ANNOUNCING

a Radio

by

Westinghouse

For pictures of sets and complete details see pages 6-7-8-9
The world is electric. Many conveniences come from the electric outlet—light like the sun’s power for vacuum cleaners and radios—and now in Telechron® Electric Timekeepers, energy that measures minutes!

Telechron Electric Timekeepers are as great an advance over traditional methods as was the spring-driven clock over sundials. They are silent and unruffled there a minute.

The new synchronous motor driven by the impulsive current regulated by alternating current impulses is safer than any. There are many attractive Telechron models, as prices ranging from $9.75 to $145— dollars, uprights and wall clocks, with cases of rare woods and rich metals. See them at the nearest dealer’s. You can find him easily by consulting the Classified Telephone Directory under the heading “Telechron.” And be sure you show your Telechron Clock.

Look for “Telechron” on the dial. It marks the true—original electric time—the clock that connects your home with the Telechron Master Clock in the power house! Warren Telechron Company, Ashland, Massachusetts. In Canada, Canadian General Electric Company, Toronto.

This article will appear in the Saturday Evening Post, June 24th. The advertisement scheduled for the Magazine’s April number probably will be cut out by the temperature and the newspaper readers. To be sure the advertisement is printed in the electric section of the telephone directory, ask warren "Telechron".的比例大小"}

"Telechron" is the right word for the future, as the U. S. Naval Observatory, the 16,900,000 of the nation’s 20,000,000,000 residential meters. 85% of those homes having electric power may enjoy the accuracy and convenience of electric time through Telechron Timekeepers!

Take advantage of this time service!

The electric time supplied by Telechron Clocks is trustworthy and economical. The current it uses in a month costs less than a single streetcar fare.

There are many attractive Telechron models, as prices ranging from $9.75 to $145— dollars, uprights and wall clocks, with cases of rare woods and rich metals. See them at the nearest dealer’s. You can find him easily by consulting the Classified Telephone Directory under the heading “Telechron.” And be sure you show your Telechron Clock.

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day. The master clock company, of Cincinnati, Ohio, produces master clocks and other electrically controlled devices, and these are used by 20,000,000 homes and 10,000,000 offices. This page range from $50 to $150.

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Take adv
THESE WILL HELP YOU BREAK LAST YEAR'S RECORD!

Each priced right—with the right dealer set-up. Features? Plenty of them. The iron: Adjustable-automatic heat control, patented design, chrome plated. The Perco-toaster: exactly what its name implies. Coffee or toast in a hurry, or both. The range: A success from the start, another real profit-maker with its truly high-speed heating elements.

Take a tip from the every-day business experience of hundreds of dealers. Line-up on these and other Chromalox-equipped products if you want to make more money; get new customers into your store; keep old customers coming back. You can count on definite profits every time you make a sale because those husky embedded type elements keep appliances working four and five years at a stretch in spite of long hours and tough operating conditions.

What appliances do you want to know about? Say the word and we'll send you interesting literature. No obligation of course.

* Hasting the resistor embedded in refractory material under hydraulic pressure and baked at red heat.

CHROMALOX ELECTRIC HEATING UNITS
MANUFACTURED EXCLUSIVELY BY EDWIN L. WEGAND CO., 7955 THOMAS BLVD., PITTSBURGH, PA.

FLOORS?

Never heard of them. I keep my feet on the desk

- Not selling floor machines today is like not selling washing machines because you don't do your own washing. Or like refusing to handle stoves because you can't cook.

At $39.50 there's an attractive profit in floor polishers. Right on your present customer-list, there's a high percentage of live prospects for them.

And five years of large-scale national advertising have prepared these customers to listen when you talk about beautifying floors—saving labor on floors—polishing floors electrically.

May we suggest that you investigate this floor machine business now? For full information, just send a line to Racine.

S. C. JOHNSON & SON
The Interior Finishing Authorities
Racine, Wisconsin
Announcing
Westinghouse Radio

Believing that retail dealers of the country are most deeply interested at this time in what they will have to sell during the coming season, Westinghouse presents, on this and the three following pages, pictures of its new sets and unvarnished technical facts about the sets. Demonstrations of these sets are now in progress throughout the country and complete information on the advertising and merchandising campaigns to launch them will be furnished any radio dealer by the Westinghouse distributor in his locality.

Westinghouse Radio... the product of the finest radio engineering and manufacturing talent ever assembled... made in modern factories on a mass-production basis.

Westinghouse Radio sets have the following features:

1. SUPER-HETERODYNE CIRCUIT... The selectivity and sensitivity are constant for the entire broadcast frequency range. This is made possible by virtue of the super-heterodyne principle which changes the received frequencies of all reception into the intermediate frequency at which it is amplified through fixed tuning and amplifier circuits. The Westinghouse super-heterodyne receiver has a pre-selection of two tuned circuits, a stage of screen-grid RF amplification, a screen-grid detector, two stages of screen-grid intermediate amplification, a power detector, a push,pull power amplifier and a dynamic speaker.

2. SCREEN-GRID TUBES FOR AMPLIFIERS AND DETECTORS... The 4 screen-grid tubes used in Westinghouse Super-Heterodyne Radio enable high amplification to be obtained without any need for stabilization or neutralization.

3. BAND PASS TUNING... With the usual tuned circuits, high selectivity unavoidably produces poor quality of reproduction by cutting out the high frequencies required for brilliance and articulation. The band pass tuning pre-selectors and intermediate frequency circuit give increased selectivity and at the same time pass the frequencies required for good articulation and brilliance in reproduction.

4. TONE CONTROL... Westinghouse Radio gives faithful reproduction with the tone control at minimum. The tone control enables the listener to adjust the Quality of Reproduction to suit his or her own requirements—known as musical taste.

In reception of distant stations when noise is great Tone Control is invaluable in reducing disturbances.

5. CORRECT ELECTRIC AND ACoustic DESIGN... All parts of the receiver are designed to work with each other to produce the superior performance of the Westinghouse Radio. This not only applies to the electrical portion of the receiver but also to the acoustical and mechanical. The cabinet is designed to give the best over-all acoustical results.

6. PUSH-PULL POWER AMPLIFIER... The push,pull amplifier is used in order that the Quality of Reproduction shall be good at high volume. The use of the push-pull amplifier makes possible high volume reproduction without distortion or hum.

7. IMPROVED POWER FILTER SYSTEM... In order to reduce hum to the vanishing point, a special power system is used.

8. NEW ELECTRO-DYNAMIC POWER SPEAKER... The new electro-dynamic power speaker gives excellent quality of reproduction. It uses a special diaphragm with internal spider and a special U-shaped field magnet.

All Westinghouse Radio sets have three tone controls—a station selector, a volume control, and a local-disturbance switch. WR-6 and WR-7 have "tone control.

WR-7 is a combination phonograph and radio set. The tone-tam is new in design with added inertia to eliminate chattering and to prevent the needle from damaging or leaving the record track. This model has a radio-to-phonograph switch and automatic motor switch which is operated by the tone arm of the phonograph. Fifteen records can be kept in the storage compartment of the machine. An induction disc-type motor gives uniform speed and quiet operation. The dial is marked in kilocycles. The dial readings are visible accurately from any position. All models cover the entire broadcasting range of frequencies. These sets all operate from 110-120 volts, 50-60 cycle A. C. Each set uses:

- 4-UY-224 tubes
- 2-UX-245 tubes
- 1-UY-227 tubes
- 1-UX-280 tube
- 2-UX-227 tubes

The tubes, coils and parts are completely shielded from each other and the other apparatus.

The receiver chassis is completely cushion-mounted to prevent vibration. Tubes may be inserted from the rear without removing or tampering with any parts.

MODEL WR-5 is a lowboy, open-faced cabinet of Early English Elizabethan design in walnut, satin finish.

Screen-grid super-heterodyne. For detailed description see page 6.

The Pioneer of Radio in the Home
Announcing Westinghouse Radio

MODEL WR-6 is a screen-grid super-heterodyne with special tone control. The cabinet is Early American design in bunt walnut and heartwood; walnut, satin finish. Will also be available with remote control.

For detailed description see page 6.

MODEL WR-7 is a combination phonograph-radio, with a special tone control. Screen-grid super-heterodyne circuit. Cabinet... Early American design in bunt walnut and heartwood, with walnut finish overlays; walnut, satin finish. Will also be available with remote control. For detailed description see page 6.

The Pioneer of Radio in the Home
Crosley Brings NEW Beauty, Originality, Individuality and Distinction to Radio

Cabinet Design and Construction

The Sensation at Atlantic City

The NEW Crosley radio receiving sets are NEW in every respect. Five choices, new power speakers, new cabinet design, new cabinet construction, new low prices for the big values offered and the superior performance delivered. Eye-filling beauty, startling originality, distinct individuality, outstanding performance, amazing low price—these describe the NEW Crosley sets to the extent that it is possible for words to do so. Actually to see the superbly designed and executed cabinets, to feel the supreme mechanical and selectivity of the sets, to hear the astonishingly true tone of the speakers, is the only way to gain a full appreciation of these truly exquisite and gorgeous new radio receiving sets. Sotlier mechanically nor from the standpoint of appearance is there the slightest mar-mark of anything that has gone before.

As an example of the beauty, color, originality and distinction of the NEW Crosley sets, look at The Century America shown in the cuts. An electric phonograph and radio combination of only $117.50! A highly sensitive and selective Screen Grid, Neutrojync, power radio combination at any volume all over the dial. The tubes required are: Three Screen Grid type -24, one type -50 receiver tube. A. C. electric receiver set housed in a delightfully designed and executed cabinet—plus an electric phonograph and pickup. Never before has such an outstanding value been offered in radio. The beauty of the cabinet is self-evident. The latest type Crosley moving coil dynamic speaker is used. The automatic volume control maintains a uniform volume all over the dial. The tubes required are: Three Screen Grid type -25, two type -45, and one type -50 receiver tube. Dimensions: 20½" wide, 23½" high, 11¾" deep.

An Amazing NEW Electric Phonograph and Radio Combination Sensationally Low Priced

Again Haag foresees demand...and more than meets it with the new

HAAG TWIN-TEX

ALL METAL DOUBLE TUB WASHER

Here is the crowning achievement in the Haag line—the one remaining model that makes it embrace everything any woman could possibly want in a washer. To every Haag dealer the new TWIN-TEX means greatly increased sales and profits. If you are not yet a Haag dealer, this washer will bring you business that is not to be had with any other line in the country. The profit possibilities on the new Haag TWIN-TEX are most attractive. While it assures double the speed and efficiency of any single-tub washer, it sells for even less than other single-tub models of comparable quality. It taps a market that is developing rapidly—a eager market of ready-to-buy women who are no longer satisfied with single-tub machines.

Haag is passing this business right in the hands of every dealer who stocks the new Haag TWIN-TEX. Get complete facts today! Attract the crowds to your store by displaying this newest of washers in your window.
Bosch not only presents you with better merchandise and a broader sales horizon, Bosch Radio, on the word of distributors and dealers alike, has sounded the big business keynote of the year.

In the judgment of those who know the buying pulse, Bosch Radio creates sales action in cabinets, is far advanced in construction, is greatly superior in performance and has a distinct price advantage.

Bosch Radio meets the whole buying range from volume business to deluxe models. It is the finest line of Bosch Radio ever presented. Here are some of the outstanding features: complete selectivity on both high and low wave lengths; efficient performance on antenna from 5 to 100 feet; 8 tubes, four screen-grid type; 9 tube deluxe models; push-pull; five tuning condensers; single tuning control; full automatic volume control; electric tuning meter; speaker mute. Motor Car Models, Motor Boat Models. Prices range from $144.50, $195.50, $250 to $350.

Write for details of the Bosch Radio program in your territory.

Bosch Radio is shown under patents and applications of M. C. A. E. F. I. and Lexigraph. Please always write to Bosch and in Canada.

AMERICAN BOSCH MAGNETO CORP., SPRINGFIELD, MASS.
BRANCHES:
NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO
Atwater Kent

Keep your eyes on August 1

Every year the real story of radio starts when the Atwater Kent line is announced. This year the announcement day is August 1. August 1! Radio's Golden Voice! Again—watch Atwater Kent!

The Radio with the Golden Voice

Atwater Kent Manufacturing Company

New Addition to Our 100% Complete Porcelain Line

Destined to instantly dominate the farm market. Never has anyone dared build such value (round porcelain tub, die cast all aluminum agitator, four spring balloon wringer) for so little money. Write for discount.

ABC DEALERS ALL OVER THE UNITED STATES=

Now you can offer this sensational value. The new ABC gas engine is equipped with balloon rolls and powered by Briggs and Stratton latest type four cycle blue flash gas motor to retail at amazing new low price of one hundred twenty nine dollars at fifty cents complete stop powerful advertising in leading state farm papers will sell this latest ABC sensation to farm homes of America stop wire your order for immediate delivery—Altorfer Bros Company

ABC Spinner

Companion

Plunger

The Apartment

Spinnin' Companion

Companion

Plunger

The Apartment

$129.50

$165

$135

$162.50

$199.50

$79.50

Slightly higher in West of Rockies

THE Only ELECTRIC Bak-o-Grill

—the new, cool kitchen method of cooking IN and OVER oven drawer—

BOILS coffee and vegetables
BAKES biscuits and muffins
TOASTS whole sandwiches
GRILLS steaks and chickens for six

— and sells for such a low price that every home is an ideal prospect.

At $23.50 (slightly more west of Rocky Mts.) Bak-O-Grill is the first and only electric appliance having ample capacity for all quick cooking needs.

It plugs in any wall outlet—supplies simmering to intense heat—and other sales factors of such instant appeal that jobbers and dealers rate Bak-O-Grill as the year’s most important leader in this field.

Complete merchandising helps and liberal discounts.

NATIONAL ENAMELING & STAMPING CO., Inc.
29 Twelfth Street
Milwaukee

A New NESCO Leader

FOR THE FIRST TIME THOUSANDS OF RADIO DEALERS WILL PROFIT BY THE PRESTIGE AND ACCEPTANCE OF THE NAME GENERAL ELECTRIC

GENERAL ELECTRIC R A D I O
A simple and distinguished example of beautiful cabinet design that will harmonize perfectly with the furniture of any home. Super-Heterodyne chassis—screen grid tubes—and tone control. The General Electric Radio embodies the most sensitive and selective circuit yet produced.

**Low Boy**

A cabinet of massive beauty. Its graceful lines are accentuated by a rich grain of specially selected walnut. Super-Heterodyne chassis—screen grid tubes—tone control and new improved electrical phonograph reproduction.

**Cabinet of massiv beauty.** **GRACEFUL LINES ARE ACCENTUATED BY A RICH GRAIN OF SPECIALY SELECTED WALNUT.** **SUPER-HETERODYNE CHASSIS—SCREEN GRID TUBES—TONE CONTROL AND NEW IMPROVED ELECTRICAL PHONOGRAPH REPRODUCTION.**

**High Boy**

This two-door cabinet is a dignified and truly distinctive piece of furniture. Super-Heterodyne chassis—screen grid tubes—and tone control. The General Electric Radio combines extreme ease of operation with remarkable tuning accuracy.

**Cabinet of massiv beauty.** **GRACEFUL LINES ARE ACCENTUATED BY A RICH GRAIN OF SPECIALY SELECTED WALNUT.** **SUPER-HETERODYNE CHASSIS—SCREEN GRID TUBES—TONE CONTROL AND NEW IMPROVED ELECTRICAL PHONOGRAPH REPRODUCTION.**

**GENERAL ELECTRIC HAS SPENT $20,000,000 On Radio Research**

Through the years of radio progress, General Electric Research Laboratories have played a pre-eminent part. The Alexanderson high frequency alternator, the high-power vacuum tube used in modern transmitting stations, the drawing of tungsten, the dynamic speaker—these are but a few of General Electric's outstanding contributions to radio. And now—the new General Electric Radio.

**RADIO SET CARRIES THE MONOGRAM**

This is going to be a Super-Heterodyne screen grid year. There will be more dollars spent in advertising, more merchandising effort and more sales promotion focussed upon this type of receiver than ever before in the history of radio. In 1930 there will be over two billion advertisements carrying the G-E monogram. The national magazines will carry double and single page color ads on G-E Radio. And watch for the big G-E Radio ads in the key newspapers!
July, 1930

ELECTRICAL MERCHANDISING

THE GENERAL ELECTRIC SALES POLICIES are planned to bring Permanent Profitable Business to the Dealer...

What has been accomplished with General Electric Refrigeration and other General Electric appliances can now be accomplished with General Electric Radio. For the first time, General Electric presents to the radio dealer an opportunity to build up a permanent, profitable business based upon the universal prestige of the General Electric monogram.

ALABAMA

Birmingham .......... Matthews Electric Supply Corp.
Mobile ............. Matthews Electric Supply Corp.

ARIZONA

Phoenix ............ General Electric Supply Corp.

ARKANSAS

Little Rock ........ General Electric Supply Corp.

CALIFORNIA

Long Beach ........ General Electric Supply Corp.
Los Angeles ...... General Electric Supply Corp.
Oakland ........ General Electric Supply Corp.
San Francisco .... General Electric Supply Corp.
San Jose .......... General Electric Supply Corp.

COLORADO

Denver ............. General Electric Supply Corp.

CONNECTICUT

Waterbury ...... General Electric Supply Corp.

DISTRICT OF COLUMBIA

Washington ....... National Electric Supply Corp.

FLORIDA

Jacksonville ...... General Electric Supply Corp.
Miami ............ General Electric Supply Corp.
Tampa ............ General Electric Supply Corp.

MASSACHUSETTS

Boston ........... General Electric Supply Corp.
Cambridge ...... General Electric Supply Corp.
Springfield .... General Electric Supply Corp.

MICHIGAN

Detroit ........ General Electric Supply Corp.
Grand Rapids .... General Electric Supply Corp.
Kalamazoo ...... General Electric Supply Corp.
Lansing ........ General Electric Supply Corp.

MINNESOTA

Minneapolis ...... General Electric Supply Corp.
St. Paul ........ General Electric Supply Corp.

MISSOURI

Kansas City ......... General Electric Supply Corp.

NEBRASKA

Omaha .............. General Electric Supply Corp.

NEW JERSEY

Atlantic City .... General Electric Supply Corp.
Camden ........ General Electric Supply Corp.
Cranston ...... General Electric Supply Corp.
Pompton ........ General Electric Supply Corp.
 теппер........... General Electric Supply Corp.

NEW YORK

Albany ............ General Electric Supply Corp., Inc.
Buffalo ........... General Electric Supply Corp.
Brooklyn .......... General Electric Supply Corp.
Binghamton ...... General Electric Supply Corp.
Dunkirk .......... General Electric Supply Corp.
Green Island .... General Electric Supply Corp.
New York City . General Electric Supply Corp.

OHIO

Cleveland ...... General Electric Supply Corp.
Columbus ....... General Electric Supply Corp.
Cincinnati ...... General Electric Supply Corp.
Cleveland .......... General Electric Supply Corp.

OKLAHOMA

Oklahoma City ... General Electric Supply Corp.

OREGON

Portland ........ General Electric Supply Corp.

PENNSYLVANIA

Philadelphia .... General Electric Supply Corp.
Pittsburgh .... General Electric Supply Corp.

RHODE ISLAND

Providence ...... Utic Electric Supply Co.

