhead

HARRY ALTER & CO.
WE SELL WHOLESALE ONLY
OGDEN BOUL. at CARROLL AV. CHICAGO





CORRECT DISPLAY BUILDS UP THE SMALL BUSINESS

*Do you want to be on equal terms with the larger stores?
Do you want to hold your place in your community?
Do you want the growth your larger competitors are making?*

You can secure the same selling force that the larger stores enjoy—you can place yourself on an equal basis—by using correct display methods in your store.

Correct display can be secured by using properly the DAYTON DISPLAY FIXTURE. There is nothing like it for sales compelling attention and economy of space.

Let us send you full information. Fill out the coupon below and mail today.

The Dayton Display Fixture Co.
DAYTON OHIO

1820 WEST THIRD STREET

Dayton Display Fixture Co., 1820 West 3rd St., Dayton, O.
Please tell me how I can build business.



Sales spring from satisfaction

ONE good electrical appliance in the home breeds another—don't take a chance with future sales by installing poor brushes when the original ones wear out. Use only the same quality brush that we supply to many manufacturers who furnish motors for use on such apparatus as vacuum cleaners, sewing and washing machines, electric fans, etc.

Columbia Pyramid Brush Assortment No. 50

provides correct brush and spring replacements for the vast majority of home, store and office appliances. Contains 204 brushes in 17 sizes, and 75 springs in 2 sizes. These brushes assure renewed satisfaction to the user.

Buy them through your own jobber.

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

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

Rules for Salesmen

(Continued from page 38)

right" make your explanation as simple and as brief as possible.

28. Keep technical jargon out of your sales talk.

29. Be enthusiastic and pleasant when making a sale. Give your customer your full attention. Do not be hurried, but if speed is essential to the customer serve her as quickly as you can.

30. Always give your customer exactly what she asks for. Avoid the practice of substitution. If she expresses a preference for the appliance made by a certain company, show her that appliance first, but if you think she should buy a better grade article bring that article gently to her attention.

31. By polite questioning make sure that you understand just what her problem is, and then aim



Be enthusiastic, cheerful, eager to serve.

to sell the appliance that will best do the work she wants done. Make the most of each sales opportunity. If she is buying an electric iron, gradually lead up to

the subject of an ironer, for example.

32. Show the better grades of goods first if no preference has been expressed by the customer, but do not embarrass her by failing to show her the lower priced merchandise as well. Place before her a range of prices, and let her take her choice.

33. Do not misrepresent any article you offer for sale. Do not imply that an appliance will do what you know it was never intended to do. Know just what service an appliance will render and sell that service.

34. Do not make any promise that you know you can not keep, or which you have great difficulty in keeping. Broken promises will hurt your store's good will and that means smaller sales.

35. Tell the truth about prices. Do not say a price is "special" unless it is actually such.

36. Avoid extravagant adjectives in your sales speech, such as awful, terrible, swell, beautiful, wonderful.

37. In speaking of your organization say "we" not "they."

38. Show just as much consideration for the unpretentious person coming into your store as you do for the person of means.

39. If goods purchased are to be wrapped, put into the package one or more dealer helps in which you think your customer may be interested.

40. If the customer is carrying any small packages offer to wrap all together for her.

41. Do not make change out of your pocket. Note the denomination of any bill offered you and repeat the amount when accepting the bill. This will help avoid disputes over the size of the bill or over the change due.

42. Do not lay change where

it will be difficult for a customer to pick it up. Use a rubber coin mat or tray or lay the change in the customer's hand.

43. When a sale is completed, ask, "What else?" pleasantly and expectantly, not "Anything else?" Be sure to say "Thank you" in parting with a customer.

44. As far as selling is concerned, remember that "the customer is always right," even when you know she may actually be wrong. Avoid disputes and settle any complaints quickly and as far as possible to the customer's satisfaction.

45. If you have any reason to think that an appliance is to be sent as a gift to someone in another city or town, be sure that the appliance sold will operate on the current available in that town. If you do not know what that current is, have your customer find out rather than permit her to send an appliance which will not operate when received.

46. Do not lay too much emphasis on the word "guaranteed," but stand by it if the subject is opened up by the customer.

47. Make it a point to remember the names of your customers. Speak to them when you meet them on the street, calling them by name.

48. If in addition to store selling you also sell "in the home," remember that very many of the foregoing rules apply to selling when you are face to face with your customer at her front door or on her kitchen porch.

49. Maintain some kind of a follow-up on your customers. Keep them in touch with your store. Call them up now and then by telephone. Tell them about new goods you have, or ask them whether you can do any-

thing for them—electrically, of course.

50. Read good books on retail selling. Read your trade magazine. Learn these rules. Then add to this list the many good rules that could well be added to it.

Electric Meter Users

By Frank Williams

It would be good business for the electrical store to each month get some information from the local central station regarding the number of new meters installed in the city during the previous month and then to present this information to the city by means of a large placard in the store's main show window. This placard might read:

ARE YOU ONE OF THE NEW ELECTRICAL METER USERS?

Last month there were 50 new electric meters installed in this city! Think of what a growth that means in new homes and new business blocks. And compare that figure with the only 18 new electric meters installed in this city in the corresponding month of last year.

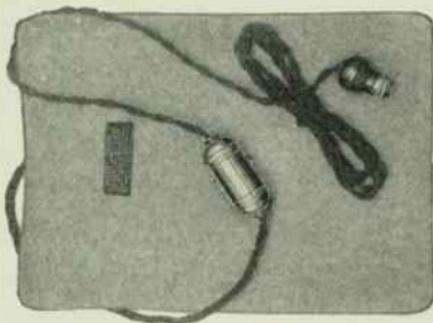
We want to meet all the new meter users, so we extend a cordial invitation to you to come in our store and get acquainted. We'll be glad to see you whether you buy anything from us or not because we are always glad to meet folks who are helping in making this city grow so rapidly.

All of which would be a rather new slant on the merchandising of electrical goods and all of which would, undoubtedly, be of proportionate help to the store in making more sales and in running up a higher amount of profit.

No. 218
1-Heat

List Price

\$5.50

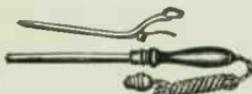


No. 215
3-Heat

List Price

\$7.50

The Pads They Want— The Profits You Want—



Security Curler
No. 250

List Price \$3.50



Security Toaster
No. 190

List Price \$4.00



Security Iron No. 175
List Price \$4.00

Mr. Consumer is quick to recognize the superiority of Security Heating Pads. Their visible fineness of quality both in workmanship and material—and our written guarantee of safe and dependable operation plus their low selling price insure quick sales and easy profits.

Better heating pads than No. 215 and 218 cannot be made at any price, and certainly none are easier to sell.

You owe it to yourself to investigate every one of their rapid sales making selling points, the 3-heat switch of No. 215, the automatic thermostat, removable washable cover and other features of both No. 215 and No. 218.

As to your discounts—in other words, your profits—you'll be amazed. Better write us today for full details.

Don't Wait—Act Today

Security Electric Mfg. Co.

2633 Canton St.

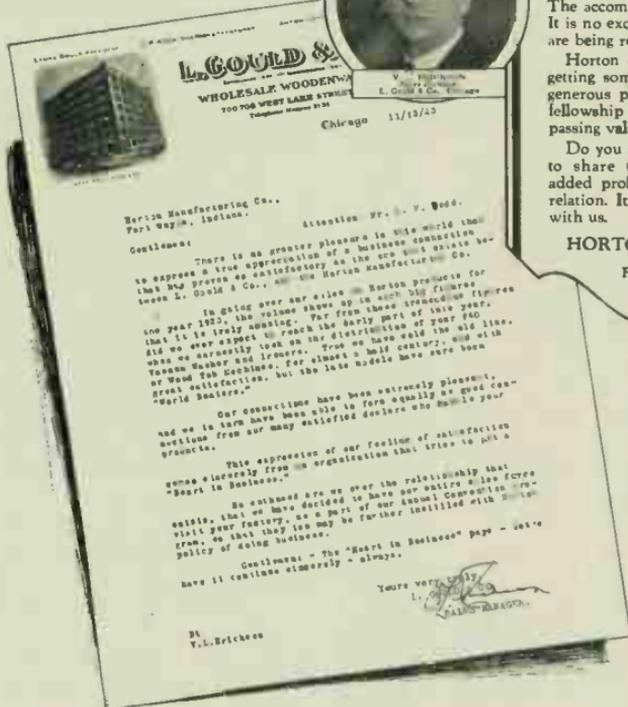
Chicago, Ill.



Security

HEATING APPLIANCES

We are Putting a "Heart in Business"



THE spirit behind this institution has spread—spread to the extent that it has become a permanent factor toward ideal relations between manufacturer, distributor, dealer and consumer.

We have been asked "Does it pay?" The accompanying letter is our answer. It is no exception. Letters such as this are being received constantly by us.

Horton dealers and distributors are getting something out of life besides a generous profit. They are enjoying a fellowship in business which is of surpassing value.

Do you as a dealer or distributor want to share the invariable benefits and added profits which come from such a relation. It will pay you to get in touch with us.

