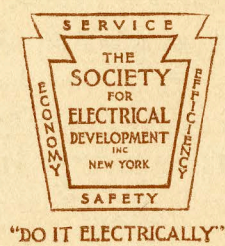
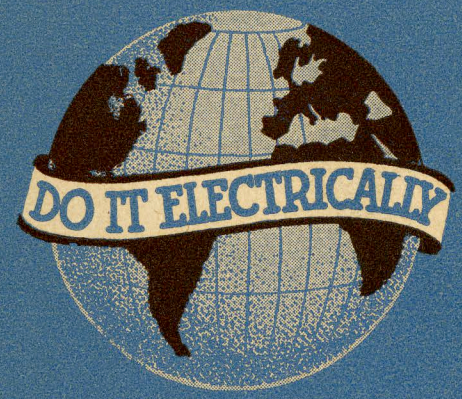


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ACHIEVEMENTS ACTIVITIES AIMS



"DO IT ELECTRICALLY"

THE SOCIETY FOR ELECTRICAL DEVELOPMENT
INCORPORATED

About 1920

From R.H. Frankenberg
170 N. Hollywood, A-3
Memphis, Tenn. 38112

Selling the Electrical Idea

EVERYWHERE it is evident that the nation is becoming more and more "sold" to the electrical idea. Co-operation is working wonders in every section of the country.

It is being daily indicated that it is this *national idea* which must be emphasized in all the advertising rather than the individual self-centered idea that formerly was uppermost in the minds of men of the industry.

To educate people to the electrical idea in true hand-to-hand co-operation, devoid of cut-throat competition and small bickerings, is indeed worthy the aim of those farsighted captains of industry now engaged in forwarding this important phase of modern industrial life.

"The Society has had remarkable success in obtaining widespread national publicity for everything electrical.

"This has been accomplished through the mediums of daily newspapers, popular magazines and trade journals, educating the public as to the uses and advantages of electric service for both industrial and domestic purposes. No other organization is equipped to render this important service.

"I am strongly of the opinion that this one service of national electrical propaganda is alone worth more than the full membership dues. It has contributed very directly to the increased demand for electric service so pronounced during the past year or two." W. W. FREEMAN.

Issued from the Executive Offices of
THE SOCIETY FOR ELECTRICAL DEVELOPMENT, Inc.
522 Fifth Avenue, New York

What the Society for Electrical Development Has Done, Is Doing and Will Do for Its Members and for the Industry

THE steady, persistent, educational work of The Society for Electrical Development has been, and still is, one of the principal influences in developing the tremendous demand for electrical appliances and the increased use of electricity in the home, shop, mill, factory and on the farm.

Upon the extent to which people use electric service depends the growth and prosperity of the electrical industry, whose many branches include a total investment of over three billions of dollars.

Who We Are

The Society for Electrical Development is an organization to promote industrial co-operation. Its aim is to further the electrical education of the public.

It seeks to encourage and promote the development of the electrical science, art and industry, to increase the use by the public of electric current for all useful purposes as a means for increasing the demand for apparatus and supplies, to promote cooperative planning and execution of various methods effective to this end; to encourage harmonious relations which will maintain the industry in the highest confidence of the public.

It is a closely woven alliance of the essential electrical interests in the United States—manufacturers, jobbers, dealers, contractors, and central stations. It is the only organization in the country representing the *entire* electrical field.

Each branch, of course, has its own national organization; but the Society for Electrical Development represents *every* interest and coordinates with the different national organizations. It is, in truth, the clearing house for electrical development.

It is an intensively active organization, having twenty executive and active heads in its establishment. Every one of these men is thoroughly familiar with the ramifications of the industry, both locally and nationally.

How We Have Grown

The Society for Electrical Development began its activities in the Spring of 1914, and in that short space of time its influence has so widened and its factors become so welded together that no industry in the world today boasts of a more vigorous and far-reaching spirit of co-operation. It has not only brought added profits to its members, but to the industry as well, and it has contributed to the national betterment of the habits and customs of the daily life of a great nation.

What Our Work Is

The Society's work is divided into three classes:

1. Reaching the great public with electrical facts.
2. Reaching other trades and industries.
3. Reaching individual men, firms and corporations in its own industry.

The work in each class dovetails into the others. All are productive of practical educational work, which is convincing the public, in both its commercial and private life, of the real economies of electric service. The need for such service in the home, farm, workshop, mine and factory was never so great as at present.