SOUTH CAROLINA

Columbia ......... Pemex, New Electric Co.

TENNESSEE

Chattanooga ...... General Electric Supply Corp.

TEXAS

Abilene ........ General Electric Supply Corp.
Austin .......... General Electric Supply Corp.
El Paso .......... General Electric Supply Corp.
Laredo .......... General Electric Supply Corp.

UTAH

Salt Lake City .... General Electric Supply Corp.

VERMONT

Burlington ...... General Electric Supply Corp.

WASHINGTON

Seattle ........... General Electric Supply Corp.

WEST VIRGINIA

Charleston ...... Stepphen Electric Inc.

WISCONSIN

Milwaukee ......... Pemex, New Electric Co.

W. VIRGINIA

Charleston ...... Stepphen Electric Inc.

7 A Faster...

Cheaper...

SAFER WAY

FOR moving heavy, bulky electric ranges and refrigerators, both you and your men will like Muvafast. Easier and safer for your men than hand carrying, it saves you money. It speeds up deliveries. It eliminates costly replacement of parts as well as repairs of damages to customers' premises. It ends expensive medical bills and loss of time by your men due to body injuries.

Deliveries are faster because there are no delays between truck and kitchen. Without any "hold it" or "wait a minute", your men hook onto a range or refrigerator. Up and down stairs they go, passing along cramped hallways, around the sharpest corners, and through the narrowest doorways. The load is secure, perfectly balanced and easy to handle. Your men see what they are doing. They cannot slip or fall. Their hands are free to direct their burden. Accidents cannot "happen".

Even on a single delivery in a week or a month, you are liable to suffer a loss of profits due to the needless expense of these so-called accidents. No longer need you be charged with repairs for dented walls or scarred woodwork and floors. No longer need you be compelled to replace scratched and cracked enamel or other broken parts. No longer must you pay for medical treatment of your men or be forced to lose their services. Crushed hands and feet, dislocated shoulders and strained backs are had enough. More serious are those injuries, such as torn abdominal muscles and hernia, that result from lifting and carrying unwieldy objects improperly. Muvafast protects you from these due to property damage or body injuries by making men carry heavy loads the right way.

Muvafast consists of strong, dirt-camouflaging, non-slip web belts designed to distribute the load evenly. Adjustable to fit different size men, these belts are equipped with drop-forged hooks to fasten onto the range or refrigerator. The complete outfit is assembled on a fine quality, durable twill jacket or vest so it can be snapped on and off easily. Write today for complete details and prices.

THE MUVAFAST CO., INC.
46 Parke Street
Newark, N. J.

Above: Rayon from MuvaFAST ranges have been tested against the Rules and Regulations laid down by the Baby Food Association. The ease of handling these ranges is shown by the sturdy web belt and twill jacket it is supplied with.

MUVAFAST SAFETY-LIFTING-CARRYING EQUIPMENT PATENTS PENDING

Safety features approved by the Accident Prevention Committee of the American Gas Association, insurance companies and safety councils.

COUPON

THE MUVAFAST CO., INC.
46 Parke St., Newark, N. J.

Please send me complete details and prices on MUVAFAST

Name: ________________________

Company: ________________________

Address: ________________________
Monel Metal—Thor

...two names that spell Quality!
...two products that spell Profit!

The linking of these noted names is typical of the tendency of leading household equipment manufacturers to further strengthen the appeal of their products with the many advantages of Monel Metal. Merchants who sell household equipment have found that the use of this silvery Nickel alloy results in increased eye-appeal, faster turnover, greater consumer satisfaction, and consequently, larger profits.

Let us send you names of manufacturers who use Monel Metal in their equipment.

The new Thor Washing Machine with its strikingly handsome Monel Metal tub offers alert dealers a rare opportunity to cash in on the selling power of two nationally accepted and respected names—

—Thor Washing Machines...famous for their labor-saving efficiency, their rapid, gentle cleansing action, their quiet, easy operation—

—Monel Metal...famous for its silvery beauty, its freedom from rust and corrosion, its lifetime quality.

Monel Metal

THE INTERNATIONAL NICKEL COMPANY, INC., 67 WALL STREET, NEW YORK, N. Y.
BREEZO FANS
Are Easy To Sell
Especially during these hot summer months

Successful appliance dealers, acquainted with the ventilating business, know from experience that July and August are two of the best months of the year to sell Buffalo Breezo Ventilating Fans.

They know that in every community there is a class of homes where better living is practiced—where kitchen odors are an annoyance, and where bodily comforts are a first consideration. The advantages of a Buffalo Home Ventilating Unit or a Buffalo Glass Panel Ventilating Fan can be quickly demonstrated. Show your prospects the sturdy construction of either unit—explain how simple they are to install—let them see how easily and quietly these fans run—and your sale is made.

They also know that their potential market does not end with the better class of homes. It only begins there. Breezo Fans are made in six sizes, the three larger sizes being particularly designed for factory, office, shop and plant ventilation.

Write today for a complete outline of how we can help build local ventilating fan business for you.

Buffalo Forge Company
205 Mortimer St., Buffalo, N. Y.

NAME ____________________________
ADDRESS __________________________________________
CITY ____________.

BUFFALO FORGE COMPANY
205 Mortimer St., Buffalo, N. Y.

MODERN DESIGNS!
ARTISTIC FINISHES!
HOTPOINT FOCALIPSE UNIT!
SALES POSSIBILITIES!

HOTPOINT presents a new line of more efficient Hedlite Heaters, in new and modern designs, to open a new market for the sale of this product. Four of the six Hedlite Heaters presented for the 1930 market are equipped with the new Hotpoint Focalipse heating element which gives 60% more heat over 250% greater area.

The new Hotpoint Hedlite Heaters are the last word in modern design and artistic appeal—so attractive that your customers will be intrigued by their matchless beauty.

Five out of every six homes are prospects for Hotpoint Hedlite Heaters. We are telling the story of this great new invention in a full page in color in The Saturday Evening Post of October 11. To further help you sell we have prepared effective sales helps, consisting of attractive folders in colors, newspaper electros, red men window cards, etc. Order Hedlite Heaters from your jobber today. Mail coupon for complete information on sales helps.

EDISON GENERAL ELECTRIC APPLIANCE COMPANY
5600 West Taylor St., Chicago

The Amazing New Hotpoint Focalipse Heating Element
The scientifically shaped unit radiates 60% more heat than ordinary heaters and covers 3 times as great an area. The rays will completely cover two persons seated six feet from it, with a comforting current of atomized warmth.

Edison General Electric Appliance Co., Inc.
560th West Taylor St., Chicago, Ill.
Please send complete sales information and advertising help on 1930 Hotpoint Hedlite Heaters.
Name ____________________________
Address __________________________________________
City ____________.
"Diamond H" Remote Control Switches in Hotels

The many and varied lighting circuits in the large hotels demand a form of simplified, dependable control. "Diamond H" Remote Control Switches are used in the Hotel Lexington Grill, to control various colored lighting effects for dancing. Controls are operated from orchestra stand. 6-60 ampere double pole switches are used for the different circuits.

There are many uses to which they may be put in a hotel—flood, sign and exterior lighting, elevator sign control, exit, stairway and corridor lighting, effect lighting for ballrooms and grill rooms. Our engineers are ready to help you to include them in any job. "Diamond H" is the modern control.

THE HART MANUFACTURING CO.
HARTFORD, CONN.

DIAL Heat Regulator
Automatic Safety Switch

The New UNIVERSAL Adjustable Automatic

Ironing Temperature easily regulated by tip of finger.

A simple, trouble-free device prevents heat of iron from rising above that indicated on dial.

List Price, $7.05

Full Chromium, Blue Diamond Finish, provides an easier gliding ironing surface which will not tarnish. Requires no polishing.

Satisfies every consumer demand for an Automatic Iron. Priced right to the consumer and pays a real profit to dealer.

LIBERAL TRADE DISCOUNTS
BUY FROM YOUR JOBBER

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN., U. S. A.
so we cannot tell this story in the usual way

Two Outstanding Blackstone Features

The Rotary Ironer
1. It is a beautiful ironing machine designed to automatically roll up and clean the clothing and the Blackstone assures all home owners that it is easy to operate.
2. It is a thing that is not only a convenience but also something that home owners can operate without any problems—consequently, it is easy and safe.

General Design
3. Safety devices throughout. All hardware baked and sealed. For best operation, no sliding or shifting.
4. Silitron assembly for a longer life. Vibrator and motor ignition, all with the Blackstone model. A mere mention of the rotary ironer makes many people remember the picture. The Blackstone model "A" is equally as wonderful as the "A" wheeler, high-precision and standard equipment.
5. No frequent oiling.
7. No other washing machine in America wins competitive demonstrations with such ease.

10 Reasons

1. Porcelain-enameled tub.
2. Latest Lovell wringer—full open top, large balloon rolls.
3. Fully enclosed steel base—Mechanical unit sealed.
4. Compact yet full sized (small floor space needed).
5. General Electric 1 H.P. motor with two feet rubber-elastic cord.
7. Cut gears, carefully machined, running in grease.
8. No frequent oiling.
10. No other washing machine in America wins competitive demonstrations with such ease.

only 99.50 looks like a lot more—is a lot more—

SALES REASONS

July, 1930

Electrical Merchandising

Vol. 44, No. 4

The Blackstone Mfg. Company
JAMESTOWN N. Y.
Get that Fan

People KNOW G-E Fans
People WANT G-E Fans
People B U Y G-E Fans

Let the G-E monogram help you to the best fan year you've ever had. It has behind it the full power of over a billion General Electric advertisements a year... including an especially heavy G-E Fan campaign.

Your local General Electric Merchandise Distributor is ready to work for you and with you. Add his wealth of sales experience and his intimate knowledge of General Electric merchandise to your selling force. He's anxious to help you. Ask him TODAY... or address Section 5-37, Merchandise Department, General Electric Company, Bridgeport, Connecticut.

The General Electric six-inch oscillating fan retails at $17.00 for AC or DC.

Business Now!

Here's How!

Identify your store as the place to buy G-E Fans. Make your store a real G-E Fan store this summer. Use your G-E Fan window display and display your metal G-E Fan sign where everyone can see it. Stop the passers-by with your G-E Fan window strip. Put G-E Fan mailing folders in every envelope you send out—mail them to prospects. Use your local newspapers—insert the General Electric Fan ad mats. Don't forget to use price tags on all fans, and arrange for lantern slides in your community theatre.

See to it that EVERYBODY in your territory recognizes your store as G-E FAN HEADQUARTERS

There's lots of business to be had. Wake it up. Start TODAY... And enjoy record G-E Fan business this year.

Another & Best Seller!

Now is the time to plan for big G-E Cleaner Sales. Four attractive models backed by an aggressive and original sales plan. Four models. Four prices:

- Handy Cleaner $13.50
- Junior Model 24.50
- Standard Model 35.00
- De Luxe Model 42.50

Write for further data that will show how to sell more cleaners.

GENERAL ELECTRIC
MERCHANDISE PRODUCTS
MERCHANDISE DEPARTMENT - GENERAL ELECTRIC COMPANY - BRIDGEPORT, CONN.
EVEN a skilled craftsman cannot do his best work without good tools. Neither can the most artistically designed heating device give good service, unless its heating element is good. This is why most device manufacturers make their elements of CHROMEL. And thus, they also entrust their good names to CHROMEL. The good service your customers get from those devices shows that Chromel safeguards that trust, and also the good will of your customers toward you. And so, it pays you to sell these good devices; and it is well to remember that...

... what good tools are to the craftsman...

Hoskins Chromel wire is to the Electric Heating Industry

PREMIER dealers everywhere are making more money. And easier!
The Premier Unit idea has taken hold—women welcome the offer of two cleaners for about the price of one.
The Spic-Span—replacing attachments—is a winning inducement. It gets a hearing. It makes demonstrations easier.

New records are being made all over the country by Premier dealers. New vitality! New enthusiasm! Never have prospects responded more quickly to a new idea. Women see instantly how the Premier Unit saves time and labor—and money!

Get all the facts about the Premier Sales and Merchandising Plan. Hear how you, too, can increase your profits—Now!

Premier Electric Cleaning Unit

The Premier Vacuum Cleaner Co., Whipple's Electric Vendors, Inc., 3901 Main St., Cleveland, Ohio

For further details, write direct to Premier Vacuum Cleaner Co., 999 Main Street, Cleveland, Ohio.

Spic-Span $14.50
Including Duster and Brush Tool

Premier Electric Cleaning Unit

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For further details, write direct to Premier Vacuum Cleaner Co., 999 Main Street, Cleveland, Ohio.

Spic-Span $14.50
Including Duster and Brush Tool

Premier Electric Cleaning Unit

The Premier Vacuum Cleaner Co., Whipple's Electric Vendors, Inc., 3901 Main St., Cleveland, Ohio.
THE BUYER SAID "O.K."—
BUT WE REFUSED THE
ORDER—

Time was short. The convention was soon
to open. The factory engineers were ready to give up—the appliance
was still noisy, the motor vibrated excessively, sparked at the com­
mulator and lost speed. Then Domestic was called in and made the
problem its own.

The entire appliance had to be rebuilt. Domestic engineers did it so
quickly and so well that the manufacturer pronounced the appliance
"O.K."—but the Domestic engineers refused to stop! Perfection
was almost within their grasp. "Why
stop at mediocrity?" they reasoned.

Day and night they worked on, and
Sundays too, until at last THEY were
satisfied. As a result, the manufacturer
brought to the convention a revolution­
ary appliance that startled the trade and
resulted in a record-breaking number
of orders.

WELL enough is
never good enough
when motors can be made exactly right for
the purpose they are to serve. Nothing
short of Domestic's best will ever do.

Perhaps that explains, in part, why so many
of the nation's leading builders of electric­
powered appliances, in commercial, house­
hold and industrial fields have such implicit
faith in Domestic's ability and in the quality
of its work . . . why many of them come
to Domestic engineers not only with their
problems of motor application, but with
problems of appliance design, manufacture
and marketing as well . . . why Domestic
has grown to be the world's largest manu­
facturer of individually designed and built
fractional horsepower motors.

Domestic's experience over a period of
more than 16 years embraces an almost
unbelievable variety of individual motor
application problems. It is an experience
that explains how it is possible for Domestic
to master so quickly, thoroughly and eco­
nomically the many problems of its
customers.

THE DOMESTIC ELECTRIC COMPANY, KENT, OHIO

We cordially invite anyone interested in
the manufacture or sale of fractional
horsepower motor appliances to inspect
personally our factory and facilities.

SMALL MOTOR MANUFACTURE

APPLIANCE ADVISORY ENGINEERING
EVERYWHERE you hear about the marvelous performance that is offered in the new models, "service"—the old bugaboo of the industry is becoming less and less a menace. Shakeproof Locking Terminals and Shakeproof Lock Washers are playing vent loose connections—poor contacts and many other serious troubles. Know that Shakeproof will hold the est kind of treatment. Use Shakeproof Lock Washers on your service Concentrators on those lines which are Shakeproof equipped—you will find they are designed to give superior reception and build to stand the hardest kind of treatment. Use Shakeproof Lock Washers on your service jobs and watch your customers send their friends to be sure to send for free samples today!

SHAKEPROOF Lock Washer Company
(Division of Illinois Tool Works)
2535 NORTH KEELER AVE. CHICAGO, ILLINOIS

Electrical Merchandising, July, 1930

What Happened
in San Francisco

By L. E. Moffatt

The 55th annual convention of the National Electric Light Association was duly held in San Francisco from June 16 to June 20. Attendance was large when it is considered that the convention city is two to four days' distance from Eastern and Mid-Western centers of population. Men of great importance in this industry and in business generally took the long trip to be present. The sessions were very well attended. Some of the events, such as the International Radio booth-up and the Public Policy Meeting, called out great audiences with floor and galleries filled to capacity. The West extended a sincere and lavish hospitality. The weather was ideal—the city itself full of interest and charm. There were no merchandise exhibits.

The task of the reporter is not easy. He must attempt to bring the events of this convention into some kind of focus, to try to extract the general significance of the formal utterances, and to catch the drift of opinion from informal conferences and contacts with other men. It is difficult to bring the events of this convention into any such focus. Many, if not most, of the addresses were more than usually routine in respect to matters of policy. They were distinguished by the impulse to review the accomplishments of the industry; to stress the measurable value of electricity, its universal availability and cheapness. As one who not only listened to most of the addresses, but because it is his business to read them all,

I am constrained to admit that there was too much history with which we are all familiar, and too much of the Santa Claus motif, in which not all of us believe. Also, the matter of government ownership and operation of utilities engaged the attention of a considerable number of the speakers.

A perfectly innocent stranger finding himself in the auditorium during the general sessions could easily have believed that an action was pending, whereby the government would take over the power industry. It was a principal theme of some of the speakers, and brought in as a major point by almost all the others.

President Sloan, in his opening address, stated:

"The utility issue as a feature of the coming campaign is evidently undesirable and not in the public interest. Economics will not be promoted thereby. Sales will not be increased thereby, and rates will not be lowered thereby. What is needed now and for the future is not heat, nor light, nor demogoguery, but the application of economic laws, which will condemn and reward the confidence of the investor without robbing the consumer."

Harry Reid, President, National Electric Power Company, and Chairman, Public Relations Section, said:

"The last few months have witnessed a growing campaign on the subject of utility regulation or control of (Please turn to page 79)
We Must Grow By Domestic Appliance Sales

By W. A. Jones
Vice-President, National Electric Light Association

The electric industry has a tremendous potential for growth. The demand for electric appliances has far outstripped any other innovation in the home. In the home was used almost solely for lighting purposes and only in the last two decades have electrical appliances been perfected, which opens up commercial possibilities untraveled. The introduction of these appliances has been largely responsible for an increase in the annual kilowatt-hour sales to domestic customers. From 200 kw-hr. in 1914 to 247 kw-hr. in 1921 and to 502 kw-hr. in 1929.

Popular electric appliances in the home are the iron, vacuum cleaner, washing machine, range and electric refrigerator. A recent study of the relative saturation points shows that 94 per cent of our domestic customers own electric irons; 44 per cent own vacuum cleaners, 33 per cent washing machines, only 4.5 per cent have electric ranges and only 9.4 per cent own electric refrigerators.

One of the most prominent appliances in the home is the electric refrigerator, which has been used almost solely for lighting purposes and only in the last two decades have electrical appliances been perfected, which opens up commercial possibilities untraveled. While the annual kilowatt-hour sales to domestic customers have increased from 200 kw-hr. in 1914 to 247 kw-hr. in 1921 and to 502 kw-hr. in 1929, popular electric appliances in the home are the iron, vacuum cleaner, washing machine, range and electric refrigerator.

A recent study of the relative saturation points shows that 94 per cent of our domestic customers own electric irons; 44 per cent own vacuum cleaners, 33 per cent washing machines, only 4.5 per cent have electric ranges and only 9.4 per cent own electric refrigerators. Of those popular domestic appliances, the refrigerator and the range offer the greatest commercial possibilities. The electric refrigerator with an approximate consumption of 7.25 kw-hr. yearly at the average rate for domestic service should add approximately $45 per year of revenue for each installation and where special promotional rates have been made should result in the doubling of the annual revenue from the home. The next 10 years should see the production and sale of at least 1,000,000 units per year with an annual potential revenue of at least $200,000,000 from this one appliance alone.