HORTON MFG. COMPANY
1102 Fry Street
Fort Wayne, Indiana



Horton Home Ironer 30-inch Roll



Horton No. 40 Original 3-Cup Suction Washer



Horton Electric No. 32

WE are proud to thus publicly acknowledge this splendid letter. Inspired as it was because of a most wonderful increase in volume, it reflects in a tangible way the results of "Horton Spirit."

ELECTRIC WASHERS
Pioneers for 50 Years



AND IRONERS
Fort Wayne, Ind.

Manager's Daily Dozen

(Continued from page 50)

cents out of every dollar of sales will keep the bell ringing mightily regularly.

Eighth, I would find some way to check my stock by lines and push the profit makers. Some managers have the mistaken idea that they make profits in proportion to the gross margin when they buy. I guess you know that isn't true.

I remember once I couldn't sell a manager down somewhere in Ohio, because he said he could buy cheaper from another salesman. It took five calls to convince him that he could make more money out of my line than out of the other fellow's, even if the margin was smaller, because my line would sell faster. Of course, my line is advertised. Events proved I was right. In all the preceding year he sold only ten of my competitor's machines, whereas he sold ten of mine in less than three months. I am tempted to add the idea, handle quality goods, but the important thing is not to misrepresent and I suppose there will always be those who think cheap things are what they want.

Ninth, from time to time I would feature special sales. You can often buy stocks for such sales, or build the sales on slow moving lines or excessive stocks you have. The advantage is not only that of keeping your goods fresh and up to date but special sales serve to give your store much valuable publicity.

Tenth, there is the matter of collections, keep them up to the minute where you do business on credit—and of adjustments. Dissatisfied customers are killers of sales and profits. You will find

that one dissatisfied customer will give you more unfavorable publicity than you can live down by satisfying a dozen others.

Eleventh, a successful store manager ought to walk outside his store occasionally and look over his community. Everything that contributes to the growth and welfare of your community means greater opportunities for your store. Boosting your community and backing your trade associations, accordingly, are factors that show up in the cash register.

Twelfth, train yourself and your sales clerks. Remember the letter I wrote you last month about "Popular Red"? Every green clerk is an unworked gold mine. A little coaching in slack hours, or outside of store hours, will mean more sales in busy hours. All successful traveling salesmen are trained and the fellow behind the counter would also profit by coaching, not to mention the store.

But I must close. I'm going to call the above suggestions the store manager's daily dozen—to keep them working means a fine, healthy store.

Don't forget I'll be back home around February 1st, and I'm coming out to get some orders from you. And when I'm out there I'll probably be giving you the once over—in fact I propose to keep my eye on you all year. I know if you study your new manager's job as carefully as you did your old job as a store salesman, you'll be worth watching.

In fact if you do that I'll bet a ten dollar bill against a German mark that inside of two years the old dead Fourth Street Store will be leader in your town. Fact is I've laid even money with Gordon on that proposition.

Yours

Dave

Nancy Jane Acquires an Electrical Home

(Continued from page 32)

not wonder at your joy in finding a purpose that seems so bright. May I help a little? I had intended leaving you something when I go away some day, but I'm going to give you a part of it now—"

That was about all that Nancy could read for a moment. She picked up the blue slip. It was a check for one thousand dollars.

A little later, after Nancy had dashed a touch of powder on her nose, and dug up a dry handkerchief, John came in. She met him at the door. And as he laid away his coat and hat and turned to greet David and Betty he wondered a bit at the strangely happy smile on Nancy's face and the unusual brightness of her eyes. But Nancy said nothing then.

Two nights later after the children had started for the Land of Nod, Nancy laid before John a schedule for each day in the week, covering all the work in the home as she had done without the aid of electrical appliances. When John had looked it over she laid down beside it a schedule for the same work as she believed it could be performed with aid of the electrical equipment such as she had seen in the home electrical. John studied it carefully, in admiration, and then he smiled.

"Yes, my dear," he said at last, "It is all very fine, but—"

And right then Nancy took the blue slip of paper by the ends and held it across her lips.

"Read it, John dear, and then kiss us both," she demanded.

Later John said, "By all means go ahead, Nancy, I'm with you and for you."

One month later all the rooms in Nancy's home had at least one convenience outlet installed, and there were two in the living room and two in the kitchen. New appliances were installed, each in their proper place, just as they had been in the home electrical. New lamps and a soft but ample light gave a new charm to the living room. Nancy and John had been talking it all over.

"And now Nancy," said John, "I've one request I want to make. I wish now that you would follow through."

"Follow through? What do you mean, John?"

"I mean just this: You have what ten thousand women in this state, what a million women in the country, would like to have. I want you to be patient until you learn how to use this electrical equipment to the best possible advantage. And I want you, after you have thoroughly re-established your home tasks on the new basis, to make out schedules based on actual experience with your appliances. I want the actual proof in black and white that the claims made for these electrical homes are fully justified. I have no doubt it will be forthcoming. Then we shall find a way to tell our story to other homes that may need to hear it."

Nancy smiled, and promised.

And when John lifted his hand to switch off the lights for the night, he caught a glimpse of a radiant face, like the face he had seen years before, for as it happens Nancy Jane had acquired her electrical home, and she had finished the work that day, the anniversary of the day she and John had set out on the long, long trail together.

(Continued in February)

Drug Store Windows need Flood-O-Lite, Jr.



Price \$15.00

Color-Lite \$3.50

Dealer Discounts
are Attractive

Demonstrate Flood-O-Lite, Jr.

Six Quality Features

1. Equipped with scientifically-shaped crystal glass reflectors.
2. Reflector mirrored with a double layer of pure grain silver.
3. Silver protected by copper plating and baked enamel coating.
4. Reflector guaranteed five years not to check, peel or tarnish.
5. Portable base makes change of position convenient.
6. Ball and socket joint permits perfect adjustment of direction.

Progressive merchants are quick to appreciate the attention-getting value of the portable spot-flood light, Flood-O-Lite, Jr. A demonstration of this efficient unit in the windows of dry goods stores, clothing stores, shoe stores, drug stores, automobile display windows and every type of live-wire establishment results in prompt sales. Energetic electrical dealers find that Flood-O-Lite, Jr., puts new customers on their books and paves the way for more business. Show merchants in your town how spot-flood-lighting with Flood-O-Lite, Jr., will make their spring window displays sell more merchandise.

Clip this profit-building coupon

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

We want to push Flood-O-Lite, Jr., and get some new accounts on our books. Send us complete description with prices and our liberal discount.

Name

Address



Shall This be the "Winter of Your Discontent?"

Not if you capitalize the season by displaying and pushing "TORRID" the new popular priced Wolcott pad.

Here is the one electric heat pad that combines superlatively high quality with unusually low price, while insuring you ample margin for active sales promotion.

Compare Torrid at \$7.50 and \$5.00 with pads at twice the price. Torrid has two thermostats; it has nickle resistor wires wound on asbestos core, covered with asbestos braid—no cotton or rubber coverings. Torrid is beautifully built throughout.

Two sizes, Three Heat, 12 x 15, listing at \$7.50, or Single Heat, with feed through switch, 10 x 12, at \$5.00.—Both with two thermostats.

If your jobber cannot supply you order direct.



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

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

Brandes



THIS layout will appear as a full page advertisement in Saturday Evening Post and a dozen other powerful magazines to say "Brandes Superior *Matched Tone* Headsets" to millions of people.

C. BRANDES, Inc.
237 Lafayette St., New York City

Matched Tone
TRADE MARK REG. U.S. PAT. OFF.
Radio Headsets

Copyright, C. Brandes, Inc., 1924.



New Goods for the Retailer to Sell

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.

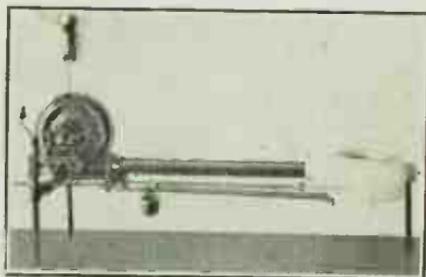


Boudoir Lamps—"The Mask" and "The Furs"—two boudoir lamps—are as entrancing as their names indicate. The manufacturer is the Fulper Pottery Company, Flemington, N. J.

Torchere—For the electrical present, folks who are looking for an objet d'art as well as a practical lighting fixture, will be interested in the "Frankart Baby" torchere, a product of the Hennart Co., 1170 Broadway, New York City. The unit is 14 in. high, is made of metal, in French-verde, antique and bronze finishes.



Variable Grid Leak—The Magnus Electric Company, Inc., Greenwich and Desbrosses Streets, New York City, has added to its line of radio products a new improved variable grid leak, No. 823, which can be mounted on the face of the panel board by simply drilling one hole.



Cooker—The "Duplex" A-1 electric cooker made by the Durham Manufacturing Company, Muncie, Ind., comes completely equipped with a large 8-qt. cooking vessel of heavy aluminum, roasting drip pans, special rack and attachment cord for connection to any convenient outlet.