Broadly speaking, the Society for Electrical Development seeks to encourage everywhere the practical application of its message and slogan "Do It Electrically"—it aims to aid its members in impressing people individually and collectively with the fact that "whenever or wherever human labor is being performed, that work may be done better, or lessened, or simplified, with electricity as its servant."

Plan of Subscription

Revenue for maintaining the Society is obtained from dues, graduated according to the amount of business done by its members. The basis is a very small percentage of the annual gross earnings. No extra subscriptions are asked to carry on the special campaigns. The by-laws are so drawn as to give all branches of the electrical industry equal representation.

This table shows the basis upon which subscriptions are received.

Class	Amount of Annual Business	Central Stations' or Manufacturers' Subscriptions 1-15th of 1 Per Cent.	Jobbers' or Contractors' Subscriptions 1-20th of 1 Per Cent.
A	Less than \$15,000	\$10.00	\$7.50
B	\$15,000 to 25,000	13.33	10.00
C	25,000 to 50,000	25.00	18.75
D	50,000 to 75,000	41.67	31.25
E	75,000 to 100,000	58.33	43.75
F	100,000 to 250,000	116.67	87.50
G	250,000 to 500,000	250.00	187.50
H	500,000 to 1,000,000	500.00	375.00
I	1,000,000 to 2,000,000	1,000.00	750.00
J	2,000,000 to 4,000,000	2,000.00	1,500.00

Where We Are Located

Members of the Society are located wherever electric service is being exploited.

Its membership, limited to *electrical firms and corporations, or those having electrical affiliations*, includes at the present time, the most aggressive business-seeking enterprises in the electrical field. These deal both nationally and locally in every kind of service and equipment such as manufacturers, jobbers and dealers selling electric equipment, lamps, motors, wiring, sockets, and appliances; electrical contractors and central stations whose business is the local installation and delivery of electric service to the consumer.

Its membership includes *only* electric business units (not individuals) and now numbers approximately 1300, who share the co-operative benefits of the Society's work.

The Society's offices are located at 522 Fifth Avenue, corner of 44th Street, New York, where most of its work is carried on and where its competent staff of statisticians, sales and advertising experts, may be found.

The Executives of the Society

The Board of Directors and the Executive Committee are always composed of leading men in the industry, such as W. W. Freeman, Charles L. Edgar, Henry L. Doherty, Joseph E. Montague, John F. Gilchrist, Walter H. Johnson, E. N. Sanderson, Anson W. Burchard, L. A. Osborne, L. P. Sawyer, W. D. Steele, W. A. Layman, H. B. Crouse, E. W. Rockafellow, Fred Bissell, E. C. Graham, Frank Van Winkle, Gerard Swope, W. E. Robertson, Frank S. Price, James R. Strong, Earnest McCleary, Fred B. Adam, A. Penn Denton, Ernest Freeman, G. M. Sanborn, J. Robert Crouse, James H. McGraw, Charles W. Price, et al. Each branch has four representatives upon the Board and two upon the Executive Committee, who plan the activities of the Society and superintend the carrying out of the plans.

The General Manager, J. M. Wakeman, is well-known throughout the country, having held the offices of President and General Manager of Electrical World, Vice President and General Manager of The McGraw Publishing Company, President of the American Trade Press Association, President of the New York Electrical League, etc.

Members and others in the industry are cordially invited to visit the Society's offices and make them their headquarters while in New York City. Every assistance will be given to make such visits interesting. Members, while in New York, are invited to have their mail addressed in care of the Society.

The Purpose of This Booklet

How the Society operates, what it is accomplishing and what it hopes to achieve is very briefly set forth within the pages of this book, for the purpose of inspiring the continued confidence, not only of its members, but of those who are benefiting throughout the entire industry.



Research Work, Collecting Accurate Electrical Information. Getting It Tersely and Interestingly Before the Public and the Industry

Achievements
Activities
Aims

TO affect the public mind and make it more receptive to the advantages offered by electric service through the efforts of manufacturers, jobbers, lighting and power companies, contractors and dealers, is the chief work of the Society. This is done both by a direct appeal to present and possible users of electricity and by a consistent practical service rendered to its members and the industry, whereby they are enabled to benefit by the Society's research and cooperation.

For Ready Reference

The Society maintains and is constantly adding to a library of electrical information which is one of the most extensive of its kind in the country.