The electric range has a more limited market and meets a keen competition in efficient gas appliances, but with our method of living drifting from the home to the apartment house, there is a popular demand for the electric range. We may conservatively estimate that in the next 10 years we should reach a saturation point of 25 per cent in this appliance, which should result in potential annual sales of 2,500,000,000 kw-hr. and annual revenues of at least $300,000,000.

All of the potential markets, both in the domestic and power fields, have long since passed out of the experimental stage and by hundreds of applications have satisfied the most skeptical that the business may be connected to our lines if we are willing to develop it. It cannot, however, be said that any considerable portion of this business will come on our lines without the use of active and intensive sales effort. It is a notorious fact that, for many, many of us in the light and power field labored under a misconception, which dulled our commercial instinct. We were disposed to assume that the public would buy our service because it was pretendently the most satisfactory form of light and power. We should not be proud of the fact, but, if we are honest with ourselves, we must admit that much of the profitable business now on our lines came to us without any effort on our part. In the future, this industry must fill the market more diligently and fertilize the ground with salesmanship and sales engineering to an extent never before seen in our business.

Mr. and Mrs. W. A. Jones
The President-Elect of the National Electric Light Association and his wife pose a moment for the camera as the Blue Special stops at Oakland, Calif.

H. E. Davidson
The President of the National Electric Light Association, and former President of the N.E.L.A., enroute to the Convention, trouble bag and all.

A. M. Frost
Commercial Manager, San Joaquin Light & Power Corporation, Great Western Power Corporation, also President, Pacific Coast Electric Association, had his hands full.

Good Cheer

The Dealer-Potential Sales Force

By F. D. Pemberton
Assistant to Vice-President in Charge of Sales.
Public Service Electric & Gas Company, New Jersey Chairman, Merchandising Bureau.

The Trade Relations Subcommittee has made a thorough study of what is perhaps the most important phase of central station merchandising. This Subcommittee has compiled a set of successful principles which central station companies may safely follow and may add, with all due respect, should follow. The chief of these principles is understanding and cooperation; two basic factors in all relations. When the merchant recognizes the utility as the "maker of market" and the utility recognizes the merchant as a great potential sales force, then organized co-ordinated selling and all of its benefits will become a fixed fact.

At the convention last year, this industry was awakened to the importance of efficient appliance merchandising and its effect upon central station revenue. Let us hope that at this convention the value of electrical merchandising will be even more loudly appreciated and in addition that there shall be an awakening to the necessity for better merchandising methods; better trade relations; and both national and local co-operative organization and effort to build a greater industry—nationally and locally.
New Customers Will Decrease—Merchandise Sales

By M. S. Sloan
President, New York Edison Light
President, National Electric Light
Association

We HAVE been told many times, and we ourselves have often said, that we were not good merchants. On thinking it over, I'm sure I'm not sure that that is the case. We have been pretty good merchants where we had to be. We have sold every form of industrial uses with notable success against keen competition. There is no earthly reason why we cannot sell current if we set about it. And our industry has entered the stage of development where it is necessary for us to do so. Therefore, if we are not merchants, or if we have not fully developed our commercial abilities, we shall have to become merchants and learn to think commercially. As I have followed the work of this Section, it strikes me we are entirely up to the job.

The rise in electricity America—not just in plants and distribution systems and ready to supply energy, but actually to put that energy in every home, every shop where it can be used advantageously. That is a matter of campaigns or sporadic effort. It's a day in, day out, year in, year out task, based on careful study of local requirements and conditions in every company's territory. It's a job in which company policies as to rates and customer relations are highly important elements. It's a job in which company executives must cooperate with commercial managers and advertising departments. It's a job needing our very best thought and our highest spirit of service, for few all, or we can serve the public unless the public is using our energy and is thoroughly satisfied as a customer.

I like to think of selling electric service in the benefit of the consumer—the time saved them, the labor saved, the money saved by its use. It isn't a matter of winning advantages from the storekeepers or sending kilowatt-hours out. There's a vital human element in it. I believe we can set that thought into all our transactions, all our relations with our customers and our prospective customers. As we do, we shall find ourselves increasing the consumption per customer, improving our load factor, showing increasingly satisfactory financial statements. We shall be good merchants and good public service organizations and we shall be succeeding in our job of electrifying America.

Our business in output is reflecting the present conditions in general health. The twelve months ended April 1, 1930, the electric companies generated 92 billion kilowatt-hours, an increase of 9 per cent over the previous year. Their gross revenue from sales was $1,926,000,000, a further increase of nearly 8 per cent. In this period there was a severe curtailment of sales of industrial power, but revenue losses were made up by increases in street lighting, commercial lighting and domestic service. The total sales for domestic service during those twelve months were 10,100,000,000 kw-hrs., an increase of 16 per cent, and the revenues amounted to $614,000,000, an increase of 10 per cent. The average use of energy in the home increased 48 kw-hr., that year, or 10.3 per cent. On the other hand, the average price of a kilowatt-hour declined 5.4 per cent. Thus, for that twelve months, the average of bills was only $31.30, compared with $30 the previous year, or an increase of only 44 per cent.

During that twelve months ended April 1, 1930, the number of new domestic customers was only 775,000, one of the smallest increases in customers added to our lines since the pre-war days. That figure of 275,000 compares with 1,100,000 added during the calendar year of 1928, and 1,300,000 during the calendar year of 1927. This falling off undoubtedly reflects a known decline in residence-building constructions. It may also reflect a condition of temporary stagnation and unemployment. The average for the past three years has been 1,000,000 per year. One factor which probably shows a trend is this which we have known for several years back—that our percentage of increase in new customers gained must become smaller each year, because we are gradually catching up with the number of unserved buildings.

For several years, the relation between investment and return for the industry has been such that there was a gradual shortening in the period of capital turn over. If our one-billion-dollar construction budget this year is carried through and revenue for the entire year do not show considerable improvement over the showing for the first quarter, the rate of turnover for 1930 will be only about in somewhat more than six years.

Now this is a state of affairs which deserves our very serious thought and our most vigorous efforts to correct it. It is necessary for us, in common with all business now, to extend and intensify our sales efforts of every nature. Our industry, I believe, is at present thinking commercially for the first time as a body. We need to think harder and work harder. With such a large part of our business competitive—industrial and commercial power—and with competition of all business for the consumer's dollar so sharp as it now is, there still are barriers to be developed which we have not exhausted. There are sales to be made in them which will increase our output and our revenues and improve our load factor, without adding too heavily to our investment in plant and distribution facilities. Particularly is it necessary to continue to magnify the increase in the use of energy in homes by improved rate structures, by more extensive merchandising of current-using appliances, by wider extension merchandising of the labor-saving, time-saving, money-saving features of electric appliances.

What can be done in this field is indicated by the fact that the increase in the average domestic use of current in the twelve months I have analyzed more than offset the decline in the number of new customers.

From an address delivered at the National Electric Light Association Convention, San Francisco, June 14-20.

Musl Increase

Musl Increase

Not Only HIGH-PRESSURE

BY A. W. Robertson
Chairman of the Board
Westinghouse Electric & Mfg. Company

F OR some sixteen years now my food and shelter have been supplied by the electrical industry. For many years I received by sousance from a public utility but for the last year and a half I have received my pay check from the Westinghouse Electric & Manufacturing Company. During all this time I have been vitally interested either directly or indirectly in the sale of electric current or appliances for the use and enjoyment of electric current. I would hesitate and, in fact, would not presume to advise or instruct men and women how to sell, who have devoted their lives exclusively to the sale of electric current and appliances. However, I have written some thoughts which may be of interest to you.

Recently I read with the greatest interest an article in the Saturday Evening Post entitled "The Wagner Wealth—An Interview with Henry Ford," by Samuel Crowther; wherein I found the following statement of

Selling

the fundamental principles of business:

1—Try to produce an ever-increasingly large quantity of goods of the best quality possible, to make them in the best and most economical fashion, and to force them out on the market.

2—To sell always for higher quality and lower prices, as well as lower costs.

3—To raise wages gradually but continuously, and never to cut them.

4—To get the goods to the consumer in the most economical manner, so that the benefits of low-cost production may be made.

While Mr. Ford was no doubt thinking of the automobile business, it seems to me that his four fundamentals apply very well to the electrical industry. As
This month we are concentrating our major efforts upon giving. It is our mission, and it is the basis of our speciality. In April (it being the month of house cleanings) we entered our efforts on vacuum cleaners and clothes washers. As in May (wash dresses being then in style) we sold ironing machines and flat irons as our specialty. This month we are concentrating our major efforts upon refrigerators, fans and electrical gifts generally.

This type of intensive selling is more or less one of action and it is interesting to see how many can be done by a persistent, direct, powerful drive of this kind. I assume this is what Mr. Ford meant when he said that we must force them (the goods) upon the market. But we are learning in recent years that it takes more than just a high-pressure salesman to sell either electric currents or appliances as broadly and effectively as our intelligence tells us they should be sold. Market studies and market analysis are becoming the order of the day. For instance, I would like to see a study made of why people as a rule treat electric current as though it were an expensive product. Why does my wife and your wife, for instance, persist in calling the attention of the servants or children to the fact that they did not turn off the light when leaving a room when waste 100 times more expensive can go on unheeded. Why is everyone liberal with cigarettes, chewing-gum and gasoline, and frugal above the tremendous? The directness of the real reason lack of this fundamental trait would then enable us to make a selling drive against this rather foolish frugal tendency of what I am steering toward which would increase our sales of electric current and appliances.

The public utility and the manufacturer have been so engrossed in each other (which may be styled a duel or a duel, depending upon whether one thinks of the harmony or discord of our relationship) to observe some of the things being done by third parties which affect our joint business. It is especially important, for instance, to be able to reduce the price of a domestic heater $5 or $10 or to reduce the price of electric current so as to make the use of appliances economically possible, but we may neither of us reap the advantage of these savings if the cost of installing the stove (and by that I mean the fireproofing and connection) is made so high that the consumer will not buy the stove.

It astonished me, and it may astonish you, to learn that the cost of installing electric ranges in the United States varies from $25 to $75 per range. It is easier to make suggestions than it is to carry them out or bring actual solutions, but I cannot resist recommending that one of the best ways to accomplish this is to change the place of the salesmen, for instance, to face each other and directing all of their attention toward each other they should place the emphasis of their message supporting the other, and face the rest of the world, and devote their attention to the problems outside of themselves, and if you do not justify this procedure we can always try and resume our old methods.

We can Double the Kw. Hr. Sales

By M. E. Skinner

For Domestic Lighting

Since electric lighting in the home became established practice, the lighting load, like Topsy, just grew. There have been sporadic attempts at improvement of lighting effects through the sale of suitable fixture equipment, and we have recorded two important Commercial National activities—the Home Lighting Contest and the Industrial Lighting Contest. But we are hopeful now of continuous effort throughout the year.

We can double the kilowatt-hour sales for domestic lighting; for every store with modern illumination there are two who would profit if it were installed; opportunity for supplying Lighting is almost everywhere. In many offices of office buildings is the persuading powers of a "salesman who knows," and four out of five factories need better lighting for the health of the factory workers, for speeding production and for profit. Highways can be made safer for travel when electrically lighted. New monuments and buildings reveal and make use of public utility in construction when properly lighted. Signs can be made to inform and not to deface the structures to which they are fastened.

The Home Lighting Committee has brought attention to surveys made by light and power companies, and new momentum in the manufacture of illuminated products. Here the appeal is to women, and in recognition of this fact, the Home Lighting Committee has had in membership leading women specialists in this field.
RATE REDUCTIONS have become such a common habit of the electric industry that they have ceased to arouse interest. The American people realize that the dollar watch, the nickel and the penny newspaper are only dim memories. If, contrary to the economic trend, such price declines were to return, they would be greeted with broad headlines. Yet electric rates throughout the United States are substantially lower than when Ingenhousz bragged about his dollar watch. Scripps about his penny newspaper, and Tom Marshall was still enjoying his five-cent cigar. The passing of these eras has been so natural and so prompt that it is hard to believe.

In the family budget electric service is one of the few items that has gone counter to the general trend. A tremendous increase in the efficiency of production and in the extent of use of electricity that the industry has been enabled year after year to reduce the charges to its customers.

Today more than 20 million homes have electricity—yes 70% of the homes in the country. The average home in the twelve months ended March 31, 1930, used 610 kilowatt-hours, an average of 50.8 kilowatt-hours per kilowatt-hour. That has reduced the average cost of living in the United States to 14.3 cents per average rate at 1914, amounted to 208 million in the year 1929 alone.

Two hundred eight million dollars a year are saved in the nation's annual household electric bill—and it is, alas, literally a drop in the bucket compared with the total cost of living of 20 million families. Electric service is such a minor part of the cost of living that it is represented by approximately one cent out of each dollar.

One of the largest newspapers in the country, the afternoon Tribune of Chicago, a year or so ago published a full-page advertisement announcing that its rate was 15% lower than in 1913 under the spread-rate billing. One company went so far as to apply the electric charge of the customer who would use our investment the greatest number of hours during the twenty-four.

We are not merely saving a stock of goods. We are selling goods to keep our facilities busy. The maximum number of hours out of the twenty-four.

One of the largest newspapers in the country, the afternoon Tribune of Chicago, a year or so ago published a full-page advertisement announcing that its rate was 15% lower than in 1913 under the spread-rate billing. One company went so far as to apply the electric charge of the customer who would use our investment the greatest number of hours during the twenty-four.

The Electric Dollar
By Edwin Gruhl
Vice-President, North American Companies

The Electric Dollar and the Commodity Dollar

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<th>Electricity, commercial</th>
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From an address delivered at the NUELA Convention, San Francisco, June 16-20, 1914.

Electric Merchandising, July, 1914

Improved Load Factor

A New Index to Commercial Proficiency

By Martin Insull
President, Mid-West Utilities Company

The industry must only encourage a growth in consumption; it must guide this growth from the standpoint of its effect on load factor.

The importance of load factor can never be stressed too much. Its importance becomes greater and greater as the increase in service facilities per dollar of gross income becomes larger and larger. Assuming maximum operating efficiency, rates can only decrease as load factor increases.

Quantity of electric service without any consideration of the price taken to use the quantity might result in the necessity for increased rates.

This extremely important difference between selling electricity and selling the ordinary commodity must be kept uppermost in our minds.

We are not merely disposing of a stock of goods. We are selling goods to keep our facilities busy. The maximum number of hours out of the twenty-four.

We must not merely sell quantities of kilowatt-hours. We must sell those kilowatt-hours that will be used at the right time. Right now we must keep our investment working at full load.

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**More Bids on Ranges**

To Our Proposal That Utilities Pay for Range Installations

The discussion provoked by the editorial "Remove the Barrier," which appeared in your May issue, has brought a continuing response from the industry—manufacturer, central station distributor and dealer. Representative of a diversity of opinions, some of these letters appear below. More will be published later.

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**Greenfield Led the Way**

**Editor, Electrical Merchandising:**

The editors in the May issue of Electrical Merchandising is one of the best I have ever seen and I know it is attracting a great deal of attention by people interested in this industry. Particularly in this section.

You will no doubt be interested to know that we adopted this policy as outlined in your editorial several years ago and we are very well satisfied with the results we now enjoy.

The first two years this policy was in force there were other difficulties which prevented any great increase in the amount of range business done, but as these obstacles were overcome, we have been favored with an increasing amount of business each year and I consider our progress very satisfactory.

In our attempt to utilize existing sales outlets or electrical merchandising, we have withdrawn entirely from the merchandising business. I think the results of the other exchanges of this type of company in stating that it would be with a great deal of reluctance that the company would again go into this field of merchandising the policy of utilizing the customers in the installation of the heavy duty appliances. We simply consider that in consideration of an increased amount of business we are increasing the investment we make to serve this customer.

---

**West Penn Tells It**

**Editor, Electrical Merchandising:**

Was very pleased to read your recent editorial concerning a proposed measure to increase sales of electric ranges. I can best explain our feelings in regard to the program by stating that after several years of consistent plaguing, our company has been placed in the difficult position of having to charge for the heavy duty appliances. We have tried to be fair and reasonable in handling this problem.

If you think of the problem I have described it in this manner: In the typical field, each of the salesmen are given an average profit of 20 per cent and the minimum block for current at 3 cents.

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**So Does Hartford**

**Editor, Electrical Merchandising:**

I was much interested in your article on range selling in May, Electrical Merchandising. We can only agree with your statement that the heavy duty appliances are the most important of these lines. Connecticut is a state where you may be interested to know that in February of this year we offered to pay $40 wiring allowance to dealers who would do a real job of selling electric ranges, that amount being practically the average wire cost. It was too early to report results, but the plan is well received and we have hopes of it being effective.

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**Utility Will Reap Benefit**

**Editor, Electrical Merchandising:**

Your editorial on electrical ranges is most interesting. The local situation of course limits our view, but as you bring out in your two previous publications, the true test is the cost of installation. We have found that by having the central station engineer on the job, the cost of installation is reduced by 60% to 70%.

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**Editor, Electrical Merchandising:**

I have read with interest the editorial in which you suggest that the policies of the utilities should install ranges free of charge and charge the excess out of their rates. I am inclined to think that this proposal is entirely in the interest of the public and should be carried out.

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There Is No Need of Utilities Losing Money

By S. J. Ryan

Merchandise executive with one of the largest department stores in the East

There was a time when electric refrigerators were thought of in the light of summer merchandise. How's that for lack of merchandising vision? In the department store sales events are planned a year in advance. Immediately one is concluded—while our memories are fresh with our mistakes and successes—we lay the ground work for the next one a year hence. The less important, seasonal promotions are usually planned six months in advance and it is a poor store indeed that hasn't completed its budgeting, merchandising, and publicity plans in detail 90 to 60 days in advance.

Planning requires time—buying and advertising and effective sales ideas require time. The only way this can be accomplished effectively is by planning in advance and working these plans over and over again, adding strength and balance with each revision. There is a tremendous waste in all retail advertising and buying and selling. That is generally acknowledged. Planning does not eliminate it all by any means, but it does cut it down.

How many appliance businesses in the country today are intelligently planned in advance? I am referring to merchandise planning, not budgeting sales and expense. How many utility merchandisers actually know what they and every one of the important appliance outlets in their territory did, let us say, in August, 1925, and have planned this August's promotions to meet that situation? It certainly is their business to know this, if appliance merchandising is to advance.

Due to economic pressure, department stores and specialized retailers in many lines have made great progress in inventory control in those past ten years. Some surprising results have been accomplished and we know we have not reached the limit of more rapidly turning our stock investments. Many of these methods, including the famous "Unit Control" have been explained in this publication from time to time. Here is still another opportunity for the central station to demonstrate merce
Lack of Radical Changes at This Year's Radio Trade Show

Reveal New Industry Stability

WHEN the sixth annual trade show and convention of the Radio Manufacturers Association closed recently at Atlantic City, some 20,000 distributors, jobbers and dealers departed for their respective homes with the knowledge that they would obtain higher prices for their merchandise during the coming year.