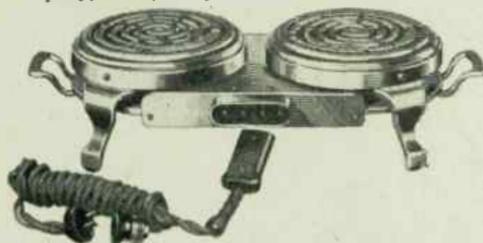
Bottle Washer—Equipped with a $\frac{1}{8}$ hp. motor, which can also be used for other household purposes. Smaller brushes and smaller motor can be obtained for smaller bottles and glasses. Waterproof. Operated from lamp socket.—Electric Specialty Company, Stamford, Conn.



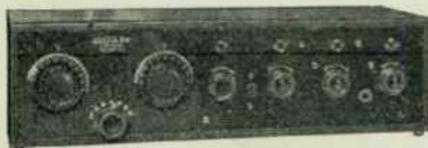
Please write to the manufacturer for additional information.



Battery Charging Rheostat—May be used with a farm light plant to charge automobile or radio batteries at home of owner. Is a small plate which may be mounted near farm plant and connections made to charge from three to twelve cells of storage batteries. Simple wiring instructions are sent with each rheostat.—Cutler-Hammer Manufacturing Company, Milwaukee, Wis.



Hot Plate—Plates are made in single and double burner types. The two-burner plate has two terminal blocks connected in such a manner that the burners may be used separately or together. Two burner model has a stationary handle, one burner model has a detachable handle.—Toledo Cooker Company, Toledo, O.



Four-Tube Radio Receiving Set—Among the several new models recently developed is this four-tube radio-frequency XJ set, which uses the same circuit, with many refinements of detail, as that incorporated in the former model X. Panel is mounted in a solid mahogany cabinet with natural brown rubbed mahogany finish.—Crosley Manufacturing Company, 290 Alfred Street, Cincinnati, O.



Floodlight—Will flood window with white or colored light and at the same time will concentrate a powerful spot of light on any article desired.—Brieff Manufacturing Company, 119 Lafayette Street, New York.



Flush Receptacle—Designed for meeting the demand for a flush receptacle of rigid construction, but is adjustable to fit all standard wall boxes or plates. Easy access for wiring is possible.—Magnus Electric Co., Greenwich and Desbrosses Sts., New York.



Kitchen Lighting Unit—More than 3,500 of these units were sold in 30 days, according to the manufacturer. Known as the "Red Spot" Daylight Kitchen Unit.—Wakefield Brass Company, Vermilion, O.

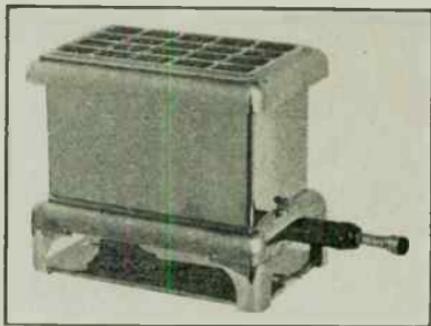
Please write to the manufacturer for additional information.



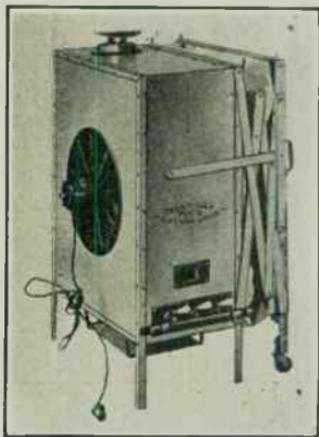
Portable Tub—In homes where stationary tubs are not available for use with the electric washing machine, a decided need will be found for tubs of the type illustrated. The capacity of the "Roll-A-Tub" is sixteen gallons. It is equipped with castors and detachable legs. A self-draining hose is another feature of the tub. The hose reaches to within four inches of the floor.—Vulcan Manufacturing Co., Kansas City, Mo.



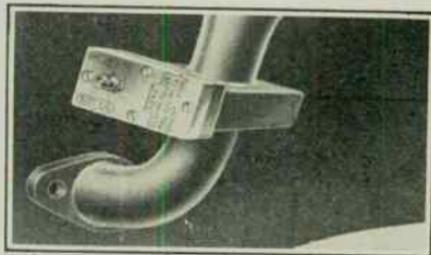
Smoking Lamp—Usefulness and beauty are combined in this smoking lamp, which is made of white metal finished in silver and black with a cleverly painted globe of oriental design.—Metropolitan Art Glass Company, 125 Baxter Street, New York.



Heater, Toaster and Hotplate—Three operations in one device is the claim made for this new appliance.—Reliable Stamping and Manufacturing Company, 417 Lake Avenue, Racine, Wis.



Clothes Drier—Where the usual large electric drier is impracticable, perhaps this folding electric clothes drier will do. When closed the "Sunny Day" drier occupies only 22½x18 inches floor space, yet when open it has a capacity equal to 52 lineal feet of clothes line, or seven-sheet drying capacity. It can be used for drying purposes on other things than clothes, too.—E. W. Kriekard Company, Cedar Rapids, Iowa.



Automobile Starting Device—The As-Ke Fueimizer is said to pre-heat electrically the gasoline to a perfect fume by a heating element located in the intake manifold.—Kase Electric Company, Duluth, Minn.

Please write to the manufacturer for additional information.



Westinghouse

Say you saw it in ELECTRICAL RETAILING



Ready!

- the 1924 Fan Campaign

RIGHT now, every Westinghouse salesman and every Westinghouse Jobber's salesman, fully armed with samples of the 1924 fan campaign, is seeking the progressive electrical dealers in his territory, to lay before them and personally explain every detail of the plan.

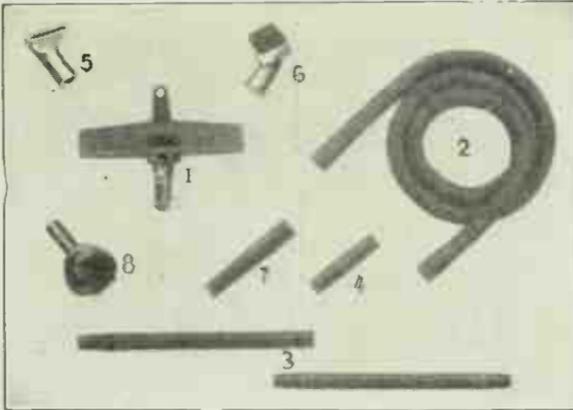
We have a real idea, an idea which will not merely sell fans, but which will sell the positive qualities of Westinghouse fans, and give the dealer tangible talking points for his fan business. To properly submit the plans for this campaign a personal interview between the dealer and our representative is necessary. Any other means of presentation would be inadequate; so when the Westinghouse man calls, hear him through.

Remember just this: the dealers who reap the biggest harvest from our fan campaigns are those who begin with us, stay with us and make every move timely. It keeps them a step ahead of their competitors, the step that gets them the business. This is the first call for the 1924 fan drive. Don't wait until next summer. If our man does not call soon enough, write to us and we shall speed him to you.

Westinghouse Electric & Manufacturing Company
Newark Works Newark, N. J.
Sales Offices in All Principal Cities of the
United States and Foreign Countries

Westinghouse

Say you saw it in ELECTRICAL RETAILING



Vacuum Cleaner Attachments—New model attachments for use with either the Model 4 Ohio or with the new Model 5 Ohio, with no increase in price, have been placed on the market by the United Electric Company, Canton, O. The new set of attachments is comprised of nine practical cleaning tools as compared to the seven tools displaced.—United Electric Company, Canton, O.



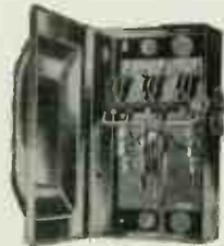
Clothes Drier—Simple in construction, having no belts, gears or pulleys. The single running bearing is automatically oiled from a reservoir which need not be refilled oftener than once in five years. Occupies a floor space only 24 inches square.—Bock Laundry Machine Company, Toledo, O.



Resistance Adapter. The resistance adapter illustrated has been developed, it is said, to provide a method for utilizing either UV-199 or C-299 Radiotrons in a radio receiving set equipped with standard base sockets and low resistance rheostats.—Eise-mann Magneto Corporation, Brooklyn, N. Y.



Radio Loudspeaker—The Dicto-grand loudspeaker is mounted in a mahogany finished hardwood cabinet with an adjusting dial in front of the cabinet. Horn is copper finished in mahogany.—Dictograph Products Corporation, 220 West 42nd Street, New York.



Motor Starting Switch—Features include under-voltage release coil, overload protection, and protection against single phase operation. Rated at 30 amp. capacity, but is said to be of 60 amp. construction to insure ample strength on starting loads of motor.—Trumbull Electric Manufacturing Company, Plainville, Conn.

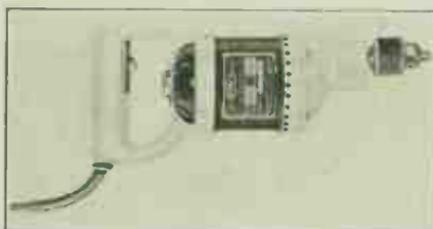
Please write to the manufacturer for additional information.