This information is the result of painstaking research work on the part of its staff. It contains examples of what is being done by the Society's members and by the industry in general.

All of this material is carefully tabulated and filed for ready reference. The records of this research work are of vital interest to the Society's members, for whom they are at all times available.

In addition to this, a vast amount of such material is rearranged and popularized in the form of articles and stories supplied to national periodicals, newspapers, trade papers in varied industries, many of whom are constantly calling upon the Society for authentic facts about electricity and its uses. The material in the Society's records is also available and frequently made use of by scientific bodies, schools, and other public and semi-public institutions.

Great care is taken not to burden the library with useless data, but to censor what is collected so that it shall contain only what is of practical and helpful service in informing the Society's members, the industry at large, and the public in general what each should know about the development of electrical science and exploitation.

The Work of the Society's Staff

An important function of the Society's staff is to bring together and present the material above referred to so that it shall be of direct benefit in this process of education.

Thus in addition to its work done directly for and with its members, it is in a position to furnish, and is furnishing regularly, electrical information especially suitable for the following kinds of publicity:

1. For use in articles dealing with electrical subjects in *periodicals of national circulation*.
2. For use in *newspaper* electrical pages and feature stories.
3. For use in power articles in *trade publications* of all industries.
4. For use in "electricity on the farm" articles in farm periodicals.
5. For industrial articles in *electrical business* publications.

Of all the material furnished yearly to newspapers, magazines, farm papers, trade papers and the like, the Society has never submitted one word or picture for the sake of mere publicity alone. On the contrary, it constantly strives to censor such material with the utmost care, making its import straightforwardly authentic and primarily serviceable to those for whom it is prepared.

The work of the Society is frankly to inform the public of the benefits of electric service, but it seeks to do so only through legitimate and welcomed co-operation on the part of those mediums of publicity who desire it.

This means that the Society's work is not merely a matter of special campaigns held at various times during the year but that it is reaching the public and the industry with a steady stream of carefully planned publicity, week in and week out.

And at no time is such publicity issued in the form of the much condemned "free reading notice." Rather it takes the form of helpful, stimulating editorial and business cooperation.

Often this co-operation is of such a nature that the name of the Society does not appear anywhere in the publicity matter. But the facts are there—and as news, and news only, these facts are set forth interestingly and forcefully, to influence the wider use and better understanding of what electricity may mean to the world, in home, office, store, farm, mill or factory.

It is in this way that the Society serves not only its own purposes, but at the same time helps those whose business it is to publish mediums of wide influence in the solution of home and industrial problems.

Guarding the Interests of the Industry

NOT only does the Society educate the public to an appreciation of electric service, but it guards the interests of the industry by watching for harmful advertising or motion picture films, and by carefully checking up the facts, wherever possible, where newspapers report fires as caused by "defective insulation" "crossed wires" or other electrical trouble. If there is no basis for the assertion that the fire was caused in such a manner the Society writes the editor pointing out the injustice and injury done to an industry in which so many billions of dollars are invested, so many millions

of stockholders interested, so many thousands of people employed, and asks him to issue an order that this statement must never be made unless absolute proof of its truth is obtainable.

The fire chiefs throughout the country have been asked never to record on their blotters "Fire caused by electric wires" or any similar statement unless they are absolutely certain of the truth of it.

Editors and fire chiefs generally acknowledge such letters and promise to exercise due care in reporting the cause of fires.

The Society has made a survey of fire reports throughout the country analyzing as far as possible the cause of fires attributed to "electricity." Some of these occurred on poles, some on street cars, some were caused by a man replacing a blown fuse by a piece of wire or by some neglect, carelessness or misuse of appliances or apparatus.

This subject has been taken up with the fire chiefs and their attention called to the real facts in the cases so reported.

Another example of guarding the industry is shown in the case where the editor of a magazine sent to the Society, for criticism, an article upon public utilities.

The article was a covert attack upon privately owned public utilities written by a rabid radical and manifestly unfair. It was tendered to the magazine as a review of the public utility situation.

The editor acknowledged receipt of the careful criticism sent to him by the Society and stated that he had bought the article but would not publish it.

The Society also answers correspondence addressed to publishers of popular magazines upon electrical subjects. The answers thus supplied through the editors to their readers insure the correctness of the information imparted to the public.

In these and other ways the Society is safeguarding the interests of the electrical industry.

Motion Pictures

The Society has been successful in having withdrawn from the screens motion picture films showing people killed by electricity, by accidental shock, and it has used to very good advantage the motion picture as an educational medium.