Other outstanding features to be noted at the show were the distinct trend toward smaller console models as contrasted with the cumbersome cabinets of the past year or two, and a tendency to increased ornamentation. Out of some thirty-seven manufacturers exhibiting, 90 per cent of them included low-boys in their models, while only about one-third of them featured the high-boy. Increasing compactness of chassis design has undoubtedly been chiefly responsible for this change, together with the fact that the public today, more than ever, are buying radio as furniture.

Curiously enough, too, was the fact that while table models so-called, which were the rage of the radio public some two or three years ago, have almost entirely disappeared from the picture today. Not more than one-half dozen models were on display. On the other hand, a new note in cabinet design and in ornamentation of construction were two models shown of the midget variety, which are being brought out to retail at between $49.50 and $90. It is quite possible from the standpoint of the electrical dealer, considering their lower prices, that these new midget radio sets, which come complete, tubes, assembled chassis, lead speaker, etc., may be the logical successor of the old table model. Due to their advantageous position in the price range of regular cabinet models and because of their compact design they are going to have an important place in this year’s radio program.

The much publicized “tone control” was, perhaps, an outstanding feature of the show insofar as advances in engineering design were concerned. About one-third of the manufacturers exhibiting included this feature in their sets. As “tone control” means that the listener may change the tone of any particular reception, stressing either the bass or treble notes, to suit his individual taste the improvements, if such it may be called, will prove a strong selling point. Progress has been made too in remote control devices, some 25 per cent of the manufacturers having included these distant tuning medios in their sets. A rather surprising note in the show was the increase in the number of phonograph radio combinations exhibited. A good 50 per cent at least of the companies included these in their showing. There is little doubt in the mind of the writer that the combination machine, being intrinsically a more complete piece of furniture, will find increasing favor with the public as the years go on. Just as the tendency in recent years has been to broaden the public’s idea of radio as a mechanical device for entertainment to an appraising it as a piece of fine furniture.

The appearance or reappearance it might be said of four or five new companies in the field of radio production was noted. The most conspicuous among these were Westinghouse and General Electric companies. Both of them employ the same chassis in the construction of their sets as that of the Radio Corporation. All have, however, different cabinets and their own distinct distributing channels. Other new companies in the field are the Transistor Corporation of America, who are bringing out the new “Clairton” radio; the reappearance, after a brief interval, of the Colin H. Kennedy Company; the General Motors Company, who are bringing out a set under their own name; the Story & Clark Company, who have gone into radio production as an addition to their present business of piano making; and the Nathaniel Baldwin Company, who have become concerned solely with the manufacture of loud speakers.

The general impression from the trade show from the standpoint of the dealer might be considered with either of one of two things. Unquestionably higher prices for the coming year is held as a distinct sign of more stabilized selling. The public will pay more for their radio, but to return they will get a finer piece of furniture and more scientifically engineered receiving apparatus than ever before.

The improvement, too, of several manufacturers in the field is an indication perhaps, that those remaining have been able to ride out the depression of the past few months.
The District Representative Knows his Neighbor

Pawtucket Company Increases Sales Per Customer—cuts operating cost and increases load by new sales policy

Pawtucket, R. I., just outside of Providence, is the oldest industrial city in the United States. Here the first cotton mill was erected; here labor problems were first bitterly contested and within the borders of its narrow, winding streets every nationality swarmed in the earliest industrial movement recorded in this country.

A city of some 60,000 homes, there were in 1921 the low total of approximately 12,000 domestic customers on the books of the Blackstone Valley Gas & Electric Company. Little effort had been made to raise the average living of the city, raising wiring adequacy in its customers' homes. So successful was it in this latter branch of endeavor that today its customers number over 40,000—a saturation of approximately 88 per cent.

With a market established, the company was then ready to start the important job of selling electricity as a service to these homes. And here it was confronted with a problem of heroic proportions: a large percentage of illiterate customers, low standards of living, relatively low wage scales—all conspired to make the task a formidable one.

In the early phases of the company's merchandising activity the usual plans for selling goods were tried. Commission salesmen, however, achieved little success in selling goods to these workers of Pawtucket and Central Falls because apart from the fact that the customers of the company were more than ordinarily hardened against sales stories, they were never to be found at home before the whistles blew. Wage scales were such a big factor in the problem of getting appliances sold: the entire family, in many cases were employed at some sort of gainful occupation providing a fairly good average family wage.

In January, 1927, the Blackstone Valley Gas & Electric Company put into effect the District Representative Plan—one of the first of the Stone & Webster properties to give the plan a trial.

Briefly, the plan provides for the splitting up of the company's territory into a number of districts of about 1,000 meters each. One man is given charge of this district and takes over all the duties of contact man between the customer and the company. He is, in effect, set up in business in a small town of his own. As will be seen later, due to the diversity of his duties, it would be physically impossible for him to contact a greater number.

In studying this new method one of the first advantages of the plan to impress the observer is that it substantiated the work of one man for the work of nine. Under the old method there were approximately nine men from the central station contacting the customer for one thing or another.

By Laurence Wray

There are meter readers for both gas and electric customers, bill-collectors, repairmen, adjusters, appliance salesman, securities salesman, and special contacts for the purposes of surveys, rate explanations, etc. In other words, there is a multiplication of effort on the part of the central station. Under the D-R plan, one man does the whole job.

What have been some of the results of the two years' experience of the Blackstone Valley Gas & Electric? According to Mr. Gordon some of the following changes have taken place: an increase in the average kilowatt-hour consumption per domestic meter from 362 in the beginning of 1927 to 515.2 at the end of 1929; almost 100 per cent increase in dollar merchandise sales per year—from $482,000 in 1926 to $820,000 in 1929; a corresponding increase in yearly merchandise sales per customer from $37.73 in 1926 to $216.22 in 1929.

These are the figures on the actual merchandising operation alone. The plan has had just as far-reaching and profound an effect in many other ways: the number of complaints, for instance, about billing in 1926 ranged anywhere from 150 to 350 a month under the old "multiple contact" plan whereas with a district representative contacting a specified group of meters, bill complaints have decreased to between 30 and 50 a month. Salesman turnover, too, always a problem under the usual commission method, has been practically eliminated. These changes have naturally brought about a saving in operating expense that is reflected in the company's earnings: plus, of course, a substantial increase in good-will.

We pay our salesman," said Mr. Gordon, "$100 a month salary and a commission of 10 per cent on all merchandise sales. In effect, we set him up in business in a small town of his own. His customers are the one thousand or more domestic meters which comprise his territory.

"In the mixture of nationalities which are to be found in an industrial center like Pawtucket, we have found it convenient to employ a district representative of the same nationality as these customers with whom he will be obliged to do business. This naturally does away with
any misunderstanding on the part of the customer, creates confidence, and makes the district representative's job a far simpler one."

Or, look at the policy from the standpoint of economy in operation. Blackstone Valley Gas & Electric Co. is a combination company, which means, of course, that they have both gas and electric meters to read in most of their customers' houses. Families in Pawtucket, a thickly settled region, average three to a house, so that there are anywhere from six to ten meters to read in every home monthly. The prime usefulness of the plan, according to Mr. Gordon, is the fact that every district representative's duties revolve around this function of meter-reading. Chart II shows the results obtained.

The district representative, therefore, must contact every one of the customers in his district at least once a month. There can be no faking, no excuses, which will do away with this call. Hanging directly on meter reading is the fact that the district representative has a legitimate excuse to the home, and an opening lead with the housewife. This is best illustrated, perhaps, by a reduction of complaints coming into the central office of the company.

If a customer's bill runs higher than usual, she was almost certain to descend on the office and demand an explanation. This would necessitate the company first sending out a man to re-read the meter; when the figures were authenticated, then it meant going into detail with the customer on whether she left the lights burning, had done any entertaining that called for extra lighting, or had bought some new appliance which might account for the increase. Under the new system, however, the district representative becomes quickly familiar with the amount of current consumed in each of his customer's homes.

OR TAKE it the other way around. Almost all companies have a minimum charge for service. Frequently this minimum is a dollar. If the customer is using only fifty or sixty watts of current, the district representative is in a position to point out to her that she may buy an appliance and enjoy the advantages that may account for the increase. The same rule applies in the second and third class rates, where the district representative can point out to the customer that by the addition of a refrigerator, she can put herself into a new rate class and enjoy greater economy in electric service.

All these advantages will be seen, hinge directly on the fact that the district representative becomes familiar with the customer's home through his function as a meter reader. In addition to this, of course, he is required to know something about small repair jobs and to educate the consumer in the new uses for the appliance she has. "We are too concerned as a rule," said Mr. Gordon, "with the problem of selling more appliances. All too often we forget them once they are sold. And an appliance that is not being used is just about as much good to a company from current consuming standpoint, as if it had remained on the floor of the sales room."

"We can teach our customers to use their electric fans during the winter to clear cooking odors from the kitchen, we are getting double usage. If we can teach women to use their washing machines for rinsing operations as well as the washing operation, they are going to put their washer to just as much use. All this "educative function is part of the representative's job."

An interesting point brought out in discussion of how the district representative plan works, was that anywhere between 85 and 75 per cent of the merchandising sales of the company were made during the evening—a selling time that few straight-commission salesmen employ.

"The district representative," said Mr. Gordon, "lives right in his own district. His customers are his neighbors. His wife knows them, they play bridge together, and his children grow up with their children. He gets to know their habits so well that he is always in a position to know the best time to either talk over any problem they may have, or to urge the sale of some new appliance."

**Formerly 1 Ironer to every 9 Washers Sold**

**NOW—1 Ironer to every 2 Washers**

By introducing the idea of the "home laundress," both a washing and an ironing service, the Public Service Corporation of Denver, Colorado, were able last year to improve the proportion of ironers sold, as compared with washing machines, from a figure of one ironer to every ten washers, to the desirable record of one ironer to every two washers sold.

A superlatively good laundress, actively engaged in home laundry work, not a professional demonstrator, was employed to use the machine in the window of the power company's store. As the result of the interest in her work, some $6,000 worth of ironers were sold from the salesroom floor. The entire drive netted $36,000 worth of appliances in a 60 day period.

The special interest of salesmen in adding an ironer to the washing machine sale was secured by special bonuses for such a double purchase. Newspaper ads featured the "laundress" idea—the laundress who comes once and never goes, who never leaves the housewife in the lurch, who needs no extra lunches. A drawing stimulated interest among those who came into the store, the combination washer and ironer going by good fortune to a woman who had greatly desired the equipment but had been unable to afford it.

The sale resulted in the disposal of 233 washers and 101 ironers, almost a one to one ratio. The colored girl who did the demonstrating added a sales argument for use in future sales by investing the check for her services toward the purchase of a washing machine and ironer for her own use.

**Complete Laundry Stimulates Washers**

"When we started selling a complete laundry service for the home, our washing machine business began to revive," says the merchandising department of the Pacific Power & Light Company of Oregon and Eastern Washington. They have kept figures on their sales of electric washing machines, which showed a peak of 727 washers sold in 1923. From that time on sales began to drop off in spite of increasing sales efforts, averaging about 500 per year, until 1928 when the "complete laundry service for the home" idea was introduced.

Then the sale of washing machines suddenly jumped to 1,891, increasing in 1929 to 2,000, ironers, of which only 50 were sold in 1927, showed a sale of 342 in 1928, and reached the 1,000 mark in 1929.
Foured men sat down with their wives at bridge the other evening in Cincinnati. One came four cigars. The host stepped from the room a moment and snapped on a switch.

"Now you fellows go ahead and fog up the place," he said, returning. "We put a ventilator in the kitchen door. The air of the room usually thick enough to cut on such occasions, became sweet and pure, without a window being opened. All four families bought ventilators as a result of this experiment. Yet not one had felt the need of a ventilator previously. They had endured foul air and odors as something that could not be helped.

Such is the method being employed by the Union Gas and Electric Company of Cincinnati to distribute ventilators. One specialty man, Elliot S. Brock, has been assigned to the work. In 1929 he sold 300, 80% to residents and apartments, 20% to businesses.

The sale of ventilators, which deal with the invisible calls for demonstration, declares Brock. In nine out of ten homes people do not know what one is talking about, and say, "Hey, we have an electric fan." To work out a sales presentation which would dramatically get across the advantages of a ventilator was Brock's assignment.

When making a cold canvass, he works only in well-to-do neighborhoods, feeling that ventilators are to be regarded as a luxury, and only $10,000 homes or better can be interested in profitable numbers.

"Madam, the Union Gas and Electric Company has something new in the way of appliances," is the way he starts. "We are showing it to only two homes in this block. It is called a ventilator. Because people are not yet acquainted with its advantages, we are offering to put one into each of these homes on trial for a week and let people enjoy it. May I show you what a ventilator will do? I have one in my car."

Originally Brock carried a stock model ventilator into the house, opened the kitchen window a bit at the bottom, plugged it into a convenience outlet and demonstrated. Today, he takes with him a miniature window sash containing a model ventilator. It is easily carried, and he holds it in his hand as he opens his sales talk.

How He Sells Them

BEN KAUFMAN, manager of outside sales for the Union Gas and Electric Company, states that it is an advantage to have a specialty man who is both an electrician and salesman. In case of sale, the canvasser can quickly extend the ventilator to the window sash properly, put in four screws, run a cord over to the outlet desired, and the job is done. Ventilators retail from $2.75 to $7.50, and the fact that they are easily carried in the salesman's car lends itself to instant delivery. By soliciting only credit customers, prospects no trouble is encountered in this direction. The Cincinnati central plan station is to get $2 down. The salesman receives $5 on a $29.75 sale, and the crew supervisor gets an overwriting of $2.

Ventilator distribution is growing in popularity with electric shops and particularly with radio houses, 75% of one firm's new sellers being in the radio business.

A. L. Fink of the Fink Electric Co., Cincinnati, whose firm sold 500 ventilators in 1928, stresses the importance of soliciting only the better type of prospects. Families who cannot afford new washers and cleaners have no business with a ventilator, he declares. It is a luxury product, and where the family is properly sold, the firm will pay $7.50 as readily as $50.

W. W. and W. R. Judd, another Cincinnati firm distributing ventilators, has a unique system of apportioning the cost of a call over several items. The smaller profit made on a ventilator can best be realized in this manner.
AIR-WAY is preponderantly strong at the very two points on which the appliance trade generally is painfully weak. First, it is able to attach a certain amount of dignity, in the eyes of its new man to cold turkey selling. Second, it is organized to train them with a speed, thoroughness and effectiveness which I have never seen approached in the appliance trade, and seldom elsewhere. The company's remarkable rise in the field is no doubt largely traceable to these two elements.

Attracted by its advertising in the New York World, I applied for a job at the Air-Way Branch of New York. The offices are in the large new Bartholomew Building on East 42nd Street and occupy the rear half of the seventh floor. The reception room is large, clean and furnished with five or six chairs for callers. A single small wicket provides a narrow view of an inner office.

The company evidently believes in impressing callers, at the very outset, with its responsibility and character; as I waited to be interviewed, I noted on one side of the wicket a framed pair of Dun and Bradstreet reports; on the other side a membership certificate in the Better Business Bureau of New York City.

Another applicant entered, and the two of us were taken through a ground-floor door marked "Executive Offices," into the office of an assistant sales manager. He asked me if I had ever sold and I nodded. Vacuum cleaners? Yes, a famous brush machine and a well-known suction cleaner. The other man said "no" and most of the ensuing talk was directed at him. The reason for the apparent lack of interest in me was explained later when one interviewer stated that 90% of all Air-Way men had never sold before, and added something about "bad habits to break."

The burden of his talk was directed to very energetically stressing the large earnings made possible by the company's policy of not selling through department stores, hardware merchants and appliance dealers. Air-Way, he said, pays its salesmen the full 35% discount allowed to the trade and enters into a contract with them whereby they become, in fact, dealers with restricted territories. He emphasized the fact that all leads resulting from national and radio advertising go to the man from whose territories they originate and that they also are paid full commissions on house sales from their sections without either previous registration or proof of work.

The machine is priced at $79.50. On cash deals the customer is allowed a discount of 10%. The "dealer"—when I shall hereafter refer to as the "salesman"—gets $25 on each cash sale. On time deals, he gets $77.80 immediately and a 10% "good will bonus" on each payment as it is made by the customer, until he has received the equivalent of a cash transaction. If he severs his connection with the company, he forfeits the good will bonus. There are no charge-backs for returns once the customer has paid $31; they are made according to a graduated scale when the customer has paid less. Training classes are rigidly instructed to take no less than 810 down and $5 the month, but I overheard an office conversation which indicated that a $5 down payment would be accepted.

The assistant sales manager took our names and the location of the territories we resided in, but not our addresses. He wound up by inviting us to join the training class meeting on the following Tuesday—a five-day interval—and extended a hearty invitation to attend the general weekly sales meeting on the evening Monday evening. The aim of this interview is apparently to "cull out" curiosity seekers and objectors to cold turkey and straight commission propositions, leaving for training only that residue which will remain without urging for training.

During the interview, the speaker dropped the remark that it cost $25 for the company to hire and train a new man, and he was in contact on learning just which newspaper ad had induced the applicant to call. The $25 quotation seems reasonable in view of the company's extensive advertising campaign for men.

The company spent about $135, at the 4-time rate, in the New York World alone during the week of April
9-15, 4" on Tuesday, 24" on Wednesday, 4" on Thursday and 4" on Sunday, all single column "classified display." This branch's classified coverage is sufficiently extensive to thoroughly cover its subordinate offices in the Bronx, Brooklyn, Hempstead, Flushing, Bay Shore and Mont Vernon, N. Y.; Jersey City, New Brunswick, Newark, and Paterson, N. J.; and Stamford, Conn. It is readily to be seen why returns must be carefully checked.

The New York "World" is one of the two great classified media in this territory. The company uses the "World" only, that being the paper which reaches probably the largest number of men who would be prospects for propositions such as the company offers, and inserts copy of a strongly high-pressure type. The branch manager once remarked to me that a conservative type of copy paid in the Middle West, but not in New York City.

How the Men Are Instructed

A R T from myself, there were eleven men assembled in the class that met on Tuesday. Three of them spoke very bad English, but I understand that the company has a number of such men who are quite successful among their own nationalities; one of the latter abruptly entered the proceedings to give a sort of "testimony" about his earnings and the satisfaction derived from his work.

The company gives one day of intensive inside training, from 9 to 4:30, and then the men are further coached on the outside by supervisors. Men are assigned from the Manhattan office to the various subordinate offices previously mentioned; it may be assumed, however, that the more distant of these offices have facilities for giving a modified local training to men who do not make the trip to New York.

On entering the class-room, a rather bare but noisy office, every salesman finds on their chairs a 110-page booklet entitled "Opening the Gateway to Opportunity." It is filled with brief stories of men who are making up to $10,000 or so a year selling Air-Way closures. The men read it while waiting for the session to open.

The instructor opened the class at 9:15 by saying that he would demonstrate the appliance for us, but he immediately switched to talking about the large earnings we could make and to an impressive review of the company's financial and sales growth. Gross volume, he said, had generally doubled each year since 1925, reaching about $11,000,000 in 1929. The sales force has grown from a handful of men to 6,000. I figured that 6,000 men earning a gross volume of $11,000,000 each averaged less than $1,800 annually, and this amount on a 35% commission basis would yield earnings per man of about $40 to $50 weekly, somewhat less than $113 weekly.