Wired Tea Wagon—Aside from the pleasure of picnicking at the fireside, there is a convenience to the hostess in serving tea or after-theatre dainties from an electrically wired tea wagon that is a serving table as well, for extensions provided at the sides convert the "Service Maid" into a convenient sized table.—Nichols Electric Furniture Company, Bennington, Vt.



Radio Head Set—"Little Tattler" is the name of a new radio head set which is described as a low-priced device, and which includes, it is claimed, several new features. The Phones are of the single-pole type and use a formed one-piece magnet which is individual.—Marinette Electric Corporation, Marinette, Wis.



Drill—The modern garage must be equipped with tools and men able to do all kinds of repair work, almost to the rebuilding of a car. A recognition of this fact has led to the development of a line of drills particularly adapted to this line of work. The $\frac{1}{4}$ -inch tool illustrated is one of this line.—Temco Electric Motor Company, Leipsic, O.



Candle Fixture—Although Christmas has gone, there is still a home market for electric candles. This candle can also be used as a night-light. It is known as No. 9016. It has a classic base, a push-through socket, and can be used with round bulb or candle-shaped bulb.—Peerless Light Company, 663 W. Washington Boulevard, Chicago.

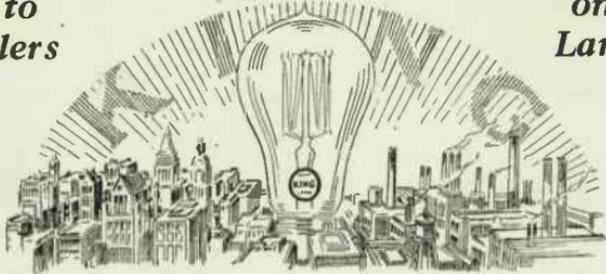


Ceiling Unit—One of the latest additions to the line of this manufacturer is a three-light ceiling piece known as C-565. This attractive new fixture is 10 inches in diameter and $3\frac{1}{4}$ inches deep.—Friedley Voshardt Company, 733 South Halsted Street, Chicago.

Please write to the manufacturer for additional information.

SPECIAL Introductory Assortment OFFER

Direct to Dealers *on KING Lamps*



No. Lamps	Watts	Type	List Each	List Total
10	15	B	\$0.32	\$3.20
20	25	B	.32	6.40
30	40	B	.32	9.60
20	50	B	.32	6.40
12	75	C	.55	6.60
10	100	C	.70	7.00
5	50	Mill	.37	1.85
10	G-18½	Round	.47	4.70
5	G-25	Frstd.	.57	2.85
Total List				\$48.60
Less 35%				17.01
What you ordinarily pay.....				\$31.59

To better acquaint you with the KING quality lamp line, we offer the lamps listed opposite at a special introductory price. In addition, we include, Free of Charge, 100 attractive advertising thimbles with the words "Use King Lamps" stamped on each—ideal for building up sales.

SPECIAL OFFER with \$ 27⁵⁰
100 KING Thimbles -

Profits are big. Assortment comprises best sellers only. Order now. We guarantee satisfaction.

KING LAMP MFG. CO., Inc.
 18 Hudson St., New York City

The Carton of Quality Contents

DANBURY PUSH BUTTONS

Danbury gives positive contact. They are durable. Have ample wiring space. Made of heavy gauge brass. Finished in standard and old brass. Special finishes furnished.

The Buttons are packed individually in blue and white checker-board boxes with a picture of the button on the face. Catalog number and finish on the end panel.

This is the push button line that moves fast from the Dealers' shelves. Danbury one-piece construction gives you real sales points for easy selling. You should see for yourself just why Danbury is in demand where they are handled. Our free offer makes this possible. We will send you one of our "single push" buttons for inspection.

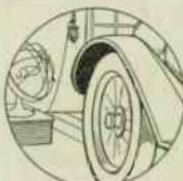
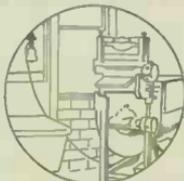


After you see the sample, place your orders thru your jobber. Danbury buttons are guaranteed. Prices are right.

Get free sample. Simply request it on your letter head. Give name of your jobber.

DANBURY ELECTRIC MFG. CO., Danbury Conn., U. S. A.

HUBBELL



**TE-TAP
No. 3190**

Sell them along with electric appliances

Whenever an appliance customer has to make connections to a screw-shell lamp socket—you can sell a Hubbell Te-Tap No. 3190.

For the Te-Tap No. 3190 permits the use of an appliance at any lamp socket without interfering with the light.

Order a supply now—and make appliance sales more profitable. Your jobber has them.

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



Remember it's the Te-Slots, that make outlets "Convenient"

Appliance sales will slump if you don't watch out!

After the holiday season, sales will slump if you don't watch out. During January and February, consumers do very little spontaneous buying—it must be stimulated.

The most effective, tactful and pleasant way to stimulate sales is to send your customers and prospects a copy of "The Home Elec-

trical"—issue number 13. This attractive pictorial takes advantage of the celebration of Benjamin Franklin's birthday this month and shows by pictures and text the many ways in which electrical appliances are the handmaidens of thrift in the modern electrical home.

Just as twelve previous issues of "The Home Electrical" have made money for the hundreds of dealers who have used them, so the new issue of this pictorial will sell appliances for you.

And because hundreds of thousands of copies of "The Home Electrical" are printed, you get the benefit of quantity production and can purchase these salesbuilders, attractively printed in two colors, with envelopes for mailing included at these low prices:

10,000 copies.....	\$250
5,000 copies.....	150
1,000 copies.....	35
250 copies.....	10

Special prices for larger quantities.

All prices f. o. b. New York.



The Home Electrical

479 TENTH AVENUE

NEW YORK CITY

The Germ that Starts the Radio Bug

Talk of the
RADIO WORLD

National Monodyne

1-tube set model GT-1
one control—Amplifies
as it detects
Simplicity Itself



1924 Radio profit and Turnover Maker

Did it ever occur to you that you can hook-up a National Monodyne single tube set complete with aerial, tube and batteries and receive broadcasting within a radius of 1,000 miles for less money than you pay for a good crystal set?

EVERY DEMONSTRATION A SALE

Show your customer that local and long distance broadcasting comes in clear and loud without distortion; that it is good for all broadcasting wave lengths at lowest first and maintenance cost.

YOUR CUSTOMER WILL ORDER ONE

He gets satisfaction and he tells his friends, in fact,

YOUR CUSTOMER IS YOUR SALESMAN

An endless chain is formed. New customers, more turnover and greater profits for you.

This is only one of the many live leaders listed in the January Co-Op Monthly. Start the new year right by making Co-Op your source of supply. Remember we guarantee every item we sell and we save you money on every order. We sell wholesale only.

NO WORRY ABOUT EXTRAS

We include everything necessary; set, tube, batteries, headset and complete aerial equipment with full instructions

Dealers' \$18.50
net price

Retail value, \$30

FULLY GUARANTEED

Your money back if you are not entirely satisfied after testing it.

Co-Operative Electrical Supply House,
120 N. Union St., Chicago 110 Mercer, New York



**WRITE
TODAY!**

DEALERS COUPON

Express one complete Model GT-1 outfit including tube, phones, batteries, aerial equipment, ready to hook-up; also January Co-Op Radio and Electrical Bargain Book.

Find enclosed \$18.50. Find enclosed \$2.00.
Balance C. O. D.

Name.....

Street.....

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

Profit by Selling Oakes Electric Hen

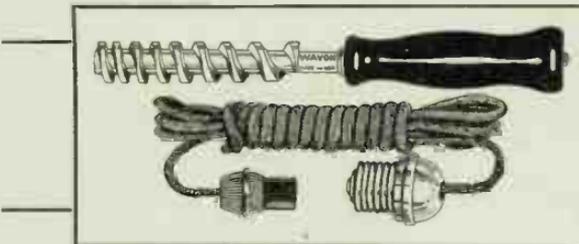


Hatching chicks by electricity opens up a big new market for you. You can sell the Oakes Electric Hen to more people than ever before were incubator prospects. It's easy and economical to operate, perfectly safe, small and compact. Made in 60 and 100 egg sizes; 32 or 110 volts, D. C. or alternating. Absolutely automatic heat control. Window in top—just push button and you can see thermometer and eggs without raising lid.

The Oakes Electric Hen positively hatches every good egg. Can also be used to raise chicks after they're hatched—combined hatcher, hover and egg tester. YOU enjoy a good profit every time you make a sale.

Write today for catalog and discounts on Oakes Electric Hen and complete line of high quality, fast selling Poultry Supplies.

THE OAKES MANUFACTURING CO.
Dept. E TIPTON, INDIANA

WAVON

—the wonder
electric hair
WAVER

This WONDER WAVER is not a Curling Iron but a real electric Marcel Hair Waver. Women will buy it on sight. Present day hairdressing modes will mean a large demand. Cannot burn the hair. Guaranteed to be exactly as represented or we will refund your money. Send for this sample at special introductory price. Try it. Tell your customers about it.