Plays have been filmed, and shown throughout the entire country, in which the human interest holds the attention of the audience and at the same time the action includes the use of all kinds of electrical appliances, showing their convenience, cleanliness and simplicity, or their usefulness as labor-saving devices.

In this way millions of people have been reached, all the States in the country have been covered and public interest aroused in the use of electrical appliances, as well as in the many varied uses of the electric motor.



Telling the Millions About Electricity Through the National Magazines

THE combined circulation of the national periodicals which have used the electrical information supplied by the Society is estimated at approximately 10,000,000. This means forty to fifty million readers.

Several of these publications have issued at intervals special electrical numbers, calling upon the Society for data and often for specially prepared articles dealing with the benefits of electric service. Among such are "Collier's Weekly," "Leslie's Weekly," "The Scientific American," "Scribner's Magazine," etc.

Among the national magazines that have availed themselves of the Society's co-operation are: "Ladies' Home Journal," "Saturday Evening Post," "Pictorial Review," "The Delineator," "The Designer," "Woman's Magazine," "Theatre Magazine," "McCall's Magazine," "House and Garden," "House Beautiful," "Everywoman's World" of Toronto, "Journal of Home Economics," "The Craftsman," "Bungalow Magazine," "Mother's Magazine," "Ladies' World," "National Food Magazine," "Woman's Weekly," "Modern Priscilla," "Architecture," "International Studio," "Art and Archaeology," etc., etc.

Other publications of a general scope have published electrical sections or feature articles. Among these are: "World's Work," "World Outlook," "New West Magazine," "Every Week," "Review of Reviews," "Popular Mechanics," "Science and Invention," "Popular Science," "Nation's Business," etc.

The value of co-operation of this kind in helping members of the Society and the industry at large to reach and become better understood by the great reading public, cannot be estimated in dollars and cents. Both through paid advertisements and by intelligent preparation of interesting and readable news information, the Society has accomplished a nation-wide work of education.

It is safe to say that there is no home now wired, or which *might* be wired for electric service, in which one or more of these magazines does not appear regularly. Furthermore, the influence of such publications among persons confronted with electrical problems in everyday business life is tremendous. Thus, the news of the elimination of drudgery and the introduction of electricity in its place is being told month by month, week by week, throughout the year. You have literally but to pick up at random one of the magazines on the reading table in your own home to see how effectively and thoroughly this work is being carried on.

"DO IT ELECTRICALLY"





News and Advertising Service for Newspapers

Achievements
Activities
Aims

THE American newspaper constitutes what is perhaps the most vital home and trade influence in the every-day life of this nation.

To supply newspapers with terse, readable, accurate, electrical information is one of the Society's most important tasks.

The care with which electrical facts are selected and presented has much to do with their acceptance as news by the publishers making use of them. Newspapers are today flooded with a vast amount of "free publicity" matter, much of it of a nature which renders it at a glance unavailable to an up-to-date, progressive editor.

The Society's staff aims to send out nothing to newspapers which is not vital, interesting electrical news,—what the industry is doing, how its operations benefit communities, and the advantages of electric service, told always as the newspaper would tell it direct to its readers—and in the language of the people.

The Society sends electrical news items twice a month to over five hundred newspapers throughout the United States and Canada, for use in electrical pages or, if the newspaper does not have a weekly electrical page, the item appears as regular news.

Every week, in addition to the news items, the Society sends suggestions for the Editorial Writer to the daily papers, which service is responsible for much good editorial analysis of electrical subjects, particularly of public utility problems, all of which is of great importance in procuring the friendly co-operation of the public.

Among the papers availing themselves of this feature of the Society's Work are the following:

Cleveland Plain Dealer, Erie Dispatch, Knickerbocker Press, Wheeling Register, Worcester Telegram, Buffalo Times, Sacramento Star, St. Paul Dispatch, Arizona Republican, Tampa Times, Athens Herald, Bangor Commercial, Des Moines Capital, Wilmington Dispatch, Evansville Courier, Brooklyn Standard Union, Union Star and Gazette, Schenectady, N. Y., Elkhart Truth, Allentown Leader, Toronto Globe, Oakland Enquirer, The Times of Roanoke, Va., Reading Eagle, Sandusky Register and The Star Journal, Spokesman Review of Spokane, Columbus Dispatch, Oakland Tribune, Akron Times, Washington Times, Cincinnati Enquirer, Peoria Journal Transcript, Grand Rapids Herald, Georgian American, Philadelphia Record, Minneapolis Tribune, Detroit Free Press, Baltimore News, Honolulu Star-Bulletin, and many others.