During the morning various general company policies were explained. It bonds its men for $500 with a "double indemnity clause"; it pays $10 for this bond regardless of the amount back to the man, $5 on each of his first two sales. A deduction of $15 is made from each sale toward a $100 reversion fund, the bond evidently covering stock consignments only. Group life insurance of $250 is issued to each man free of charge immediately on employment and this amount is doubled at the end of a year.

Unemployment insurance provides that if a salesman in good standing is deprived of his earnings through the company's production being stopped by fire, strikes, etc., he will receive an income during the interval equivalent to half of that earned by him during the next preceding month. Salesmen visit the office only on Monday, for their pay and the general weekly sales meeting. Stock is consigned to them in such quantities as their past records indicate they will require. Commission payments are made on Monday and include all sales turned in up to 8 a.m. of the same day.

The company does not require its men to use a standardized canvas or demonstration. It furnishes two such demonstrations, one short and one long, but authorizes the men to adapt them to their own personalities. The short one, called "National Advertising Demonstration," is made up of reproductions of fourteen national Air-Way advertisements, suitably arranged and underscored in part with red lines that a salesman, following these red lines, is provided with a complete synopsis for an extended talk. The long one, called "Air-Way Dealer Salesmanship," is an all-embracing demonstration so lengthy that it is more in the nature of a manual than a talk and a primary purpose would seem to be as a reference book; it contains thirty-eight pages of rather closely set type.

The instructor's class demonstration did not seem to strictly follow either of these, although it did somewhat illustrate the instructions contained in "Air-Way Dealer Salesmanship." He started by getting down on his knees within two feet of the seated "Mrs. Jones." Without using the appliance, he rather leisurely reviewed the various number of cleaning, disinfecting, waxing, etc., appliances required to keep her home clean. He put considerable time into showing her that Air-Way combines all these appliances in one unit. He then asked for the order and when she refused, he placed the order-book by her, and said: "Wife, let me explain. I'm going to help illustrate the declaration, into her hand and asked her to kindly hold it for him while he demonstrated the machine; to make her 'order-book emotions,' and he told us.

Not a Vacuum Cleaner

The company treats an old subject in a new way by insisting that it does not sell a vacuum cleaner; that the vacuum cleaner is but a "unit" which plays a part in a "system." The Air-Way is a "system," rather than an appliance; and it is sold as a "unit" combining many uses, rather than as a single machine. Particular emphasis is laid on the light weight of the machine, the transparent window for observing the cleaning process, and the "agitators" which "linger through" the carpet to "open the nap" for the benefit of the air.

Early in the demonstration the prospect's attention is again called to the order-book by getting her to hold it while he started to tell her a story of service calls later to instruct the prospect on such uncovered points. To support his talk the instructor used a scrap-book of testimonial letters, photographs of installations, letters from government department users and the company's 5-year Guarantee Bond. Particular stress was laid on the fact that the latter is sent through the United States mails to

(Please turn to page 68)

Electrical Merchandising, July, 1930

New Orleans Public Service Company stages Food Preservation Show for dealers.

W. E. Clement, Commercial Manager, New Orleans Public Service Company

Editor, Electrical Merchandising:

The first Food Preservation Show, staged by the New Orleans Public Service Company and held in their showroom recently, was an outstanding success from every angle, bringing together in a friendly way, interests which at times had been antagonistic.

I feel that not only has the show helped to stimulate sales, but results from our effort will be cumulative and notice for some time. By aerial check the attendance for the six-day period was 38,064.

All interests including gas and electric automatic refrigeration distributors, together with the ice manufacturers, cooperated in putting on the exhibition, and arrangements have been concluded whereby during succeeding months, each one of the participants will be allowed one month on our sales floor to display their merchandising.

I might state that expenses in connection with the exhibition, such as advertising, decorations, music, etc., were borne by New Orleans Public Service, the exhibitor having no expense whatever.
Sell 'Em a Washer First

Says W. C. Brown

"YOU' D better look out for your washing machine business," a companion at bridge told W. C. Brown the other night. "Who is going to buy a machine when they can look in the Engineer and find it full of laundresses for $2.25 a day? These women used to demand $3 or more, you remember."

"I'm not only going to sell them washers," replied Mr. Brown, "but radios as well. I'm a specialist, and I'll tell you why."

Present times hark back to 1921, the year Brown & Twenhofel opened their doors. It is not forgotten that colored laundresses cut prices because they are failing to get work. This means that a lot of families have buckled down to do their own washing. With the centrifugal wringer has been a godsend in making classes, those that possess no machines and those that use obsolete models.

"Always the salesman remembers that he is there first to sell a washer. If a machine already stands on the floor, to confront him, he talks trade-in and obsolescence. The centrifugal wringer is a godsend in making people act, declares Brown. Its principle differs from the one they already possess and has strong talking points."

"But—when the washer talk doesn't fit, the salesman still can cash in on his call. He swings to table ironer. If the setting is right for a range, an electric refrigerator or a cleaner, he brings that into the conversation."

Adding radio to the line made it possible to sell them at a greatly reduced cost per call. And 1929 saw $32,500 worth of radio sold.

Brown & Twenhofel own one of the largest mailing lists of all washer prospects in Cincinnati. 15,000 names. In direct mail work, the same policy of sandwiching in associated items is followed, with pleasing results. When the recent cuts in radio prices occurred, numerous telephone calls came in response to the direct mail. People wanted to know if anything was the matter with the radios offered ... yes, they had seen the models advertised elsewhere ... but were they all right? The fact that the washer they had purchased from Brown & Twenhofel had proved good made them ready to take the firm's word on radio. In nearly every instance, the bargain radio sale was made to a customer.

Keeping less than a dozen radio sets (Philco) on the floor, the firm usually buys as sales are made, and sells merchandise with little investment in inventory.

Brown & Twenhofel do not follow the usual policy of rotating outside salesmen on the floor. In the first place, even counting the shop at Hamilton, Ohio, there are too many men to give a fair chance often enough. So one veteran floor man is employed, and the sales he closes are credited in part to the outside man who has talked to the prospect first. Inasmuch as there is a growing tendency for over canvassed householders to listen to back door salesmen and then call at the downtown shop to see for themselves, this inside policy is valuable in keeping a balance.

Five youngsters of his own have brought to W. C. Brown the intimate personal point of view needed to talk convincingly. Back in 1919 he had an office job lined up and was waiting for graduation from school, when his cousin went to the Eureka convention and asked Brown to keep his vacuum cleaner shop open. Brown sold four, his cousin offered him a better proposition, and he was off on a career that led to washers and a business of his own. With children to guide his point of view, he's fortified on all sides today, he says.

Here's what the firm did in March:

1929 1930
Washer sales 101 130
Washer trade-ins 15
Table ironers 2 12
Revers 2

Eighty per cent of the sales are on the time payment plan. During every year except 1928 Brown & Twenhofel's business has grown. March, 1930, was the best in their history, following a good December, a bad January, and an indifferent February. A good year is looked for.
$200,000 A Year In a Town of 28,000

Unearthing washer and cleaner prospects in Pennsylvania’s coal fields takes digging,
says
Katherine Reiley

POTTSTOWN is situated in the East central part of Pennsylvania, a section dotted with breakers, lime-kilns, and the structures that, with pyramided heaps of coal and slag, give surface evidence of active mining. In mining, first drill to locate a vein, then dig—follow the vein and bring the coal to the surface. That is efficient, result-producing practice, whereas it is not productive to merely scrape the surface.

Reiley’s Store, Inc., is located in Pottsville, which, in some measure, explains the fact that this company sold $200,000 worth of electrical appliances in 1929 and has averaged $200,000 per year since starting in business over five years ago.

Not that Pottsville, with its 28,000 population, is a city of high wages and therefore better able than other communities to buy electric cleaners, washers, irones, refrigerators, radios and table appliances. Rather, that Reiley’s, in their selling methods, follow the example set by that region in realizing its native wealth.

In a figurative sense, Reiley’s men drill, and dig, and follow the veins. Three outside crews, one on the washer and ironer, another on the cleaner and a third on radios, dig up the sales. And the three crews account for 90 per cent of the store’s entire volume.

The cleaner is sold on the co-operative plan, and the crew is comprised of three men working under the direction of a district representative of the manufacturer. Practically the entire volume is secured by the outside activity.

On washers, Reiley’s have a larger territory than on cleaners, and employ 18 men, 10 of whom operate in the city, the rest assigned to territories in the small settlements that cluster about the numerous coal mines adjacent to the city. These men are Reiley’s own employees and are paid straight commissions of 10 per cent.

One field man is employed on radio the year round, with a radio service man adding his help to selling at times. The commission is 10 per cent.

In applying mining terms to Reiley’s business-getting practice, canvassing might be likened to drilling, demonstrating and selling to digging, and contacting with users for further business might be likened to following the veins. It is good practice to follow the veins. By following a vein is meant to perpetuate a customer—to sell her another appliance when she shall have paid for the first one. For example of the productivity of this practice let us take a typically good month’s record in last November. The electric cleaner salesman was then given the names of 95 purchasers of washers whose accounts had recently been paid up or were maturing this month. Demonstrations were given to 39 of this group, and 28 cleaner sales resulted.

When the purchaser of an appliance has half-way completed paying for it, the work of directing her thoughts on some other appliance is begun. This is done when the customer comes in to make her monthly payments, by talking up and giving her literature on another appliance. This system is not to be confused with the ordinary development of “User” business, whereby the salesman contacts his customer after the sale to get from her the names of friends who are or should be interested in the same appliance, and which, in itself, is directly the source of nearly one-third of the cleaner and washer volume.

Miss Katherine Reiley, in comments about window displays and advertising, reveals yet another reason for the successful operation of the store of which she is manager. She says, “For some time our window displays were the least understood thing about the business, and by that token, they were the least productive of our promotional efforts, and the most bothersome. It has been said that in some lines of business window space is valued as high as 40 per cent of the first floor rental. That certainly was not true of ours. With thought on the matter, however, came appreciation of the possibilities. This is how we analyzed things.

Used to best advantage, window space is not for the mere showing of merchandise, but for the telling of something essential that prospects should know about the merchandise. Take the electric cleaner, for example. The people of Pottsville don’t buy it because it is a fine looking piece of machinery which is only impressions a passer-by could get from our old way of showing it. They buy it because it serves them in a very definite way—it removes dirt from carpets, quickly, thoroughly and with small expenditure of energy. Therefore, if our windows were made to tell some essential part of the cleaner’s story, it made to illustrate some point in the demonstration, some points of performance that we advertised, they could help the cause along.

EACH magazine that reaches a Pottsville home carrying an ad featuring an appliance we handle can do us an extra measure of good if we tie-in with it by reproducing the advertisement in our windows. And by publishing the same message in our newspaper advertising, the same time, we get double and triple benefit from each effort, because each form of publicity dovetails into the others.

“The advertising of some manufacturers lends itself well to such tie-ins. Now, when planning a window display, we ask ourselves, ‘What does this month’s magazine advertisement say about the cleaner.? Now our salesmen hear comments about our windows—the story they demonstrate is a bit more familiar to prospects. And now we make definite returns to our displays.”

Coal underlies practically the entire region in which Pottsville is located, yet one does not everywhere see the black wealth pyramided into mountain heaps. It is only where there is an active mine. And though appliance prospects are plentiful through the length and breadth of the land, one does not everywhere find a prosperous appliance dealer—those can be found only where there is well-planned, well-conducted effort. It takes digging to make a coal mine yield its treasure. It takes digging to make the electric appliance field yield its treasures.
THAT politics often made strange bedfellows was a current proverb until women started running for office. Now the proverb belongs to merchandising—witness the day, happy-go-lucky automatic phonograph as a partner to the frugal, domestic electric refrigerator over in Jackson, Michigan.

However, it may take the edge off the strangeness to learn that $40,300 in sales have been made in six months on a capital investment that has never exceeded $500 cash.

"What started us?" asks G. J. Seitz of the Frigidaire Sales & Service Company. "Well, here's the politics: I figured that if we had to give demonstrations to sell radios, we might as well make some cash out of the demonstration. This town is strong on home tests-outs.

Seitz, through an independent dealer, set up office and store space at the Consumers' Power Company offices, Jackson, Mich. Sales made on the floor go through the central station, although portable sets are optional, the customer being billed by either Seitz or the utility.

We moved the average radio fifteen times to make one sale. We found that the automatic phonograph only needed to be moved three times to close a sale, and during this time we collected from $50 to $80 to pay us for our trouble. Fair enough! Furthermore, it's just as easy to truck an automatic phonograph about."

Six years ago Mr. Seitz was in the electrical manufacturing business in Jackson when the mechanical refrigeration possibilities became attractive. Appointed as one of the old Delco dealers, today he sells refrigerators on the floor of the Consumers Power Company and operates a house-to-house crew of five men.

Six months ago the Frigidaire Sales & Service Company of Jackson, took on the agency for a line of automatic phonographs (Capehart) receiving three counties as territory, including Jackson with a population of 38,000 and Lansing, with 100,000. To date, only Jackson and environs has been worked. The company has never had more than five automatic phonographs on hand at one time and started out with four, investing $400 and giving trade acceptances for the balance. No floor display is made or local advertising done. A warehouse serves as headquarters.

Believing that no man can sell two appliances at one time without losing his punch or dividing his attention, Seitz has had his five refrigeration salesmen carry on as before. Exception: he pays them a commission when they turn in a good location for an automatic phonograph—work particularly suited to commercial refrigeration salesmen. The sales force aids in planting suggestions wherever possible on the need for music in business. Seitz closes most of the automatic phonograph sales himself.

From the standpoint of upkeep it has been found that the refrigeration service foreman is excellently equipped to handle the needs of automatic phonographs during his calls on refrigerator owners. The cost of attention in the six months that he has been selling the sets could be covered by a ten dollar bill—according to Seitz.

The sales policy on automatic music machines is direct and to the point. First, it is in business to sell, not operate. Coin-controlled instruments are sold exclusively, the revenue derived being a great sales factor.

The primary step is in learning where instruments can be profitably placed. Locations are selected according to the number of young people who gather in the vicinity. Romance is peculiarly quickened by music and bustling swarms are not hard to sell the new instrument or the automatic phonograph. Given a spot that is fairly saturated by boys and girls, the company hands the owner. He is frankly asked why he does not cash in on the musical appetites of the patrons. The radio fountain, covering 30 sq. ft., or more, costs from $800 to $1,000 makes an excellent wedge for a sales talk. Here they have 30

FINALLY

"But they paid Seitz $40,000 for automatic phonographs in six months

NEX

Getting across the idea that the machine soon earns its own price usually gets their signatures.

THEN

An average of three demonstrations on automatic phonographs brings a sale, he says.

FINALLY

Music makes pleased, smiling customers and a cheerful atmosphere.
I think the time is coming when the small dealer, especially if he is going to persist, has to have more cooperation. We have evidence by other large utilities throughout the United States who are trying to let the dealer, who is doing the real job of selling the home with electrical appliances, not only survive but to make money as well.

Anything that you can do to further this idea along certain lines is our enthusiastic approval, and we wish you and your group luck.

F. X. Mihegan
Editor, Electrical Appliance Co., Toronto, Ont.

Cannot Capitalize All

Editor, Electrical Merchandising:

I am very much in accord with the general principle involved but I do not believe it is thoroughly practical for the company to put into the capital account the entire installation cost. Some companies have already capitalized the service pipe or entrance switch, which is quite a large proportion of the total cost. I believe if such practice is in accordance with rulings of public utility commissions, it is a relatively easy solution to the breaking down of one of the larger obstacles to the dealer, who is no more a principal obstacle in the wide acceptance of electrical ranges, and also the sale of other than power lines.

J. P. Wilson
Sales Manager, The Instrumental Electric Co., President, H. 

Will Open the Field

Editor, Electrical Merchandising:

You are to be congratulated upon the standpoint you are taking in this article, and only when the utilities as a whole will realize the importance of eliminating the high cost of installation on electric ranges and open the field to competition by dealers, will the electric range business come into its own.

Manager, Service Dept., Sears, Roebuck & Co., Chicago, Ill.

Entirely Sound

Editor, Electrical Merchandising:

I have read your editorial concerning a plan for increasing trade sales. It just happens that we handle Universal ranges and one range business is, we believe, well above the average as a very satisfactory part of our business. However, the proposed plan that you have seems entirely sound and we are heartily in favor of it. I would like, possible, to have you send me one-half dozen additional copies of this message that it will distribute in the proper hands.

Starbuck Sprague

Subject of Conference

Editor, Electrical Merchandising:

Regarding your editorial outlining the means of increasing the sale of electric ranges. This will be one of the subjects of our next sales conference at which time it will be discussed by our sales manager as well as the balance of the sales department.

F. W. Giesing

Hits the Nail on the Head

Editor, Electrical Merchandising:

I have read your editorial, "Remove the Barrier" and "Market for Ranges—and The Competition," with a great deal of interest. They are splendid and I think you have hit the nail squarely on the head.

Paul Creps called me on the telephone this morning and made inquiries pertaining to the Commercial Section and 1 very much in the liberty of sending some of your specials and materials about the electric range industry, and amplified them with some of our own thoughts. I think your editorials are splendid and do much in stimulating sales of these ranges, both in electric ranges and in industrial ones not now active in this line.

S. N. B. Power Co., Omaha, Neb.

Electrical Merchandising, July, 1925
All Over

Thousand of citizens of Tempe, Arizona attended the opening of this new office of the Central Arizona Light and Power Company in that community. The town had previously been served by a municipal system.

(facing) When John W. Wixom, manager, electric range sales for the Great Western Power Company, had a birthday recently, the occasion was made a celebration of his achievements. He was presented with a cake on which was inscribed a song and the funny 9:26 representing the number added to the line of the company to date. When he went there in 1922 there were only 725.

Some newy pictures from here and there in the electrical field

The Electrical Map

A couple of good "hobbies." L. S. Patterson, vice-president of the Premier Vacuum Cleaner Company, rests at this moment of still with his daughter Joan. Another daughter, Barbara, sits in the back ground.

Electrical Merchandising, July, 1930
$343,000 worth of Eureka
sold by New York
in great 60-day campaign

Again it has been demonstrated that previous sales records, competitive conditions and quotas mean nothing, when an aggressive, well directed organization places the full strength of a sound merchandising program behind the Grand Prize Eureka.

In the two months ending May 31st—in the world's most intensively worked vacuum cleaner market, Metropolitan New York—five allied power companies of the New York Edison System sold a total of $343,005 worth of Eureka vacuum cleaners, against a previously set quota of $216,000.

The figures mark this as the largest and most outstanding of all Spring vacuum cleaner campaigns. Its success is a tribute to the energy and ability of the heads of these five merchandising departments, and to the loyalty and enthusiasm of their organizations. To them, Eureka extends hearty congratulations!

An equal opportunity—in direct proportion to number of wired homes—is open to all organizations (whether power companies or individual dealers) which are willing and able to concentrate sustained sales effort upon the sale of Grand Prize Eurekas.

The same line of cleaners is available to them—the finest products and greatest values in Eureka history. Public acceptance of Eureka is the same everywhere. Eureka offers to every dealer the same advertising support and close sales cooperation.

It will pay any dealer who is looking for a permanent source of substantial profit to investigate this franchise opportunity. Write or wire for an interview with the nearest Eureka District Manager.

EUREKA VACUUM CLEANER CO.
DETROIT, MICH., U.S.A.