**ONLY ONE SAMPLE
TO DEALERS**
at **SPECIAL** Introductory
Price **\$4.25** Postage
Prepaid

FRANK W. MORSE, 289 Congress St., Boston, Mass.

MAIL THIS COUPON

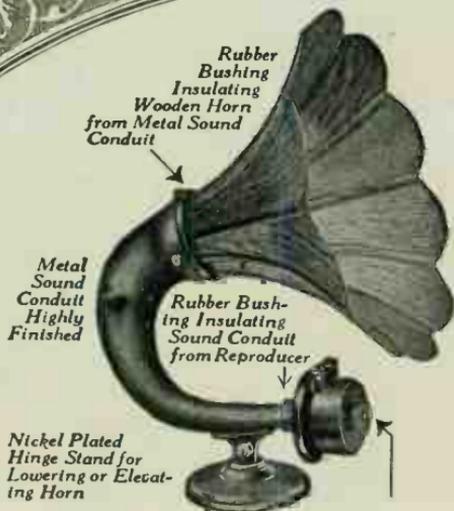
FRANK W. MORSE,
289 Congress St., Boston, Mass.
Please send me a sample "Waver" with your guarantee.
Here is my check for \$4.25.

Name.....
Street.....
City..... State.....



She Used a Wavon

AMPLION



“That’s the
Clearest
reproduc-
tion I
have ever
heard”

Screw for adjusting diaphragm to meet all conditions of Rec. Sets

Amplion Deagon AR-19

\$40.00

This is what one of America’s leading radio engineers said when he heard the Amplion at the New York Radio show in October.

And added to this wonderful clearness is volume and tone quality as yet unequalled.

Simple to connect, no extra battery needed.

Jobbers—write for discounts.

Patentees: **ALFRED GRAHAM & COMPANY**

SIGNAL ELECTRIC MFG. COMPANY

Sole United States Distributors Menominee, Michigan

BURNDEPT OF CANADA, Ltd.

Canadian Distributors

172 King Street W., Toronto

The World’s Standard Loud Speaker

An Absolute Guarantee
with every instrument
made them famous!

Variometer

SHAMROCK
(FOR SELECTIVE TUNING)

DOUBLE DUTY

180°

Vario Coupler

SHAMROCK MFG. CO.
318 W. Market St. Newark N. J.

List price
\$3.50
each



FREE To You!

This Fine White Enamel
PEASE Clothes-tree
Given to You with the Famous
Prima ELECTRIC WASHER



And Better Still, You Need to Pay
Only **\$2.00** Per Week
For the Superb
Prima ELECTRIC WASHER

The PHILADELPHIA ELECTRIC COMPANY

1000 Market Street, Philadelphia, Pa.

“The Pease Clothes-tree pulled beyond our expectations”

“Our recent campaign in which we featured the PEASE CLOTHETREE as a premium was most satisfactory,” states W. J. Geiger, Manager, Electric Shop, Philadelphia Electric Co. “It went beyond our expectations—and not a single complaint about the CLOTHETREE.”

THE PEASE CLOTHETREE will help YOU sell washing machines by the carload, too. The premium which gives complete satisfaction. Made of wood, 5 ft., 10 in. tall, one or all 36 arms may be used at once. Rolls anywhere; revolves; goes in any space 35 inches wide. Forty feet hanging area. Folds up when not in use. **GET FULL DETAILS NOW.**

H. G. WOOD MFG. CO.
Dept. X-7 Dexter, Me.

An Absolute Guarantee
 with every instrument
made them famous!

SHAMROCK
 FOR SELECTIVE TUNING

180°

Vario-Coupler

List price,
\$3⁵⁰ each

DOUBLE DUTY PIG-TAIL Variometer

SHAMROCK MFG. CO.
 318 W. Market St. - Newark N. J.



SPECIAL INTRODUCTORY OFFER

To Dealers Who Write Us on Their Letterheads



Headset and Transformer
 Regular high quality

DYMAC PRODUCTS

We want you to know these two fast selling DYMAC (trade mark) products, and want to ship them right to you so you can see for yourself the superior quality and selling advantages of the DYMAC headset and transformer.

1000 Stores now sell them and are protected by our guarantee.

Both for \$2.95

Postage Prepaid

We even pay the postage on this first order, so sure are we that you will stock DYMAC Products, after you see them and use them. However you are not (by accepting this offer) obligating yourself to buy more. We want you to be satisfied. Send for your copy of our radio booklet.

.....
ELECTRICAL PRODUCTS MFG. CO.,

69 Sprague St., Providence, R. I.:

Here is my check for \$2.95, the total cost to me for one DYMAC Headset and one DYMAC Audio Frequency Transformer. You are to send these prepaid with your absolute guarantee of satisfaction to me or money refunded.

My Jobber's Name.....

My Name.....

Street.....

Place.....

Put this coupon in the mail today with check. Get larger sales and profits

Say you saw it in ELECTRICAL RETAILING

SIGNAL

JUNIOR

\$7

List

Eight Inch Fan



FEATURES

1. Blades full 8", brass finish.
2. Self-aligning bronze bearing—(cannot bind).
3. Eight-foot cord. Separable plug.
4. "On and Off" Hart & Hegeman Toggle Switch (one speed) in base.
5. 2000 revolutions per minute, plenty of breeze.
6. Housing pressed steel. Base polished cast iron. Baked on black Japan finish (no die castings to crack or break).
7. Sturdy pressed steel swivel joint, permits fan to be adjusted to any angle.
8. Rubber feet, for table use. Base slotted for wall mounting.
9. Generous size, self-lubricating oil wicks—no cups or springs.
10. Runs smoothly and noiselessly. Few parts, nothing to get out of order.
11. Universal motor runs on either AC or DC current—25 to 60 cycles, 110 volt. (Can be supplied for high voltages at slightly increased cost.)

Last year orders were far in excess of production.

This year with increased production orders are coming in fast.

Signal quality—originality of design—and popular price will again find a ready demand with fan buyers.

Send your order in to your jobber at once—do not miss sales by being out of stock.

Here is a fan that will make money for you.

Jobbers—write for discounts.

SIGNAL Electric Mfg. Co.

Factory & Gen'l Office:

1965 Broadway, Menominee, Mich.

Boston, Chicago, Minneapolis, Montreal,
New York, Pittsburgh, St Louis, San
Francisco, Toronto, Philadelphia,
Los Angeles

You'll Find Our Local Address in Your Telephone Directory

The Lamp that's Piling up Profits!

Whoever said that light goes faster than anything in existence must have had Buss Lamps in mind. Nothing like its sales speed has been known on a like product in the history of merchandising. Thousands of dealers know it as the sales sensation of 1923. And that was *before* the beginning of our national advertising plans. What will it be for dealers in 1924— with that

big Buss Lamp Advertising in the Saturday Evening Post

Starting in January

The 5,000,000 men and women readers of this great magazine will double and treble 1924 Buss Lamp sales over 1923.

This year the lamp of a Thousand uses will become the lamp of a Million users. And why shouldn't it?



**\$5 Gold Pieces
at \$2 Each!**

Wouldn't you buy 'em? We say so!

That's just what the people all over these United States recognize as the value they are getting for their \$2 when they buy Buss Lamps. It is this value for the money that's putting Buss Lamps over in such tremendous quantities for dealers everywhere.

Some stores have made as high as \$1000 net profits in Buss Lamp sales in a few weeks' time. Hundreds of stores are selling more Buss Lamps every month than their sales of all other lamps combined in a whole year.

Get this money message quick. 1923 was a sensation in Buss Lamp sales. 1924 will be a whirlwind—a million mark sure.

**Turn to the next page and see
our first big ad for January in
The Saturday Evening Post.**

Then clip the coupon and get in on this money-getter.

Base plate screws
in and out to
clamp anywhere.
Works like a vise.
To hang, use slot.



Just show 'em you have it!

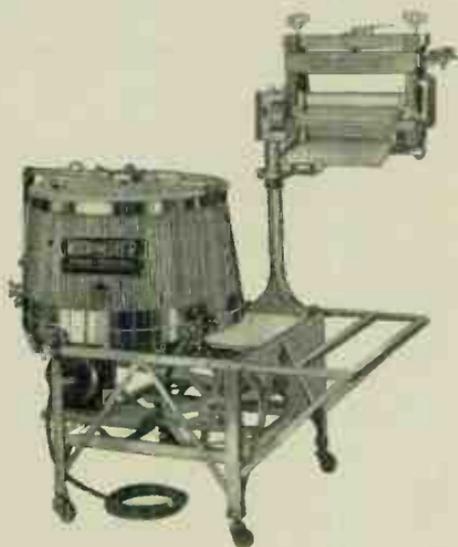
BUSS Clamp-o-Set LAMP



RUST **Woodrow Washer** *PROOF*

In a Town of 293 In Five Weeks Time—

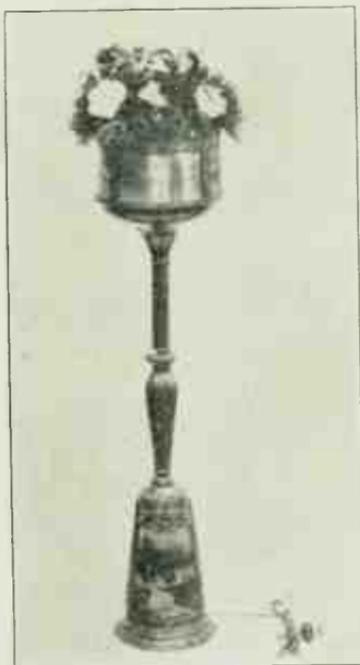
Newhall, Iowa, people, largely of German descent, are naturally quick to appreciate good mechanical construction, and the Newhall Implement Company experienced no difficulty in selling a full carload of Woodrows in five weeks' time, getting from ten to twenty dollars more for them than competitors, who sacrificed profits in an effort to cash in on the Woodrow campaign.