"DO IT ELECTRICALLY"





Articles in Technical and Business Publications on Industrial and Mercantile Power and Lighting

TRADE publications reaching merchandising and manufacturing units, not only of the electrical industry, but in almost every other field, are constantly publishing electrical articles and information furnished by the Society.

These articles deal with store lighting, factory lighting, window lighting, power uses for store, office and factory, highway and civic betterment, and the use of electricity in many ways that suggest themselves to editors of such publications.

Through this sort of co-operation it has secured valuable publicity for electrical methods and service in such publications as "Iron Age," "Hardware Age," "Scientific American," "Southern Lumberman," "Clothing Designer," "Furniture Manufacturer and Artisan," "Keystone (Jewelers) Weekly," "Drygoodsman," "Store Equipment and Display Monthly," "Municipal Engineering," "Real Estate Record and Builders' Guide," "Boot and Shoe Recorder," "American Food Manufacturer," "Baker's Weekly," "The American City," "Hotel World," "Hide and Leather," "House Furnishing Review," "American Builder," "Footwear," "Merchants' Record and Show Window," "O Campo," "The World Retailer," "Metal Industry," "Cotton," "The Foundry," "El Comercio," "Ship Building and Harbor Construction," "Oil Miller," etc., etc.

The Society's co-operation with such publications as those listed above has proved readily acceptable. Readers of "Iron Age", for instance, have been found to be especially interested in the application of electricity to the metal working industry. Articles bearing on industrial lighting, electric motors for driving machinery, and electricity for heating furnaces, for drying operations, or for reading and registering temperature, are readily acceptable.

Other publications carry articles dealing with proper lighting of jewelry manufacturing plants, while still another tells how electric light saves spoilage, increases workman's efficiency, and prevents accidents wherever used industrially. In each field efforts are made to show concretely how electricity actually helps to decrease costs, effect economies, and speed up production.

What the Society is accomplishing through these trade mediums cannot be over-estimated. Both in and out of the industry it is making converts to the importance and necessity of electric service in the business and industrial life of today.

"DO IT ELECTRICALLY"



Articles in Farm Papers on the Agricultural Use of Electricity

THE eyes of the nation are centered today as never before on agricultural production.

What part is Electricity to play in this wonderful new development?

The farm publications have been quick to make plain the importance of the electrical side of farming. Several periodicals of wide influence are already conducting special departments or sections for exploiting electric service among their readers.

This is a vast and important work and the Society has readily co-operated with carefully written articles explaining the uses of electric service on the farm.

Among the publications represented in the list with which the Society co-operated either with specially prepared articles or electrical information, are "Successful Farming," "The Country Gentleman," "Farm Machinery—Farm Power," "The Farmer," "The Field," "National Stockman and Farmer," "Farm Stock," "Orange-Judd Farmer," "American Agriculturist," "Progressive Farmer," "Farmer and Stockman," "Agricultural Digest," "System on the Farm," "Southern Farming," "The Dakota Farmer," "New England Homestead," "Farm and Home," etc., etc.

These articles have received wide attention and have been variously copied and quoted. Their publishers, as those in other fields, have come to look upon the Society as electrical headquarters, making use of its suggestions and practical help on what is one of the principal factors of their business, that of educating and assisting the farmer to become a better producer.

All this work, needless to say, is of vigorous assistance to members of the Society for Electrical Development in widening their market, making it easier to cultivate trade, building for them a more permanent public good-will for their enterprise. Moreover, it reinforces their efforts to electrify the farm, especially at this time of vital importance to the nation's welfare.

Making Marketing Opportunities

FOR some time the Society has been securing information to aid manufacturers, jobbers, or local distributors in getting their goods or service to the attention of profitable customers with least possible expense.

Included under this head is a large amount of data relative to electric range possibilities, the number of wired and unwired homes in various localities, lists of cities having special rates for electric cooking, what is being done to electrify the farm, etc., etc.

This information has been found of vital importance both to manufacturers and jobbers and their selling representatives in the field and also to central lighting stations, dealers and contractors. It is kept revised and up-to-date, as a result of the Society's investigations in the field.