Largest Manufacturers of Vacuum Cleaners in the World
Canada, France, Netherlands, Australia, Branches in London, W. K. L., England, 1546-52 Colborne St., Sydney, Australia
Merchandise wash-wear prevention!

Let the powerful new Gainaday campaign build sales that need no servicing

Here is a striking new selling story that is now stimulating sales of the time-tested Gainaday Electric Washer. Rubless washing prevents wash-wear! And only in the Gainaday can you find the efficient water-action ... free from moving parts in the tub ... that insures this safe, modern rubless laundering!

Today, the Gainaday Rubless Washer offers unusual opportunities for volume profits to appliance merchants who tie in with this powerful merchandising campaign. The product is unique ... with an exclusive, patented washing action ... backed by sales promotion utterly different from anything else in the washer field.

In addition, Gainaday now offers you the important advantage of a complete line of full-sized models at prices to suit every class of trade. All possess the famous Gainaday sturdiness and quality that protect your profits against costly servicing expense. And convenient warehouses in every Gainaday sales territory afford short-haul shipments, low inventory and prompt, dependable fill-in service.

The national fraternity of male cooks

The Estate Store Company believed that their dealers should know how to make a cake in order to sell electric ranges. But even with all of the growth in the sale of electric ranges, problems have been encountered in this area of company business. The owners of the company have been occupied with the problem of the cost of the automatic photograph covers only 28%, and the cash it brings in is almost pure profit.

So an automatic photograph is set in the store to give a test of its drawing power. It is understood by the owner that all money taken in by the machine in the two weeks belongs to the Frigidaire Sales & Service Company for its investment. He will have the responsibility of the music and profit by its drawing power. If he decides to buy, the cash taken in by the machine will apply on the down payment. With few exceptions, the automatic phonograph is never left more than a period of two weeks.

"Naturally, we ran into the type of dealer who wished to have us put our automatic phonograph on a commission basis. "We have consistently refused to do," Seitz said. "However, if after pointing out to the dealer that it is not business for him to pass over 75c. on every dollar, we still cannot make him see it is to his advantage to own a machine, we take another tick. It is to meet situations of this sort that we have established an operator or man who is in the business of buying and locating machines on which he takes the operating profit."

At the outset we sold a local operator four machines,—since increased to eleven. Where an owner is financially unable to buy the installation or unwilling to do so, we bring in the operator. He puts a machine in spots where we can't sell, and takes 75% of the earnings. He works with us and does not cut out on sales possibilities. In return, we keep him supplied with locations. He makes it a point to pull out a machine whenever it's earnings begin falling below a certain figure. This Jackson operator has signed up for $7,000 worth of instruments. He has $1,400 invested. Today he is $180 ahead of his payments and works about five hours a week. Operating is a good business but it is entirely foreign to our merchandising and we make it a policy to keep out of it.

The chief markets for automatic phonographs in Jackson are restaurants and road houses. Drug stores have not space enough, as a rule, to give them a play. It has been discovered that "hot dog" stands are excellent spots. Some of the best locations earn as much as $40 a week. Competition exists in Jackson. There are four or more men handling automatic phonographs in the local field. However, the distributing hook-up of the Frigidaire Sales & Service Company, covering the town as it does on electric refrigeration business, has kept the business going ahead. The company has distributed 28 of the $605 models and 14 of the $1,250 models in six months. A volume of $10,000 from Jackson and 100 in Lansing is looked for.

As to time the Frigidaire Sales & Service Company had more than $500 cash tied up in phonographs. The $18,000 volume done in the last six months represents an extraordinary turnover on the capital invested, compared to the return on the $7,000 stock of refrigerators. There have been no returns so far. Seitz says, "Mr. Seitz has sold 1,700 Frigidares in Jackson, a city with approximately 10,000 meters. In 1928, 16,000 worth of refrigerators were installed and sales are holding up in 1930."

Some innovations have been introduced in the display case on the floor of the Consumers Power Company. Approximately $3 a month is spent for fresh fruit. The refrigerators are loaded as Mr. Seitz does not believe that fresh fruit leads itself to a convincing exhibit. A point is made of a lemon and an apple which have repeatedly been dried and resuscitated by the moisture of the vegetable pan.

Thermometers are a part of a salesman's paraphernalia in demonstrating the greater cooling capacity of the electric refrigerator compared to natural ice. Because a thermometer's temperature so quickly rises when brought out in the open air, Mr. Seitz has devised a little invention to stop this. The thermometer is inserted through a cork into a bottle filled with lubricating oil. The oil holds the low temperature of the ice box from five to ten minutes before the outside change in atmosphere begins to show on the thermometer. This is long enough for the salesman's use.

With the working classes, the Frigidaire Sales & Service Company salesmen employ this argument: "A man may work in dirty clothes with no particular bad effects. But the minute he starts putting dirty food into his stomach, he suffers. Food covered with bacteria and mold is simply dirty. An electric refrigerator prevents this muddy dirt from accumulating, and sets as an insurance to keep a man in good health."

This talk of refrigerators is off the subject of automatic phonographs—but they have two things in common, Mr. Seitz maintains. Both are profitable and both take salesmanship.

Hot Dog! (Continued from page 47)

The Necessity for Commercial Action (Continued from page 48)

gentlemen stressed, in no uncertain terms, the necessity for commercial action and particularly commercial action looking to the development of our residence business, through continued energetic, enthusiastic and intelligent teamwork, within our own branch and with every other major branch of the electrical industry. Indeed, we left the Commercial Session last year, confident of sympathy accorded us for bringing along greater and more diversified use of our service, thereby assuring adequate return on our investment, rate advantage to our new-owners, and bigger and better opportunities for the efficient and loyal army of men and women who so willingly devote themselves to our business.

It is conceded the principal prerequisite for market building is the maintenance of a high standard of service accurately required, and that a high standard of service means something more than mere availability of electrical energy. It means maximum availability of energy and services required, for both the consumer and the company; it means adequate and reasonably priced wiring; and it means suitable energy consuming utilization equipment, readily obtainable at satisfactory prices.
In Our Opinion

Generous Dealer

James Radio Store, radio dealer of Camden, N. J., recently had their automobile truck and several radio sets stolen. Since the theft took place in a frequented section of the town, the truck was replaced immediately to continue their work.

If you have any questions about the radio sets that were stolen, please contact the local police department.

Mr. Redd made a plea for more and better publicity to correct such a tendency, quoting the elder Rockefeller to the effect that "next to doing the right thing, the most important thing in the world is to let people know you are doing the right thing."" E. N. Barlow reviewed the Government experience with the radio industry and made a strong plea for the efficiency of private ownership and operation.

With A. Prendergast, former Chairman, Public Service Commission of New York, discussed public ownership, which most important thing in the world is to let people know you are doing the right thing."
How Air-Way Trains Its Salesmen

(Continued from page 80)

he customer, as the proof of the company’s integrity. The rammer of the presentation is concise and extremely persistent. Men are allowed to canvass without machines, but they are urged to carry them ready for instant demonstration.

Trade-ins are avoided if possible, accepted if necessary. The instructor suggested that we first appraise them as the weight of their metal, "$1,40 and some such stuff". "But this is a matter of schedule of Trade-in Allowances," however, which provides amounts up to $1,500 for various makes, only two of them rating the $1,250. Salesmen are not allowed to clean up their own trades, but must turn them in. It was informed that they sell them "as is" for about $15 each to a contractor who insists on getting "the good with the junk." (!)

I asked the instructor’s point blank how they checked them out and collected $12.40 of the company’s, but he quite properly dodged my smooth curiously in the presence of upright young men and I never found out. In view of their exceedingly prompt commission payments, they must check up quickly or take a long chance. I have a suspicion that supervisors check the new men and the company takes a chance on older ones who have created a revered fund. At the close of the morning session, we were escorted to another office where we were arranged for, each place set with bonding applications, dealers’ franchises, individual panel and ink, blotter, etc. Any man not sold by the morning would then expect another half day in vain. I regarded the proceedings as a mighty clever bit of forethought, both in arrangement and purpose.

The instruction given in the afternoon session was more individual in its nature. How to approach the door. How to greet the woman. How to start the talk. We were shown how to say "half a mile" and how to say about Air-Way. It is bound, if it but know, to hold its recruiting and training methods in very high regard indeed. 

Losing Money, by S. J. Ryan

(Continued from page 89)

chandising leadership by force of example. The utility does not enjoy a monopoly of mistaken merchandising here, as there must bear the bole of blame because they very definitely have the responsibility of leadership. All honor to the instance where the power companies have achieved merchandising leadership and dealer coordination. But these are exceptional cases. All too frequently we find a prevailing attitude toward merchandising activities upon the part of utility executives, such a point of view will never get the utility anywhere.

The utility executive has demonstrated his ability as an engineer, and as a public relations man, but his up building of corporate and individual fortunes. But insofar as I know, not a single one of the men of conspicuous achievement at the head of the great power companies has devoted any serious amount of time and attention to the activity of his organization which has to do with such an important thing as a merchandising policy for the household load. Maybe casual stations do not want domestic load. I don’t know. I do know, however, that there isn’t a department store in the country which couldn’t throw out its appliance business tomorrow and never miss it after a few months. It is just merchandise to us, but it is something more than merchandise to the power company, as it has been demonstrated by those few utilities which have made it the policy to allow the disposal of the goods which are superseded in their service. If these thousands are satisfied or dissatisfied customers, its public opinion, and public opinion will make or break the unfranchised utility.

Now the utility people know all this. It seems quite probable that the very existence of the franchise accounts in a measure for the mental attitude of many central station executives of the very men who could, if they would, encourage, organize and lead utility merchandising activities, to the great benefit of all factors concerned and of the utility itself.

Somebody should be doing about this right now. Job of merchandising besides talk about it, and who is in a position to do it more than the utility manager who has it as an important thing for the utility manager himself? Something should be done about this half-done job of merchandising besides talk about it, and who is in a position to do it more than the utility manager who has it as an important thing for the utility manager himself?

Prompt and efficient servicing is looked upon as essential to the success of any appliance sales operation. Experience has shown that on the Islands, this will not lead to good results. Strangely enough, the reason for this is that from doors are too open. In many cases, there is no front door, but an open veranda and hospital rooms into which the salesmen walk without hindrance. The housewife, schooled to courtesy, invites to the danger at her door. asks time to sit down and listen politely, no matter how much her patience may be tired. She does not sell her appliances—she irritates her and violates a tradition of hospitality which prejudices her against sales.
New MERCHANDISE

A Review of the New Appliances that have recently appeared on the Market

Schickling Sun Lamp

This ultra violet sun red, incandescent lamp, recently manufactured by the Schickling Electric Corporation, Newark, N. J., is an innovation which offers a new form of sterilization, in addition to the usual type of sterilization through ultraviolet light. The lamp is designed for sterilizing lighting purposes anywhere. After applying a few minutes of heat, the lamp was recently perfected with the use of a special German quartz glass. No oil glasses or gugs are required in the case of this lamp.

New Graybar Washer

To meet the demand for an efficient low priced laundry type machine, Graybar has developed the 'Model 12' washer. The washer is based on the principles of the entire Graybar line, including its own separate design, operating on the same time and load principle. The tank of the new washer is made of stainless steel, and the water is heated to the desired temperature. The washer is equipped with a spin dryer, and the water is removed from the clothes by a series of rollers. The washer is designed for household use and is available in various sizes.

Westinghouse Automatic Iron

The new, powerful automatic iron introduced by the Westinghouse Electric & Manufacturing Company, Philadelphia, Pa., in its recent line of household appliances, is a duplication of the standard Westinghouse Typewriter. The iron is made in two sizes, the No. 10 and the No. 10A, and is equipped with a special device which automatically adjusts the pressure of the iron to the type of material being ironed. The iron is also equipped with a safety device which prevents the iron from being left on when not in use.

Collins Motor Dynamo Flashlight

Operated by a 25-watt flashlight of the Collins Electric Company, 355 Park Ave., New York City, the new Collins Motor Dynamo Flashlight is a portable, self-contained unit that provides continuous light for a long time period. The flashlight is powered by a small motor that is driven by a built-in dynamo, which generates electricity. Several models of the flashlight are available, each with a different duration of light output. The flashlight is ideal for use in dark areas, such as basements, cellars, and during power outages.

New Electric Merchandise

New Bosch Receivers

These new receivers, manufactured by the Bosch Television Corporation, are now available in the market. The receivers feature a special design that is both compact and efficient, providing clear sound quality. They are equipped with a built-in amplifier and a volume control, allowing for easy adjustment of the sound level. The receivers are available in different models, each with its own unique features and specifications.

Edge-Lite Bathroom Cabinets

A bathroom cabinet, light fixture, and a mirror are all combined in this unit. The "Edge-Lite" bathroom cabinet is equipped with a special light fixture that provides complete illumination for the bathroom. The cabinet is designed with a modern, sleek appearance and is available in various sizes and styles.

Kopp Lighting Units

A new lighting unit is now available, designed to provide a uniform illumination for any room. The unit is equipped with a special light source that provides a bright, even light, which is ideal for reading, studying, or other activities that require good lighting. The lighting unit is available in different sizes and styles.

New Philco Radios

In the new range of Philco radios, just announced by the Philadelphia Philco Corporation, 517-547 Race St., Philadelphia, Pa., a new type of cabinet design is featured. The radios are equipped with a special speaker cabinet, which provides a powerful sound quality. The range includes both table and console models, with models available for both 60-cycle and 120-cycle operation.

Nu-Flor Polishing Machine

This new machine, manufactured by the Paling & Bridge Co., 522 W. 59th St., New York City, is designed to provide a smooth, glossy finish to floor surfaces. The machine is equipped with a powerful motor and a special cleaning solution, which is applied to the floor surface. The machine then polishes the floor, removing all dust and dirt, and leaving a polished, shiny surface.
New Electrical Merchandise

Radiola Receivers

Three new Radiola Superhetreceivers have been introduced by the General Electric Company, 400 Broadway, New York City. These new receivers include: Model 10, which is a panel cabinet model, priced at $59.95, and is equipped with a high-gain, high-frequency superhet receiver. Model 11, which is a table model, priced at $39.95, and is equipped with a low-frequency superhet receiver. Model 12, which is a floor model, priced at $89.95, and is equipped with a new improved superhet receiver. All three models are supplied with walnut cabinets and Model 12 with a radio cabinet. The cabinet is made of hard-pressed sawn-walnut. The General Electric Co., 400 Broadway, New York City.

Graybar Screen Grid Superheterodyne Receivers

Two new radio-receiving sets, designatedGraybar 352 and Graybar 362, have been announced by the Graybar Electric Company, 400 Broadway, New York City. The Graybar 352 is a table model priced at $75.00 and the Graybar 362 is a floor model priced at $100.00. Both models are equipped with a new improved superhet receiver. The cabinet is made of walnut. The Graybar Electric Co., 400 Broadway, New York City.

Walser Timer

The Walser Automatic Timer Co., 400 Broadway, New York City, has introduced a new model of its automatic timer, which is a combination clock and timer. The timer is equipped with a new improved superhet receiver. The cabinet is made of walnut. The Walser Automatic Timer Co., 400 Broadway, New York City.

Protex Rubber Socket and Plug

Described as the manufacturer's most complete set, this new automatic timer is now available from the Proter Rubber Corporation, 400 Broadway, New York City. The timer is equipped with a new improved superhet receiver. The cabinet is made of walnut. The Proter Rubber Corporation, 400 Broadway, New York City.

White-Cross Super Hot Stoves

A new No. 61 White-Cross heavy-duty electric range has been introduced by the Seattle Electric Range Company, 400 Broadway, New York City. The range is equipped with a new improved superhet receiver. The cabinet is made of walnut. The Seattle Electric Range Company, 400 Broadway, New York City.

Super-Electric Turn Over Toasters

A new turn-over toaster has been announced by the Super-Electric Company, 400 Broadway, New York City. The toaster is equipped with a new improved superhet receiver. The cabinet is made of walnut. The Super-Electric Company, 400 Broadway, New York City.

Westinghouse Radio

The new radio receiver announced by the Westinghouse Electric and Manufacturing Company, 400 Broadway, New York City, is a new improved superhet receiver. The cabinet is made of walnut. The Westinghouse Electric and Manufacturing Company, 400 Broadway, New York City.

Westinghouse Refrigerators

The new electric refrigerator announced by the Westinghouse Electric and Manufacturing Company, 400 Broadway, New York City, is a new improved superhet receiver. The cabinet is made of walnut. The Westinghouse Electric and Manufacturing Company, 400 Broadway, New York City.

Adjustable Floor Lamps

Announced has been made by the Westinghouse Electric and Manufacturing Company, 400 Broadway, New York City, of a new adjustable floor lamp. The lamp is equipped with a new improved superhet receiver. The cabinet is made of walnut. The Westinghouse Electric and Manufacturing Company, 400 Broadway, New York City.

Presto Wiener Roaster

In the new "Presto" wiener roaster of the Westinghouse Electric and Manufacturing Company, 400 Broadway, New York City, the electric heating element is provided with a new improved superhet receiver. The cabinet is made of walnut. The Westinghouse Electric and Manufacturing Company, 400 Broadway, New York City.

New Electrical Merchandise

Electric Medalion Prewire Kit

Announced has been made by the Electric Medalion Company, 400 Broadway, New York City, of a new prewire kit for electrical installations. The kit is equipped with a new improved superhet receiver. The cabinet is made of walnut. The Electric Medalion Company, 400 Broadway, New York City.

New Electrical Merchandise

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Announced has been made by the Electric Medalion Company, 400 Broadway, New York City, of a new prewire kit for electrical installations. The kit is equipped with a new improved superhet receiver. The cabinet is made of walnut. The Electric Medalion Company, 400 Broadway, New York City.
**New Blackstone Washer**

A new model A Blackstone washer was recently announced by the company. It is equipped with a heavy-duty, high-capacity drum; a variable-speed agitator; and an improved aluminum-liner, which is claimed to wash clothes more efficiently. A special safety spring motor protection system serves as an additional safeguard to eliminate vibration and noise. The motor is located in the bottom of the washer, which is said to improve its appearance and efficiency. It is also claimed to be more durable than previous models. The washer is available in a wide range of colors, priced at $125.00. The appliance is illustrated.

**Empire Percolator and Miniature Ranges**

An unusual new "Porcelain" line of miniature electric ranges is offered by the Empire Manufacturing Co., 123 W. 32nd St., New York. The ranges are smaller than average, designed for use in compact kitchens. They are priced at $5.00 each. This range is illustrated.

**New Johnson Floor Polisher**

S. C. Johnson & Sons, Inc., Racine, Wis., has announced the introduction of a new floor polish. It is a heavy-duty model, equipped with a buffer head of hard rubber and aluminum and the motor is ball bearing. The speed of the buffer head is controlled by the manufacturer, and it is definitely adjustable. The new model is shown in the illustration below.

**Solar Electric Clock**

The "Solar" electric clocks, manufactured by the Solar Electric Clock Co., El Paso, Tex., are being advertised as "solar powered". The clocks are designed to operate on sunlight and are claimed to be highly accurate. The clocks are priced at $12.00 each. The clocks are shown in the illustration below.

**New Blockstone Washer**

A special spring motor protection system serves as an additional safeguard to eliminate vibration and noise. The motor is located in the bottom of the washer, which is said to improve its appearance and efficiency. It is also claimed to be more durable than previous models. The washer is available in a wide range of colors, priced at $125.00. The appliance is illustrated.