The Woodrow Washer and an aggressive merchandiser is a winning combination in any town. Write for information.

Woodrow Mfg. Company

NEWTON, IOWA



No. 107. Virgin metal and brass, finished in walnut; height 42in.

Another NEW FLORALAMP Creation . . .

That means another big seller—for this new and attractive line is taking the country by storm.

Each of the Floralampl creations plays on the customer's love of beautiful things. Displayed in your store, it attracts their attention. The soft light shines through the artificial flowers in a variety of colors, and illuminates decorative glass panels, top and bottom. Transplanted into the home, it adds a charm and unusual effect not obtained from any other decorative device.

Dealers who display the Floralampl find it sells itself—fast. The time to start is now while the line is new. Write for illustrated catalog today.

Metropolitan Art Glass Co., Inc.
Factory and Salesroom

127 Baxter Street New York City

“ ”
Always Insist on
“STANDARDIZED”
Flatiron Elements
and Coil Resistance



The Original and Correct
Industrial Heater Co.
6 Reade Street New York 128 N. Wells St. Chicago

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 36th St.

Philadelphia—Real Estate Trust Bldg.

Cleveland—Leader-News Bldg.

St. Louis—Star Bldg.

San Francisco—Mohr Bldg.

Electrical Retailing



ROSCO COLORINES (Transparent) are just right for all scenic display, and ornamental lighting. Packed in bottles, together with dipping cup. Standard for theatres.

ROSCO OPALINES (Opalescent and weather-proof) produces a hard, smooth, polished surface. In brilliant colors for sign lamps.

ROSCO FROST ETCH produces a permanent frosted effect. Saves duplication of lamp stock.

Magnetize your fixtures!

Magnetize your fixture displays!—with color lighting! And watch those fixtures sell. Then too, there's a real demand for colored bulbs—and you can now color your own. **GLO-COLORS** dry quickly, no current necessary. Nine distinctive non-fading colors:

- | | | |
|---------------------------|-------------------------------|-------------------------------|
| <i>Fireglo</i> —red tint | <i>Softglo</i> —ivory tint | <i>Goldenglo</i> —gold tint |
| <i>Moonglo</i> —blue tint | <i>Wickglo</i> —flame tint | <i>Canaryglo</i> —canary tint |
| <i>Roseglo</i> —pink tint | <i>Sunsegglo</i> —orange tint | <i>Myrtle-glo</i> —green tint |

GLOCOLORS (Translucent) are ideal for interior decorating schemes. They permit replacement of burned out lamps without destroying color harmony.

Gelatine Sheets for Reflectors. All colors. \$2.50 per Doz.

ROSCO LABORATORIES, 116 Butler Street, BROOKLYN, N. Y.
Lamp Color Experts since 1912

THE MOON CLAMP LAMP

Sell the Moon and you run no risk of having your customers mar the finish of their expensive furniture. Its clamp is a new principle—requiring only easy pressure of the fingers to adjust—

- NO TWISTING,**
- NO TURNING,**
- NO SCRAPING**

Clamping surfaces **COMPLETELY** covered by felt. Clamps to anything from a sheet of paper to a four-inch post. Each lamp in individual carton; 12 to shipping package. Write for sample package. Mention your jobber.

1924 DEALER
PRICES SENSATIONAL
WILSON UTENSIL CO.
Dayton, Ohio

MOON Clamp Lamp

- it stands
- it leans
- it hangs
- it clamps

Instantly adjustable
very
way

Wherever you want light

The Lamp with the
WONDERFUL CLAMP

\$2

List Only Gives You Price,
Profit and Demand
\$2.00 Stock it, Now!



Complete B-D Electric Soldering Outfit

This is a high grade soldering iron. Nichrome wire heating element contained in a unit of one piece construction. Made of copper from accurate dies. Careful workmanship. Comes complete in attractive carton with cord and plug, soldering paste and solder-ready to use.

Get special quantity prices
and discounts. Write now.

BLEADON-DUN COMPANY
213 So. Peoria St. CHICAGO, ILL.

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 Gener-
ator Armatures rewound,
\$4.95 net each.

24 Hours Service
Fully Guaranteed

Write for Catalogue

H. M. Fredericks Co.
Armature Winding Specialists
LOCK HAVEN, PA.

WE SERVE DEALERS, CONTRACTORS

and all concerns who handle
ELECTRICAL SUPPLIES,
CONSTRUCTION MATERIAL,
FIXTURE PARTS, GLASSWARE,
COMPLETE FIXTURES.

WE SELL WHOLESALE ONLY

Send for the

CASH SAVER

containing over 3000 different items.
Get your name on our mailing list.

Cash Electrical Supply Co.

1849 N. Oakley Ave., Chicago

There is a Difference in
Antenna Wire

RACO Is Better!

*RACO is braided and
braided wire is best*

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.

Ask us for sample and prices.

ROSS ANTENNA CO.
9 Charles St., Providence, R. I.

Here's the set you dealers have been *praying* for—

A simple, low priced receiving set for the thousands of *would-be* fans who will not "fuss" with a large, expensive outfit.

It is an entirely new circuit. One tube amplifies as it detects, and one simple control gives selectivity equal to that of sets costing

hundreds of dollars. Too

good to be true? Then

you ought to read

thousands of unso-

licited testimo-

nials pouring

in from all

over the

country!

Write us at once—or wire at our expense, for literature and discounts. Do it now. It's an opportunity too big to take a chance on missing.

\$10

complete
without
tube



NATIONAL
AIRPHONE
CORPORATION
REG. U.S. PAT. OFF.

22 Hudson St., New York

Mail the Coupon

National Airphone Corp.,
22 Hudson St., New York City.

Ship..... Monodyne tube sets at your
dealers' discount (C. O. D. if not
rated).

Name.....

Address.....

Profitable New Specialties—

Lite-rite

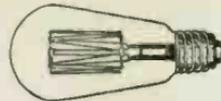
List \$13



Sound-Rite Loud Speaker

The ideal loud speaker for the home, selling at \$13, it equals in tonal quality and clearness other speakers selling at \$30 or more.

Crystal receiving raised to the nth degree of perfection. Well designed, and a high grade instrument in every way. Only wide popularity could make this low price possible.



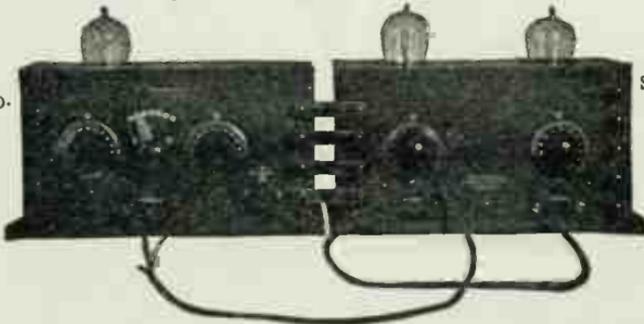
LITE-RITE LAMPS

A full line, upon which quality and workmanship are our first consideration. Automobile, candleabra and standard lamps, in all types and sizes.

The new
"Flivver" Crystal Receiver
List \$1.75



SOUND-RITE TUBE SET
List \$20



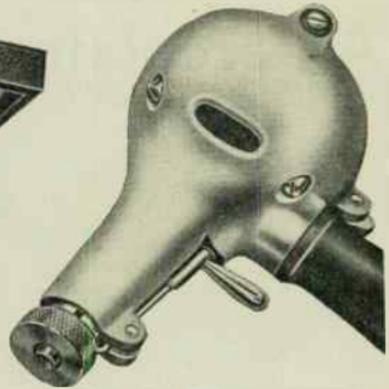
SOUND-RITE 2-Stage Amplifier
List \$25

A complete and efficient receiver, working admirably on wave lengths from 150 to 600 meters.

The addition of the amplifier greatly increases its receiving range. Both are fully guaranteed. Prices do not include tubes, phones or batteries.

A splendid sales proposition for dealers and jobbers. Write us at once for discounts and full details.

THE LIGHT-RITE CO., Inc. 165 Bloomfield Ave. Bloomfield, N. J.



List Price \$25.00

Every Barber Shop in Your Town is Demonstrating and Advertising Vibrators for You!