Efforts are exerted to make the work of this department as practical and concrete as possible so that those who have need of its resources may call upon it for information, either in the form of reports, sales suggestions or complete carefully written articles for house organs or other trade publications.

In many instances the Society has been the first to issue authentic statements about the commercial possibilities of some particular field of research and its reports have been widely copied and quoted.

Popularizing the Slogan

It was in 1913 that The Society for Electrical Development originated the slogan "Do It Electrically!"

By constant repetition in newspapers, journals and magazines, in booklets, pamphlets and folders, on letterheads, billheads and business cards, on envelopes, price tags and wrapping tape, on blotters, rulers, papercutters paperweights and seals, on banners and streamers, on street cars, delivery wagons and automobile wind shields, through prize contests organized by newspapers and educational institutions, through art contests for poster prizes, through proclamations of mayors of cities and governors of states, on power stations, factories, warehouses and shops, on posters, window cards and poster stamps, by signs and billboards, on exhibition booths, parade floats and display windows, by the printed, written, painted and electrically displayed message, and by word of mouth this phrase, "Do It Electrically", has been firmly planted in the minds of the public from Australasia away up into the furthest reaches of Canada, from Europe away over into China and Japan, translated into many languages, and always, everywhere, fulfilling its mission by educating the great purchasing, consuming public, no matter how, when or where they have work to perform, to "Do It Electrically."

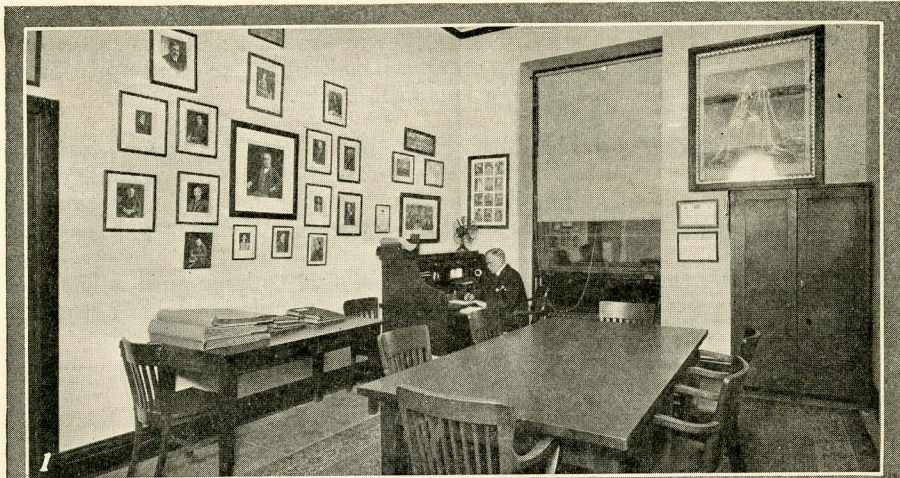
In the year 2013, almanacs of that period will note: "One hundred years ago, The Society for Electrical Development of New York first introduced the well-known phrase, "Do It Electrically" and the electrical industry the world over will celebrate the centennial.

That is one of The Society for Electrical Development's achievements. Help the good work to go on.

"DO IT ELECTRICALLY"