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Because of their demonstrated ability to "Keep A-Running", Century Type SP Split Phase Induction Motors are especially recommended for unit heater installations.

They are built to give lifetime service...Bearings are of phosphor bronze—the highest grade bearing material obtainable...They are thoroughly insulated against dampness and humidity, with the armature and other important parts of the motor rusted...The louvered end brackets are designed to shed water.

Built in 1/3, 1/2, and 3/4 horse power sizes.

**FOR UNIT HEATERS**

**CENTURY ELECTRIC COMPANY**

1806 PINE ST. 

ST. LOUIS, MO.

40 U.S. and Canadian stock points and more than 75 outside thereof

**FOR MORE THAN 26 YEARS AT ST. LOUIS**

**When the Phillips Supply Company was formed to make the Phillips Supply Company name known in St. Louis, the century service" was already a well-known name in the industry. Mr. J. B. Smith, the Century service representative in St. Louis, handled all business of the factory...Mr. Smith, who is well known in the St. Louis business community, has been with the company for many years...

**CLerk to Direct Wayne Sales**

FORT WAYNE, Ind. — The Wayne Home Equipment Co. office...has recently been in the care of Mr. W. W. Clark, who has recently been elected director of sales in charge of all branch offices.

**Alabama Power After Georgia's Record**

**Flier**

Alabama Power Co., Birmingham, Tenn., announces that its 2,200 ranges in 6-Weeks Campaign will be distributed through both Phillips and Trafalgar distributors and dealers, and Department store sales...will be available to all dealers for both installation and service...

**Takes Over Transistor**

PHILADELPHIA, Pa. — The Philadelphia Storage Battery Co., makers of Phillips radio and phono-acoustic Radios, makers of Transistors, the transistor radio, are engaged in working out details of a plan by which Philips will manufacture Transistor radio receivers...

**Westinghouse Holds**

**Organizational Meeting**

At a meeting of the Board of Directors of the Westinghouse Electric and Manufacturing Co., organized for the year ending July 31, the following were elected officers of the company: F. B. Morris, Chairman of the Board; E. W. Herr, Vice-Chairman; L. A. Schuchard, Assistant Secretary; W. H. Avery, Secretary; G. W. Kaiser, Treasurer; A. B. Swagert, Assistant Treasurer; S. F. Fair, Controller; C. W. Zell, Secretary of Purchases; T. J. Byrd, General Manager; F. M. Trigg, Auditor; A. B. Moyer, Assistant General Manager; A. B. Stovall, Assistant General Manager; and R. E. Anderson, Assistant General Manager.
Expansion and Growth of TESTING

For those who want to

Know—by Test

Electrical Testing Laboratories 80th Street and East End Ave. New York N.Y.

Maybe It Will

The Voice Heard Round the World

Edison Speaks to San Francisco and Berlin Simultaneously

At twenty minutes to five, New Jersey Daylight Saving Time, on June 19th, Thomas A. Edison, sitting at his desk in his laboratory at West Orange, New Jersey, concluded the most extraordinary program of international communications ever attempted. Speaking quietly into a microphone, he addressed, simultaneously, two authorities being held 7,500 miles apart—the 53rd Convention of the National Electric Light Association at San Francisco, and the representatives of fifty nations attending a similar meeting in Berlin, Germany, held in honor of the World Power Congress delegation. Others who preceded Mr. Edison on the trans-continental trans- oceanic program were: Owen D. Young, Lord Derby, Senate President, Guglielmo Marconi, M. S. Mellon, Dr. Carl Koeppen and Dr. Dr. Oscar von Miller.

Mr. Edison's words were sent by land telephone wire to San Francisco, and re- broadcast by amplifiers in the San Francisco Auditorium. At the same time they went by wire to the International Telephone and Telegraph Company and from there sent out a special trans-oceanic low wave broadcast to an English receiving station. At this point they were turned into a submarine cable across the English Channel and down the coast of France. While the audience in San Francisco were cheering, Mr. Edison was in his laboratory at West Orange talking into a microphone.

The results of the campaign being the gratification upon the minds of the public that 95 per cent of the country were served by electric power. The New Jersey company is the eighth to receive the first order.

Chicago Office for Sylvan

The Sylvana Products Company, which operates radio stations in Eau Claire, Wisconsin, and in the future is reorganized in the Oshkosh territory by a factory branch office, located in the Williams Block, has been moved to Civil Service as a division of the Creeklight Engineering Department.

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New Jobs

Vinc and Cable Company appointed C. M. Burg as manager of their Philadelphia office. Mr. Burg will be in charge of the Western Pennsylvania sales territory. The company recently announced that J. H. H. Bryant was appointed sales manager. R. G. Rockman, who has been in charge of the Philadelphia office, has been transferred to the New York office.

Clallenn Neon Lights

Clallenn Neon Lights has been acquired by the Calla Neon Company of California. Mr. P. A. Neill, recently made general manager of the company of California, is to head the new organization.

New York, N. Y. — The Calla Neon Company has been reorganized by the Calla Neon Company of California. The company has been taken over by the Calla Neon Company of California, and is now under the direction of Mr. P. A. Neill, recently made general manager of the company of California.

C. E. Stewins was selected to occupy the new position of the Calla Neon Company of California, and is now under the direction of Mr. P. A. Neill, recently made general manager of the company of California.

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Weaver New Sales Manager for Bryant

New Boston Office Opened

William J. Weaver, formerly director of sales management for the Calla Neon Company of California, has been appointed general sales manager for the Calla Neon Company of California. Mr. Weaver has been in the business for many years, and is well versed in the art of merchandising and sales management.


each week, the Calla Neon Company of California, has been appointed general sales manager for the Calla Neon Company of California. Mr. Weaver has been in the business for many years, and is well versed in the art of merchandising and sales management.

So Quiet... "women lifted the lid to make sure washer was running"

Watch the amazement of housewives when they first give this washer the "listening test."

"Is it actually running?" "Hasn't it stopped?"
I can hardly believe it's going.
These are some of the exclamations that spontaneously spring from excited lips!

... Even after starting the washer themselves, to make sure it was actually in operation. (Dealer's name on request)

Such Silence is today's most powerful appeal in washing machine selling. Women want quiet washers, just as they insist on quiet refrigerators and quiet oil burners.

The new Automatic eliminates all noise of mechanical gears, all sound of reversing action. It offers, for the first time, real silence in a washer. It is permanently quiet.

AutoMatic DUO-DISC

Watch the amazement of housewives when they first give this washer the "listening test."

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The new Automatic eliminates all noise of mechanical gears, all sound of reversing action. It offers, for the first time, real silence in a washer. It is permanently quiet.
Two of 5 outstanding features that are smashing sales records for Automatic Washer Dealers!

Experienced Washing Machine men are quick to recognize that here is a washer which embodies, to the supreme degree, all those elements that spell success and profit.

The new Automatic commands instant attention because of two outstanding and exclusive features. First — It is the world's only washer with Invertible Agitator. Second — It is the world's only washer with the Silent Cable Drive.

The new "Automatic" offers even more. It embodies, all told, five distinct selling advantages:

1. New Silent Cable Drive—permanently quiet.
2. New Glistening Porcelain Tub
3. New Balloon-type Wringer Rolls
4. Duo-Disc two-way washing
5. Popular Retail Price—$99.50

Last but not least, the new Automatic offers amazing dependability. Not a single serious mechanical complaint from the first 20,000 shipped!

But mail the coupon! Get all the details . . . the discounts . . . the complete proposition for Dealers. Learn also how "Automatic" advertising is backing up your local sales efforts. Mail the coupon to Automatic Washer Company, 178 West Third Street, Bloomington, Illinois.

New Improved Model 22

Retail Price

$99.50

"Just the word with a smile."

AutoMatic

DUO-DISC

ELECTRIC WASHER

World's only washer with Invertible Agitator!

World's only washer with Silent Cable Drive!

Get the facts on WILLIAMS ICE-O-MATIC

You know mechanics

— Examine this new Williams Ice-O-Matic. The line is complete with compressors from 1/4 to 1 1/2 H. P. Convince yourself that this quality-built unit will give better electrical refrigeration. Test its reserve cooling ability. Compare these roomier cabinets with hardwood frames that separate interior and exterior porcelain. Make your own tests of insulation and refrigeration efficiency. Let your own test kit be our Williams Ice-O-Matic salesman. Let its accurate readings show you that Williams Ice-O-Matic is carefully built to protect your profits.

You know merchandising

— Think of the added money to be made with the protection of an exclusive direct-factory franchise on this nationally advertised and nationally recognized Ice-O-Matic. This Williams line offers you complete coverage of the electrical refrigeration field from a 4.7 cu. ft. domestic cabinet that lists at $475 to commercial installations. Williams offers you practical sales help on profitable merchandising.

Convince yourself that WILLIAMS ICE-O-MATIC will make you more money

YOU KNOW MECHANICS

— Examine this new Williams Ice-O-Matic. The line is complete with compressors from 1/4 to 1 1/2 H. P. Convince yourself that this quality-built unit will give better electrical refrigeration. Test its reserve cooling ability. Compare these roomier cabinets with hardwood frames that separate interior and exterior porcelain. Make your own tests of insulation and refrigeration efficiency. Let your own test kit be our Williams Ice-O-Matic salesman. Let its accurate readings show you that Williams Ice-O-Matic is carefully built to protect your profits.

GET THE FACTS ON WILLIAMS ICE-O-MATIC

— Write or write for a demonstration machine right now. Put it on test side by side with any other make. Convince yourself that the Williams Ice-O-Matic is the one to sell.

Ice-O-Matic Division

WILLIAMS OIL-O-MATIC HEATING CORPORATION

Bloomington, Illinois
THOUSANDS of HOMES added to your Automatic Iron Market

with this new Low-Priced WESTINGHOUSE AUTOMATIC

The iron shown on the opposite page is the new Westinghouse Automatic, priced to retail at $6.95, the lowest price at which a Westinghouse Automatic has ever been offered. This new iron is made possible by the development of the one-inch Spencer thermostat, a refinement of the famous million-dollar thermostat which has placed Westinghouse Automatics in more than a million homes during a six-year period. In its features of design, the new Automatic is a duplicate of the most popular heat-controlled iron of the day, the standard Westinghouse Automatic. It is finished in highly polished nickel, has the familiar beveled base and tapered point, the large ironing surface and even heat distribution, by which Westinghouse Irons have been distinguished for years.

When we say that thousands of homes will be added to your automatic iron market by this new iron, it is no exaggeration. The original Westinghouse Automatic, selling first at $8.75 and then at $7.95, created a market which astonished iron retailers. On the fringe of this market, however, have always been thousands of women ready to buy a high-quality automatic at a lower price. Here is that automatic! On one point alone...its safety...it will sell to that great class of women who have already shown their willingness to pay from $6.00 to $7.00 for a new automatic iron. Many others can easily be stepped up from a lower price range on the strength of this much-desired feature of safety! Can you afford to neglect such an opportunity in iron selling?

Send the coupon today!

The coupon on the opposite page will bring you complete information about the special sales offer Westinghouse is making to introduce this new iron. Clip it today, and get ready to open up an untouched market for an iron that needs no introduction to millions of American women!

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY

Mansfield, Ohio

Service, prompt and efficient, by a coast-to-coast chain of Distributors

Westinghouse
You who have wished for a really virgin electrical market

... ELECTROCHEF*

LESS than 5/10 of wired homes cook their meals electrically. Over 95% still use antiquated methods. They "cook with a hobo fire." This is the nearest thing to a wide open market you will ever see again in the electrical industry. In fact, when you compare Electrochef with previous devices, you will see that the Electrochef market actually is untouched. Nothing like Electrochef has ever been seen before, in appearance, performance, economy, and everything you want under the heading of salability.

The market consists of over 18 million wired homes. Seventeen out of every eighteen wired homes in your vicinity are your prospects—perhaps all eighteen are.

This is a unique opportunity.

Electrochef meets every objection ever raised against electric cooking. It is the first really modern and perfected electric cooking device. It was developed at the request of the Detroit Edison Company, and is made and marketed by an independent, adequately financed company owning a modern factory in which the latest production methods are used.

The merchandising plan includes intensive cooperative local newspaper advertising of proved effectiveness. The day the first advertisement appeared in Lincoln, Neb., 70 Electrochefs were sold, demonstrating conclusively the resultfulness of the advertising and the remarkable sales appeal of Electrochef itself.

Architects, builders, and real estate men are installing this new cooking machine to increase the salability and rentability of houses and apartments. Dealers in electrical appliances are finding it an especially attractive profit-maker. Write for full information to Electromaster Incorporated, Detroit, Michigan.

MAIL THIS TODAY!

ELEETROMASTER INCORPORATED,
DETROIT, MICH.
Please send me full information on Electrochef and how the Fire Bowl helps sell it.

Name
Address

**Perfect Protection for the "Perfect 36"**

"Timken Bearing Equipped" means a great deal to the prospective buyer of a washing machine—and a great deal to the dealer who handles such machines.

To the former it is an indication of long, trouble-free service. To the latter it represents easier sales and relief from the burden of excessive service costs.

The Horton Manufacturing Company, Fort Wayne, Indiana, had both of these benefits in mind when they decided to equip their line of Perfect 36 Horton washers with Timken Tapered Roller Bearings. The keenness and accuracy of their judgment is proved by the results as summed up in the following excerpt from a recent letter written by them. "We have found, after over a year and a half of use of Timken Roller Bearings in the mechanism gear box of our Perfect 36 Horton Washer, that the bearing has proved to be very efficient and quiet in operation. "There has been absolutely no trouble of any kind experienced in the thousands of machines that have been put into operation. "The adoption of Timken Bearings has meant a great deal to us not only in the increased efficiency of our mechanism gear box, but also in the extreme satisfaction we have received through the mention of Timken Bearings as one of the units of our gear box assembly."

THE TIMKEN ROLLER BEARING COMPANY, CANTON, OHIO

TIMKEN Tapered
Roller
BEARINGS
YOUR SERVANT

In any line of business, the best known — the most favorably known — merchandise sells fastest.

Few customers understand, or want to understand, the intricate mechanisms of the washing machine, ironer, or vacuum cleaner that they buy. But they want to know what it is made of and who made it.

Link your name with materials of known worth and your reputation and sales grow.

Say "aluminum" to a housewife and she thinks of a bright metal — light in weight — easy to keep clean — that wears forever — keeps its luster — will not rust". Alcoa Aluminum is the housewife's servant. In most of its many forms she uses it many times a day. She knows it, is familiar with its qualities, will buy products made of it.

Furthermore, she is reading much about Alcoa Aluminum these days. Consistent advertising in Good Housekeeping, Saturday Evening Post, Country Gentleman and other papers gives her concise, interesting facts about this metal. This advertising is helping to sell your products — if they are made of Alcoa Aluminum.

Our nearest office will gladly tell you how Alcoa Aluminum can be used to advantage in your selling. ALUMINUM COMPANY OF AMERICA; 340 Olive Building, PITTSBURGH, PENNSYLVANIA.

ALCOA ALUMINUM

Of More Interest to Women than any other Electrical Appliance

The very appearance of KitchenAid makes it a point of common interest to women who enter an appliance display room. Its appeal is so universal and its operation so interesting that many sales are closed on the spot.

But this is only the beginning. The real profit of KitchenAid lies in the home, where women show it to friends; where neighbor tells another; and prospects seek the dealer. We believe that delighted owners play a bigger part in the sale of KitchenAid than of any other appliance.

Dealers who are taking the pains to investigate the practicability of KitchenAid, upon which its tremendous popularity is based, are finding profit and satisfaction through their cooperation in its increased sale. The selling price of $110.00 and up, depending on attachments, makes it worth while for dealers of foresight to participate in its growing popularity.

To you who see the possibilities in KitchenAid's almost non-competitive market, we have an unusually practical proposition involving liberal factory cooperation. Write for details.

KitchenAid
Electrical Food Preparer for the Home
The KitchenAid Manufacturing Co.
Troy, Ohio

Subsidiary of The Hobart Manufacturing Company, long established manufacturer of electric cookers, mills, mixers, food preparing machines, jam-making machines, and many more.

MORE THAN A "MIXER" — A COMPLETE FOOD PREPARER — KITCHENAID

Beces — eggs (1 or 10), cakes, batter, for cakes, waffles, etc.
    Whips — cream, milk, cream
    Mixes — dough for bread, rolls, pastry, pies, and puddings
    Emulsions — mayonnaise, butter, lemon, grapefruit

Grind — coffee and cayzells
    Slices — for bread, potatoes, etc.
    Steers — vegetables for soups and pureés, pumpkin, etc.
    Slices — preserves, thick or thin, vegetables, jam, jams

Chops — meats (cooked or raw), suet, eggs
    Purees — for cream, sherbets, and other frozen desserts
    Mashes — preparation, candies, fruit, whipped, and toppings

All these things — and many more

More than a "mixer" — a complete food preparer — KitchenAid

The KitchenAid Manufacturing Co.
Troy, Ohio
Cash in on ultra-violet with the new GENERAL ELECTRIC Sunlight (Type S-1) Lamp

Less than three years ago, ultra-violet was largely a laboratory plaything, one portion of a light spectrum. Few people knew anything about its virtues.

Today, hundreds of thousands know something of the health-maintaining properties of ultra-violet and of Vitamin D which it produces. News items in the papers and feature articles in magazines, bringing the public more information about the rapidly multiplying discoveries of science on this subject, constantly add to this group.

Some of these informed people have already experienced the benefits of artificial sunshine. Many others are eager to do so.

That you may capitalize on the desires of this swiftly growing group, General Electric now offers you the G. E. Sunlight (Type S-1) Lamp—the first generator of health-preserving ultra-violet which embodies, with an adequate supply of the most desirable radiation, the simplicity, efficiency and economy of a modern Mazda Lamp.

Its simplicity, plus the firm faith of the public in the name G. E., invests this new Type S-1 Lamp with a powerful selling appeal on which you can cash in handomely.

National Advertising will help you

The story of the new health-maintaining G. E. Sunlight (Type S-1) Lamp is already being told to almost every physician through the chief medical papers. Early in the Fall it will become more widely distributed, and will be featured in the Saturday Evening Post, National Geographic, Physical Culture, The Parents' Magazine and Popular Science Monthly.

Don't overlook the fact that the sales of each Type S-1 Lamp pays you an attractive, ample profit. And that the possibilities of repeat sales are excellent.

To take full advantage of this rich, profit-making opportunity, get the new G. E. Sunlight (Type S-1) Lamp in your store and on display. Your Mazda lamp distributor can serve you promptly.

Also, write today for your copy of "Make More Money in the Oil Burner Business." It doesn't make a great deal of difference what you're selling now—electric refrigerators, washing machines, vacuum cleaners or even oil burners—this little book will show you how to make more profit on your sales operations.

"Prospering with the Quiet MAY" presents in clear, understandable language a complete picture of the marvelous opportunities existing today in the oil burner industry. It's a boiled-down collection of facts that any dealer can grasp in a moment. And it dwells particularly on the Quiet MAY Profit Sharing Plan which each year enables hundreds of dealers to increase greatly their normal earnings by a participation in the profits from the worldwide business of the May Oil Burner Corporation.