You can turn this Advertising into Profitable Shelton Sales

You remember the last time you visited the barber shop. No doubt the barber used a Shelton Vibrator on you. It was great stuff, wasn't it? It left a pleasant memory with you and now you'd like to use a vibrator every day instead of once or twice a month.

In other words, the barber shop unconsciously sold you the idea of a vibrator. And your case is duplicated by that of thousands of men and women who are now your regular customers.

Why not capitalize on this demonstration and advertising? Turn it into Shelton Sales with profit to you.

Shelton Vibrators are not cheap, makeshift machines. They are the highest in quality that can be made. They use only the true therapeutic oscillating movement, while most cheaper vibrators use only the lateral movement which has no therapeutic value. Shelton Vibrator is the only vibrator which has complete control of vibration by regulation of the stroke. Lever control gives a variation in stroke light enough for eye application or heavy enough for body massage. This is a patented Shelton feature and is one of the big reasons why the Shelton is used extensively by doctors, barbers, and beauty shops.

30 DAYS FREE TRIAL OFFER!

As evidence of our faith in the Shelton as a quick and profitable seller, we will send any reputable dealer our leading Shelton Vibrator selling at \$25.00.

On 30 days' free trial at a special price of \$16.00! Display this in your store, demonstrate it to your customers and it will sell in a hurry.

SHELTON ELECTRIC CO.,

16 E. 42nd St., New York City

Fill Out The Coupon and Mail Today!

SHELTON ELEC. CO., 16 E. 42nd St., New York City.

I accept your special offer. Send me the regular \$25.00 Shelton Vibrator for which I will pay the introductory price of \$16.00. I will display it and try to sell it. If after 30 days' trial, it is not sold, I will return it without further obligation to me.

Name

Address

City State

Jobber's name

A Percolator that's Different



Giving High Priced Percolation
AT A POPULAR PRICE

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

S-56— 8 Cup—List \$7.50

S-61—12 Cup—List \$8.50

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

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

EMPIRE TRANSFORMER CO.
3821 No. ASHLAND AVE. CHICAGO

only
\$7.50



Two types, for single or double phone connections. Instrument heavy aluminum. Black finish. Horn turns in socket. 15 inches high.

*Clear from
the "Moon"*

Clear tones that radio fans want; a price that appeals to them as a bargain—nice profits for the dealer—and everybody's satisfied.



the most successful non-magnetic instrument

New improved 1924 models. Start selling the Moon and you'll start people talking about the wonderful speaker they got at YOUR store for only \$7.50. Ask your jobber or write us direct for sample.

1924 DEALER
DISCOUNT SENSATIONAL

WILSON UTENSIL CO.
Manufacturers, DAYTON, OHIO

Sell U.S. TOOL Condensers FOR FUTURE as well as Present PROFIT

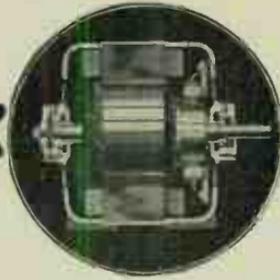
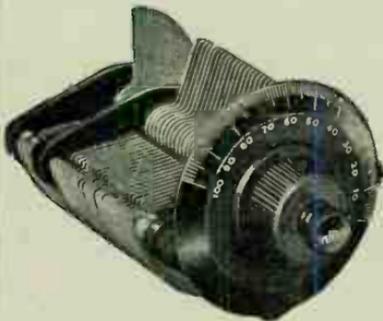
U. S. Tool Condensers are lastingly accurate because of precise bearings. Perfect balance between "play" and "friction." These are the details (often hidden) which really count, and which are so scrupulously looked after in U. S. Tool Condensers.

Although there may be little, if any, difference between your profit on others and on U. S. Tool Condensers, REMEMBER that the actual difference in quality will give you another or future profit in good will and repeats as the hidden virtues of U. S. Tool Condensers show up after long use.

Write for Proposition TODAY

U.S. Tool Mfg. Co.

122 Mechanic Street,
Newark, N. J.



You Can Cut Your Servicing Costs

Your service man knows that most of the troubles he has to correct, on motor-driven appliances, are bearing troubles resulting from no oil or too much oil or the wrong kind of oil. You'll be spared this much of your service expense, if you sell motors equipped with

"NORMA" PRECISION BALL BEARINGS

Dust-protected, lubricant-packed, these high-speed bearings need oiling only at long intervals. Motors thus equipped have repeatedly been run continuously, without renewal of lubricant, for periods equivalent to many years of ordinary household service. Ask your motor manufacturer—or us—for particulars on these tests.

THE NORMA COMPANY OF AMERICA

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



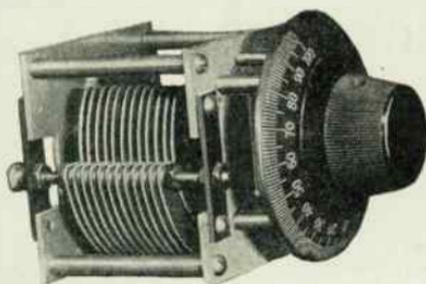
THE NEWEST AND BEST National Vernier Condenser

READY FOR DELIVERY FEB. 1st.

TESTS PROVE THIS DESIGN THE MOST EFFICIENT.

Condensers are too important to buy any but the best.

**MINIMUM
LOSS**



**MAXIMUM
EFFICIENCY**

We have developed and manufactured condensers for several of the best known receiving sets. The requirements have been exacting but have been met with units equal to the best and far superior to the condensers ordinarily used.

Test results on the condenser now offered will be furnished on request. Mechanically and electrically it is as perfect as scientific design and laboratory skill can commercially produce.

The condenser is easily mounted on panels by removing the dial base and using it as a template, but it can also be readily adapted for table mounting.

The vernier dial gives a positive reduction in motion with no back-lash or lost motion and the combination produces a "touch" which is decidedly smooth in operation and attractive to the customer.

The retail price is Five Dollars for the 24-plate .0005 size as shown above. A sample unit of this size will be sent prepaid to any responsible dealer upon receipt of \$3.25.

THE NATIONAL COMPANY, Inc.

Engineers and Manufacturers

110 BROOKLINE STREET, CAMBRIDGE, MASS.

.....

The National Co., Inc., 110 Brookline St., Cambridge, Mass.

Gentlemen: Here's my check, money order, for \$3.25. Send me prepaid your new condenser with your positive guarantee.

Name.....

Address.....



KILLARK BELL-RINGING TRANSFORMERS

Approved by the Underwriters. Guaranteed by the Manufacturers.

Write for Booklet

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

Get Our Catalog!



"EAGLE, the King of the Air." A line supreme—molded in Bakelite.

Get it NOW—if you are interested in quality items and added profits.

Our stock is always complete—orders shipped in 12 hours.

Tubes always on hand. \$4.00 brings sample CW6 or CW12 "Electron."

Just pin coupon to letterhead

H. W. BERNS CO.,
672 Broadway, Brooklyn, N. Y.
Please send us as checked—
 Catalog and proposition.
 Sample of Eagle Variocoupler (or Variometer). C. O. D.

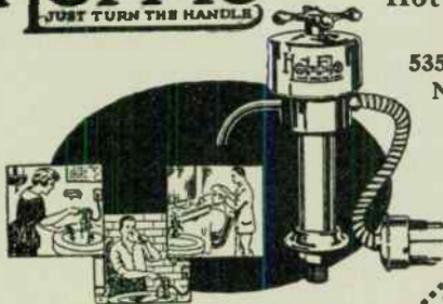
10 Days Free Trial

Here is an opportunity to get a genuine Hot-Flo Electric Heater for 10 days' full trial without risking a penny.

Hot-Flo is undoubtedly the most practical and efficient heater on the market today. Dealers everywhere are cashing in on its easy-to-sell features.

But in order that you may see for yourself how Hot-Flo excels, we will send you one on 10 days' free trial for test and inspection, with the understanding that it may be returned within that time for full credit.

This is a special offer. Only one Hot-Flo will be sent to a dealer under this plan. Get yours without delay.



MAIL COUPON NOW

to
**Hot - Flo Electric
Company**
535 Seventh Ave.
New York
City

.....
Hot-Flo Electric Co., 535 Seventh Ave., N.Y. Send
me a regular \$25.00 Hot-Flo at the special in-
troduc-tory price of \$13.50. I will deposit this
amount with Postman on delivery. It is
understood that I can return the heat-
er within 10 days and you will
refund every penny.
Name.....
Address.....
City.....
State.....

Your Last Chance

Make Your Business Grow

You can do this for \$1

THINK what is going to happen in your line of business during the next three years—36 months! Think what tremendous changes will occur—what startling growth—what a great number of improved methods will be used! Think how many men will use right methods and achieve prosperity, even riches—how many will use wrong methods, and go down to failure.

Three years—36 months—is a long, long time. And yet for a trifle you can *have during all this period—right at your elbow every 30 days for the entire 3 years—a guide that will tell you just what to do at every turn to win success—just what mistakes to avoid if you want to side-step losses. But you must act now—at once—to get the benefit of this offer.*

THAT guide is ELECTRICAL RETAILING. Published by the largest business publishing house in the world—a concern with a huge staff of trained editors—1200 employees in all, with large capital, and over forty years of success in aiding business men to make money by reporting to them the best, the latest, the most up-to-date methods, it will faithfully report to you every 30 days for 3 years the best methods that will be used by the most successful electrical contractors and retailers.