Here's a book you ought to have! It's free for the asking, and the coupon below will bring it to you by return mail.

MAY OIL BURNER CORPORATION, BALTIMORE, MD.
The new BRYANT enclosed Cup Switches SERIES No.3961
The switch cup, cover and handle are made of Bakelite.
The supporting yoke is separate and insulated from the ears.
Quiet operation is accomplished by improved construction of the mechanism.
These switches incorporate the latest improvements, and tests, under actual service conditions, have shown them to be equal or superior, on Type C Lamp Loads, to any other switches on the market.

THE BRYANT ELECTRIC COMPANY
BRIDGEPORT, CONNECTICUT
NEW YORK, PHILADELPHIA, CHICAGO, SAN FRANCISCO
MANUFACTURERS OF "SUPERIOR WIRING DEVICES" SINCE 1880
Manufacturers of HEMCO Products

Another "PRECISION" Bearing

A Notably Better Bearing
With Distinctive Economic Advantages

A self-contained, self-sealed, grease-packed, dirt-proof bearing with a larger grease capacity ready for years of service without renewal of lubricant.

Needs only the most simple and inexpensive mounting, with the very minimum of machining and assembling cost.

AN ALL-STEEL BEARING, WITH A SOLID, ONE-PIECE OUTER RING.

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NORMA-HOFFMANN BEARINGS CORPORATION STAMFORD, CONN., U.S.A.
LIGHTING
NEW YORK'S
GREAT OFFICE BUILDINGS

Office buildings going up to dizzy heights to
outrival the cave dwellers of ancient times.
Safety is paramount in all phases of construc-
tion and equipment.
In the matter of lighting fixtures for these build-
ins of great floor area, only the best materials
can safely be used.
Consider the heat from the modern electric
bulbs. 180° is not unusual.
Ordinary insulation deteriorates rapidly and
breaks down under such heat.
There is one fixture wire that is built for such
service—Rockbestos.
This 33 story Lincoln Building is fixtured with
Full-O-Lite Vitro Fixtures wired with Rock-
bestos—the asbestos insulated fixture wire.
For the modern commercial lighting unit, Rock-
bestos can be used with assurance that it will
never deteriorate.

Let us send sample of Rockbestos Fixture
Wire and Bulletin No. 50, which
completely describes it.

ROCKBESTOS PRODUCTS
CORPORATION
462 No. Main St., New Haven, Conn.
5442 Grand Ave., St. Louis, Mo.

ROCKBESTOS
-the wire with permanent insulation

"Silent" Sales Reach—
New Heights

... Even Higher Than
1929

Winning new customers... satisfying
old ones... strengthening public pref-
erence... Silent Automatic has sold
more oil burners during the first five
months in 1930 than during the same
period last year.
More and more business men, the
country over, attracted by Silent Auto-
matic's commanding position of leader-
ship, are finding that selling "Silent" is
highly profitable.
The opportunities afforded by a Silent
Automatic dealer franchise were never
better. Actual sales figures definitely
point to the conclusion that 1930 will be
Silent Automatic's biggest year... far
surpassing 1929, when world leadership
was achieved.
This is the sort of organization to "hook up" with. Progressive business men
who seek a rich field for the investment
of their capital and ability... will do
well to investigate the unusual oppor-
tunities offered by Silent Automatic.

SILENT AUTOMATIC CORPORATION
12001 East Jefferson Avenue
Detroit, Michigan
Sweltering offices << << <<
Stuffy homes << << <<

Everyone a prospect for better Ventilation

There's money for you in selling fresh air! Winter and summer—and especially in summer—the Emerson line of ventilating equipment helps you get a bigger share of those easy, steady profits.

Emerson exhaust and ventilating equipment is made by the makers of the famous Emerson fans and motors. Air removal capacity is large. Improved blade design insures maximum efficiency and extreme quietness. Construction is sturdy yet lightweight. An engineering service department is provided to help you plan prospective installations.

Emerson Exhaust and Ventilating Fans

Eventually, there comes a time when it is necessary to tell a customer that he will have to look elsewhere for a water system. But occasions like this are few and far between for those who sell Myers Water Systems—the complete line for most any requirement up to ten thousand gallons of water per hour. And when you pause and think it over, few, if any, are the demands throughout the year for water services beyond the Myers capacity range.

From the standpoint of broader dealer sales activities, increased business and better profits, it remains to be seen that Myers Advertising, Myers Sales Policy and Myers Water Systems lead the way. There is no magic in this—two hundred to ten thousand gallons of water per hour turns the trick for progressive dealers. Write or wire.

The Myers Electric Manufacturing Company, 2010 Washington Avenue, Saint Louis, Missouri. 155 Sixth Avenue, New York City.

PUMPS FOR EVERY PURPOSE - WATER SYSTEMS - HAY TOOLS - DOOR HANGERS
That Leland Motors are found in the shadow of the Pyramids, in the sweltering heat of Singapore, in the Arctic regions of Alaska, in the undeveloped wilds of China!

Do you know that Leland Motors operate quietly, carry their loads unobtrusively year in and year out, require almost no attention; that bearing failure is almost unknown in Leland Motors, and that short-circuiting trouble never occurs?

Appliances driven by Perkins Gears are permanently quiet. Perkins Engineers are specialists in the production of accurately matched appliance gears that drive smoothly and mesh quietly.

Take up your gearing problem with Perkins Engineers. They will help you reduce gear noises to a minimum.

No obligation. Write today.

PERKINS Machine & Gear Co.
130 Circuit Ave.
Springfield, Mass.

Perkins High Speed Ground Thread Worms

Designed to function quietly. Cut and finished ground to close limits, by the most modern methods on special machines.

Once assembled, Perkins Worms will seldom be seen—they do not require frequent servicing. If properly assembled, they will never be heard.
Your star salesman

...Mrs. Brown

There are thousands like Mrs. Brown. They send you prospective customers, many of whom already are sold on your machine on the strength of their recommendations. They are your star salesmen.

It is only when housewives are satisfied with their machines that they recommend them to their friends.

It is obviously of prime importance that your machines are equipped with highly dependable motors. In the eyes of the housewife, if the motor fails, the manufacturer of the machine and the dealer who sold it are responsible, because she considers the machine as a unit.

In hundreds of thousands of homes, Westinghouse fractional horsepower motors are giving satisfaction. They are built to do this. They are a specialized product embodying the most modern features of design and construction. They have the research and engineering facilities of a great company behind them.

When you sell Westinghouse motor-equipped appliances, the Westinghouse motor engineering departments are working for you.

And the motors themselves, through Mrs. Brown, are building good will for you.

Service, prompt and efficient, by a coast-to-coast chain of well-equipped shops

Westinghouse

TUNE IN THE WESTINGHOUSE SALUTE OVER THE N. B. C. NATION-WIDE NETWORK EVERY TUESDAY EVENING.
Answer—Equip with TIREX

THERE are no "come backs" when appliances are equipped
with TIREX S or TIREX SJ cords.

Many manufacturers, having tried TIREX S and TIREX SJ
Cords now regularly equip their appliances with it.

TIREX Portable Cord, Type S, is a heavy duty cord, one that
is made for particularly hard service. Type SJ is a lighter type
of cord for service where the more rugged
Texas P is not
required.

Cleanliness, freedom from dust and fraying, smooth outer
surface, no kinking, light weight and long life are TIREX Cord
advantages worth considering.

Type S Cord is made in one, two, three or four conductors.
Type SJ is made in two conductors only. Both cords consist of
rubber insulated conductors surrounded and protected by an
outer sheath of tough, wear-resistant rubber.

If you are not acquainted with TIREX Portable Cords we will be
pleased to send you more complete information and samples.
TELL YOUR CUSTOMERS!
HOW NEW B-H
RECTIFYING TUBES
IMPROVE RECEPTION

Carton of four Eveready Raytheon B-H Tubes.

EVEREADY RAYTHEON B-H

MILLIONS of "B" eliminator units have been sold in the last few years. Giving satisfaction, making friends, for those who sold them.

Your dealers realize the extent of the replacement market in their communities. Have you thoroughly combed your community?

New Eveready Raytheon B-H Tubes give a vast improvement in reception. Suggest them to customers who are using "B" eliminators.

They come in handy cartons of four tubes. Always have at least one carton on hand!

The Eveready Hour, radio's oldest commercial feature, is broadcast every Tuesday evening at nine (New York time) from WEAF over a nation-wide N. B. C. network of 30 stations.

NATIONAL CARBON COMPANY, INC.
General Offices: New York, N. Y.
Branches: Chicago Kansas City
New York San Francisco

Unit of Union Carbide and Carbon Corporation

EVEREADY RAYTHEON

Trademarks

A NEW LEADER
in the Lighting Field
WILLIAMSON SHADE-LYTE
Series 60

UPLIFTING for the first time, in a perfect modern setting, the large single lamp efficiency of Commercial Lighting. Made with exclusive features of superiority—features that mean easier sales, more sales and more profits for you.

WILLIAMSON SHADE-LYTE

Get going before your competitor does. Get acquainted with WILLIAMSON SHADE-LYTE, Series 60. Write for attractive lobby showing all six styles and name of your nearest jobber.

WILLIAMSON DIVISION
Beardslee Chandelier Mfg. Co.
220 South Jefferson St., Chicago

METAL STAMPING SERVICE

DRAWING STAMPING FORMING
Small Metal Parts in Brass, Copper & Steel

PATTON-MACGUIER COMPANY
17 Virginia Avenue, Providence, R. I.

SALES FOLLOW LIGHT AS MOTHS THE FLAME!
And good wiring contracts as in a satisfactory small business follow the presentation of this article—keeper 7-upspects.

The current wave of Wondrous Business Action tells how to present it effectively, need for your copy.

WIREMOLD
WEB HEADQUARTERS
HARTFORD, CONN.

AND it's a Graybar! Never before, dealers, has there been such a washer under $100! Here are the interesting features for you:

Besides the low price—that fits it into any one's budget—there's Graybar quality and Graybar efficiency. Think of telling your customers that this washer will do two things at once...right in the same tank, that it will fit in anywhere and can be used with or without set tubs!

But there's still more! It's good-looking, easy to manage, compact. Write for details today! And find out about the complete Graybar line of radios and appliances, too!

Graybar
OFFICES IN 75 PRINCIPAL CITIES.
Executive Offices, COLUMBUS BLDG., NEW YORK, N. Y.

Time in on the Graybar Program at 12 P.M. Eastern Daylight Saving Time, every Tuesday....Columbia Broadcasting System
National advertising is keeping the Ray-O-Vac family... radio tubes and barceries, flashlights and banners... before thousands—millions of buyers. Here is a popular, fast-selling line that people are asking for every day... will they find it on your counter? Why not drop an order to your jobber today?

FRENCH BATTERY COMPANY
MADISON, WISCONSIN

General Sales Office: 20 North Walker Drive, Chicago, Ill.


½ Watt NEON GLOW LAMP
Its Uses are Almost Limitless

As a pilot light, a handy test lamp, an indicator of direct or alternating current and for scores of other uses, including many connected with radio work, the little ½ watt Neon Glow Lamp is unsurpassed. Fits standard socket. Runs directly on 110 A.C. or 220 A.C. or D.C. lines. Has no filament to break or burn out. Gives more than 3,000 hours of service. For further details and prices, address: General Electric Vapor Lamp Co., 889 Adams St., Hoboken, N. J.

Join us in the General Electric Ring, broadcast every Saturday evening as a member of K. B. C. network.

GENERAL ELECTRIC VAPOR LAMP COMPANY
(Formerly General Electric Hanle Company)

Test-O-Lite

In Your Pocket—ALWAYS

The First Practical Pocket Tester For Testing High Resistance Leaks

YOU ALREADY KNOW—That TEST-O-LITE, with its Neon lamp, instantly detects minute in electrical circuits, circuitous turnstiles, light and power switches, fuses in electrical apparatus, even spark plugs and mower with a carburetor. Its uses are almost limitless.

BUT, DO YOU KNOW—That TEST-O-LITE has the remarkable characteristic of becoming illuminated at 110 volts through resistance of 20,000,000 (20 megohms) and frequency as high as 20,000,000 (20 megacycles) per second! The advantage of this feature will be appreciated by all engineers and electricians who desire to use standards of service or protection. It is the bridge, contact and weld tester with a flashlamp, and is indispensible in determining the presence or lack of leaks in machinery.

LIST PRICE $1.50

L. S. BRACH MFG. CORP.
Specialists in Electrical Precision Devices for 25 Years Newark, N. J., U.S.A. Toronto, Canada

Electrical Merchandising is now the ONLY electrical appliance trade publication that is a member of the A.B.C. or the A.B.P. . . . it is a member of BOTH!

FOR 23 years Electrical Merchandising has had the largest number of subscribers (the largest paid circulation) in the business of distributing electrical appliances for the home, and has carried the largest volume of appliance advertising.
The Business Paper... and the Open Mind

"SHOW me a business that has ceased to think," says John Moody, famous economist and investment advisor, "and I'll show you a firm that is on the down grade. Show me a concern where ideas are no longer welcome and I'll show you one that is getting ready to die of dry rot. Show me a company that has cut itself off from the stimulation of other men's thought and other men's knowledge and I will show you a firm whose days are numbered.

And on the other hand, wherever you find a healthy, progressive corporation you will find the open mind. You will sense an alertness to know and use the experience of others. Almost inevitably you will discover that executives regularly and systematically read the business papers of their own and related fields. And second, as a fact, striking in the frequency of its recurrence, that outstanding firms make a policy of requiring executives to follow business papers for new ideas, new facts, new developments. From such a policy springs the perennial resourcefulness that brings success.

The business press of today does more than any other single factor to keep business on its toes. Leading thought, improving methods, continually adding to the available store of exact working information, the business press performs a very real service to the Nation.

To that service the business paper of today owes its influence with business men. To that influence it owes its position as a strong, independent organization; commanding a sound, paid circulation; courted by the Nation; respected by every influence; using its advertising revenue because it is the kind of publication in which advertising is both read and believed.

This publication is a member of the Associated Business Papers, Inc., a cooperative, non-profit organization of leading publications in the industrial, professional, and merchandising fields, mutually pledged to uphold the highest editorial, journalistic and advertising standards.

THE ASSOCIATED BUSINESS PAPERS, INC.
TWO-NINETY-FIVE MADISON AVENUE - NEW YORK CITY
To electrical workers who want to succeed
... an invitation to examine this big Library—

Thousands and thousands of men in every part of the country have used the six big books of the Library to make their work easier and to push themselves ahead. If you, too, are determined to go further in electrical work—no matter what your position is now—you are invited to examine the American Electricians' Library for 10 days without any obligation to purchase it. Furthermore, if after you have examined these books you decide that they can help you as they have helped countless others, you can have Brazer and Roe's Recasting Small Motors absolutely free.

Terrell Croft's
American Electricians' Library

6 volumes—over 2000 pages—fully illustrated
$1.50 in ten days and $2.00 monthly for 8 months.

Send no money—see these books for 10 days

Let us send you these fact-packed books for ten days' free examination. There is no charge for the examination—no obligation to buy the books unless you want them. These books have helped, and are helping, so many men that it is no longer a question of "Will they help you?"—it is a question of "Will you let them help you?"

We could fill several pages with arguments telling how so many thousands of men have profited by the American Electricians' Library. But, our arguments won't impress your salary—we'd like to leave it to the books—and we'll stand or fall on the outcome of your examination. You will agree that this is a liberal offer; and, frankly, we couldn't afford it if this examination offer didn't usually convince. We know how good these books are—we want you to see them for yourself.

A Valuable Book Absolutely Free

After you have seen these books at your leisure—after you have used them in your work—decide whether or not they are going to help you. Then, return the books or remit only $1.50 and then $2.00 a month until $13.50 has been paid. On request of your first payment Brazer and Roe's Recasting Small Motors will be sent you absolutely free.

Fill in and mail this coupon now
EASIER WASHER
SALES WITH THIS
WRINGER EQUIPMENT

CHAMBERLAIN
Pressedd Steel Wringers...

"I'll Take it"—These simple words loom large in importance to those who sell washing machines. The new Chamberlain Strong Type Washer—with 24" American Wringer Company rolls—goes a long way in deciding prospects in favor of the machine with this modern equipment.

Appealing appearance — simplicity — improved wringer performance and safety, are features that have brought about the great wave of popularity in favor of this outstanding Chamberlain Wringer. For easier sales—for more "I'll Take It", be sure the washers you are selling are Chamberlain equipped.

[This series of advertisements directed to those who make and those who sell washing machines is sponsored by]

CHAMBERLAIN CORPORATION
Pioneer Manufacturers of Pressed Steel Wringers
WATERLOO, IOWA

AMERICAN WRINGER CO.
Manufacturers of Washer Racks since 1883
WOONSOCKET, R. I.

Picking up the slack with Diehl fans . . .

Diehl dealers welcome the good old summer time—the hotter it is, the better—because it brings in a bunch of good fan business to offset the so-called "summer slump." And Diehl fan business is highly satisfactory to the dealer because it is dependably profitable.

Requirements for fans vary widely but the Diehl line provides a size and type for every practical need. Put your Diehl fan sales helps to work to help you have a better fan season than ever before.

Diehl Manufacturing Company
Electrical Division of
The Singer Manufacturing Co.
Elizabeth, N. J.

A Classified Index of Advertisers in this Issue

This index is published as a convenience to the reader. Every care is taken to make it accurate, but Electrical Merchandising assumes no responsibility for errors or omissions.

E R R O R S O F F E S T & S O M E:

Diehl Manufacturing Company
Electrical Division of
The Singer Manufacturing Co.
Elizabeth, N. J.

An offer to help you have a better fan season than ever before.

Chamberlain Corporation
Pioneer Manufacturers of Pressed Steel Wringers
WATERLOO, IOWA

American Wringer Co.
Manufacturers of Washer Racks since 1883
WOONSOCKET, R. I.
KELVINATOR

The Only Electric Refrigerator that provides Four Automatic Refrigeration Services

1. Automatic Fast Freezing of Ice and Desserts
2. Automatic Normal Freezing
3. Automatic 40 to 50 Degree Food Compartment
4. Automatic Cold Storage Compartment

KELVINATOR dealers occupy a unique position in the industry in selling the only electric refrigerator that provides the four refrigeration services essential in the home. The Super-Automatic Kelvinator is literally four refrigerators in one—each operation completely automatic and independent of the others. No other electric refrigeration manufacturer has so closely approached the ultimate goal of convenient, reliable, automatic electric refrigeration for the home, as has Kelvinator in this new line.

With its new and exclusive features, plus the reliable, time-tested, quiet Kelvinator compressor unit, plus the unique Kelvinator Cold-Keeper which cuts down the number of operating periods fully a third, plus Kelvinator's all-porcelain-lined cabinets that will last a lifetime—it is easy to see why Kelvinator dealers stand in an impregnable position in the sale of domestic electric refrigeration.

Backed by the oldest and greatest name in electric refrigeration, the Kelvinator franchise represents a selling opportunity without a parallel in the industry. Write or wire for complete information on the Kelvinator line.

KELVINATOR SALES CORPORATION, DETROIT, MICH.
KELVINATOR OF CANADA, LIMITED, LONDON, ONTARIO
KELVINATOR LIMITED, LONDON, ENGLAND