Your methods are far more important than your location—than your merchandise—more important even than your capital. If you use the *right methods*, you can increase your capital—every month you can carry and sell (with

at a Big Opportunity

Every Month for Three Years

—*if you act at once*

quick turnovers and no loss) the right merchandise—you can grow to a size that justifies any reasonable location.

If you use the *wrong methods*, no location—no merchandise—no amount of capital—will make you successful; nothing will save you from failure. During the next three years the methods of selling electrical appliances, or of doing contracting work will undergo constant improvement. You can keep up to date by reading ELECTRICAL RETAILING.

AND this is the last opportunity you will ever have, if you live to be as old as Methuselah, to secure the constantly improving magazine at this price. Unless you send in your dollar now—bang will go the hammer—never again will you have this chance.

Think of it! Three years—36 issues of ELECTRICAL RETAILING for ONE DOLLAR. Fill out the attached coupon right now and send in your subscription. The dollar invested may make you hundreds or even thousands of dollars during the next three years.

Act at once—today—while the opportunity is before you.

.....
ELECTRICAL RETAILING, 1570 Old Colony Bldg., Chicago.

I want to accept the "Last Chance" opportunity to get the rock bottom price (that will never be offered again) on Electrical Retailing. Put me down as a subscriber for three years—36 issues—now.

Name

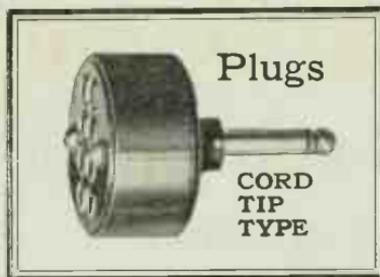
Street

City State

Business Concern

Title or Position

\$1



\$1

No. 401P. The quick popularity of the Murdock multiple plug is shown by the large quantity that Murdock dealers have sold since they were first announced on October 1st, 1923. Ask your jobber or send for sample.

Plug in on your cash register with Murdock's

The name of Murdock looms up like Gibraltar on the radio horizon. It stands for the highest efficiency in service—and the greatest economy in price. Over a million Murdock headphones have been sold since we first began to make them 20 years ago—and sales are coming along merrily in leaps and bounds.

The great wave of radio enthusiasm offers an unlimited market for Murdock 'phones and multiple plugs. Thousands of customers are buying two or more 'phones and a plug, so that different members of the family can listen-in at the same time. Both products sell easily, because radio fans know they represent the best investment for their money.

Enlarged facilities have enabled us to increase our output to meet the popular demand. A new advertising campaign is just starting in important radio magazines to make sales easier for dealers. If you want to share in the profits created by the great demand for Murdock 'phones and plugs, place orders now with your jobber—or mail coupon to us.

HEADPHONES

No. 56—2000 Ohms.....\$4.00
No. 56—3000 Ohms.....\$4.50

WM. J. MURDOCK CO.

355 WASHINGTON AVE., CHELSEA, MASS.

Sales Offices: Chicago and San Francisco

Standard since 1904

.....
Wm. J. Murdock Co., 355 Washington Ave., Chelsea, Mass.

Gentlemen—Send me complete information and dealer discounts on Murdock headphones and plugs.

Name _____

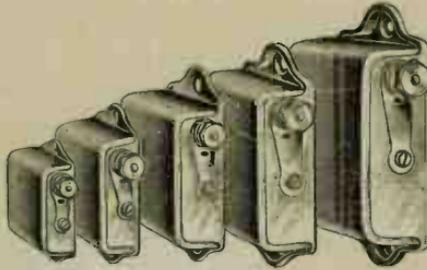
Address _____

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Say You Saw It In Electrical Retailing

Do You Know About Lungen Buzzers?



Size 0 1 2 3 4

Do you know you can buy
five different sizes from
 $1\frac{5}{8}$ "x $1\frac{1}{8}$ " to $3\frac{1}{2}$ "x $2\frac{1}{4}$ "?

This means five different
volumes of tone too. They
are all double adjustment
with silver contacts and
phosphor-bronze springs.

Ask Your Jobber



EDWARDS and COMPANY
INC.

NEW YORK CITY



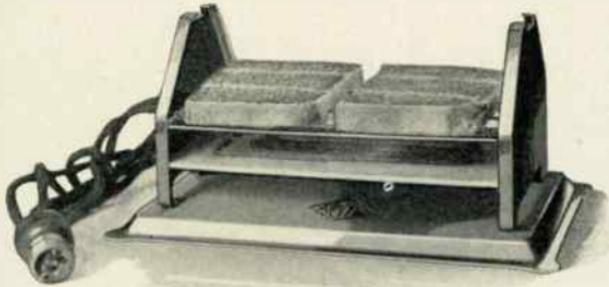
Dover's "Planned Profits" are your actual profits, due to our policy of "One Price to All" and because Dover-DOMANCO is America's first and only standard electric iron to be priced moderately and advertised extensively. And no other iron at any price has the original Indestructible Veal heating element.

The Dover Manufacturing Company
Dover, Ohio

Largest Exclusive Iron Manufacturer Since 1893

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

There's Nothing Like It



THE UTILITY COOKING APPLIANCE

It Toasts

It Fries

It Broils

It Boils

And It Pops Corn!

The Utility Cooking Appliance is a beauty. Pressed steel construction, heavily nickered. Nickel chromium resistance wire. Six feet of cord with detachable plug.

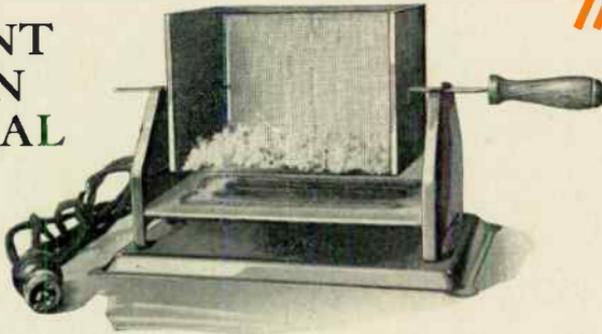
This is a quality device. We have incorporated every advantageous feature known to appliance engineers in the Utility Cooking Appliance. And we have surrounded these features with a beauty of design unsurpassed by any cooking device on the market.

We offer the Utility Cooking Appliance to you as the most practical and newest on the market. Dealers have been quick to appreciate its sales value. Full information on request.

The Acme Electric & Mfg. Co.
C L E V E L A N D , O H I O

On the Market

SENT
ON
TRIAL



Here's Where Sales Break Your Way!
Start 1924 Right

Here's something new that your competitor hasn't got! A new cooking appliance that toasts bread without burning, in addition to frying, boiling, broiling. But we have gone farther than any other manufacturer. We have built an appliance that pops corn! This feature in itself is worth the price.

And for home parties! Toasting marshmallows! Wieners! Here's a new sales angle that abounds in profits.

But see it yourself. Let your customers see it. Just fill in the coupon and you'll get one. Results are certain, profits large, price low.

Mail This Coupon NOW!

ACME ELECTRIC & MFG. CO.,
Hamilton Avenue, Cleveland, Ohio.

Send me one Utility Cooking Appliance on trial.

“**Watch Our Smoke!**”

Here's A Big Message On A Little Page

Get the statement we make below in bold-faced, underscored type—its words—its meaning—its significance. In less than ten years, Hold-Heet Appliances have jumped from the “also ran” class to first place in the industry. Quality at a fair price—push with a square deal to everyone have placed us in a position to announce that

We Make More Pieces of Elec-
trically Heated Merchandise
Than any other Manufacturer
in the World—**HOLD-HEET**

And what's more we can **PROVE** it. This stupendous success was not an accident—that much is certain. To see the thousands of pieces leave our factory daily, you would realize that the demand for Hold-Heet Appliances is real. Someone is supplying this demand—someone is going to supply a lot more demand because we have just rolled up our shirt-sleeves and moistened our palms. What does it all mean? Simply this. Hold-Heet Appliances—without any ifs, ands or buts, represent the biggest good-will profit and turnover opportunity in the electrical appliance field today. Paste that last statement in your hat and you'll paste a good deposit in the bank.

Ever See a Prairie Fire?

—with a snappy breeze in its wake. Yes, that's it—something in a hurry. It is the story of the new Hold-Heet Flatiron. It is “going like a prairie fire.” Its merit is gripping the women folks everywhere. As a repeater for the dealer, due to the woman-to-woman recommendations, it is a wonder. The Hold-Heet iron is going to be nationally advertised in 1924, too—smashing pages in the Saturday Evening Post. We are going to put this baby over big. Better find out all about it; waiting didn't put us in first place, but driving did. Step on the gas now. Address

RUSSELL ELECTRIC CO.

*The World's Largest Manufacturers
of Electrically Heated Merchandise*

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



Hold-Heet Merchandise Moves
Hold-Heet Merchandise Repeats