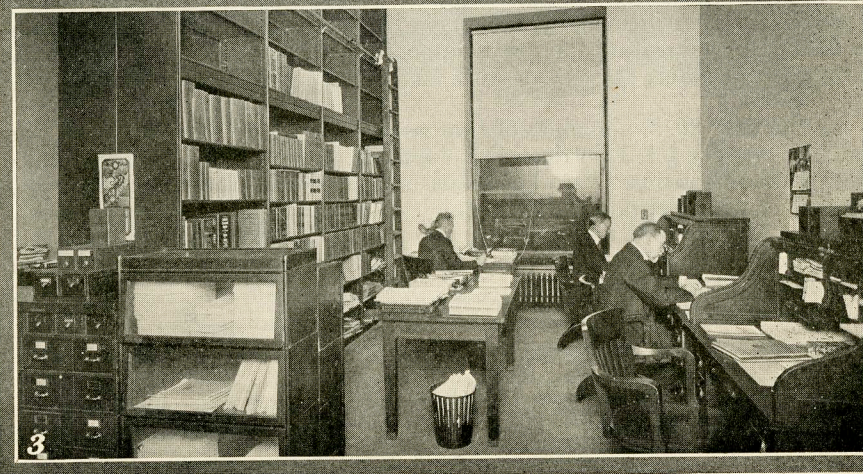
*General
Manager's
Office*



*The Weekly
Staff
Conference*



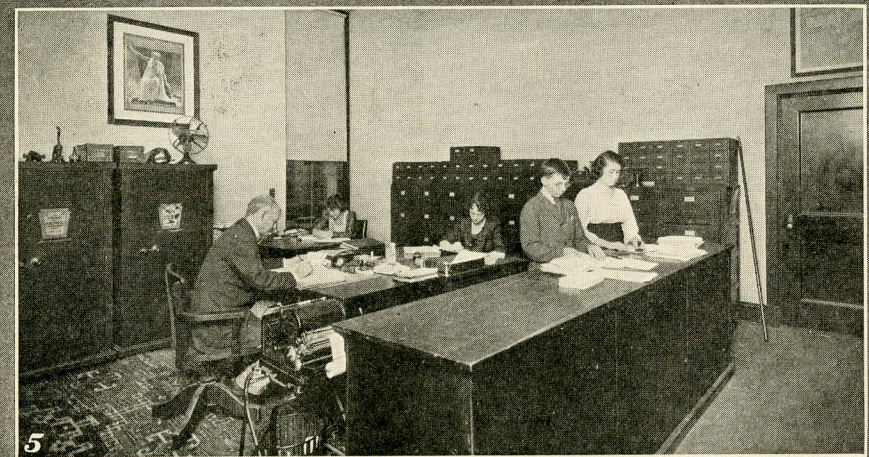
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Department*



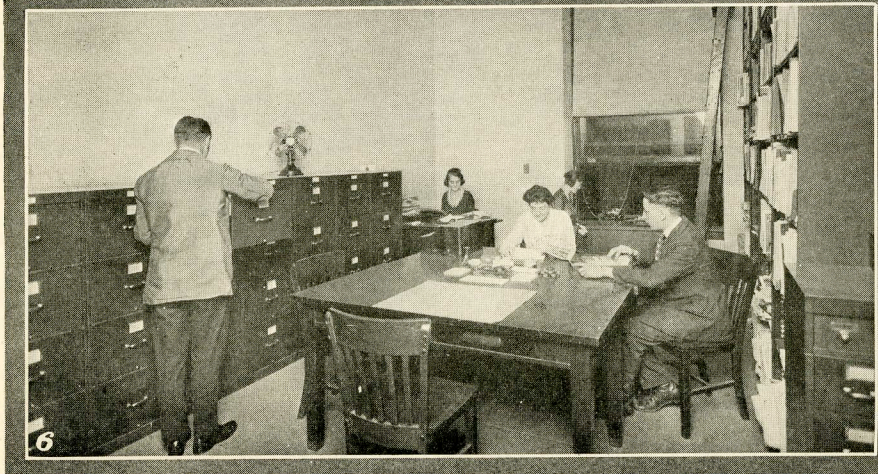
*Advertising
and Publicity
Department*



*General
Office*



*Some of
the Library
Files*





“How To” Hand Books for Managers and Salesmen

THE Society's booklet “How to Sell an Idea,” taking up the sale of electric ranges from an entirely new angle, met with what is undoubtedly the most enthusiastic reception ever accorded any similar publication in the industry.

This book proved immediately to the Society's staff that there is a wide interest among electrical men in booklets that discuss selling problems from the point of view of the purchaser. Too often the business has been cluttered up with technicalities of an engineering and mechanical nature. There has long been a need of sales literature that stripped off these somewhat confusing terms and attacked the situation more from the point of view of the layman to whom the salesman tries to sell.

The Electric Range Handbook (third printing) is a complete compilation of authentic electric range information and data. Its purpose is to guide and help solve the problems of central station managers who realize the importance and profit of the range load, and assist the electric range salesman in his work.

The chapter headings will indicate that the subject has been treated from every angle: Fundamental Facts—Range Load—Justification of Cooking Rate—Financing Extensions—Electric Range—Electric Cookery—Installation—Merchandising Methods—Selling Points—Service and Maintenance—Electric Water Heater—Commercial Cooking Apparatus—General Range Information.

The range load experience of 100 central stations, serving 1800 communities, has been included in the form of a chart.

The book is pocket size, 225 pages, 60 illustrations, bound in flexible leather.

Some of the other S. E. D. publications are :

How to Make your Show Window Pay your Rent.

Selling Better Fixtures to More People.

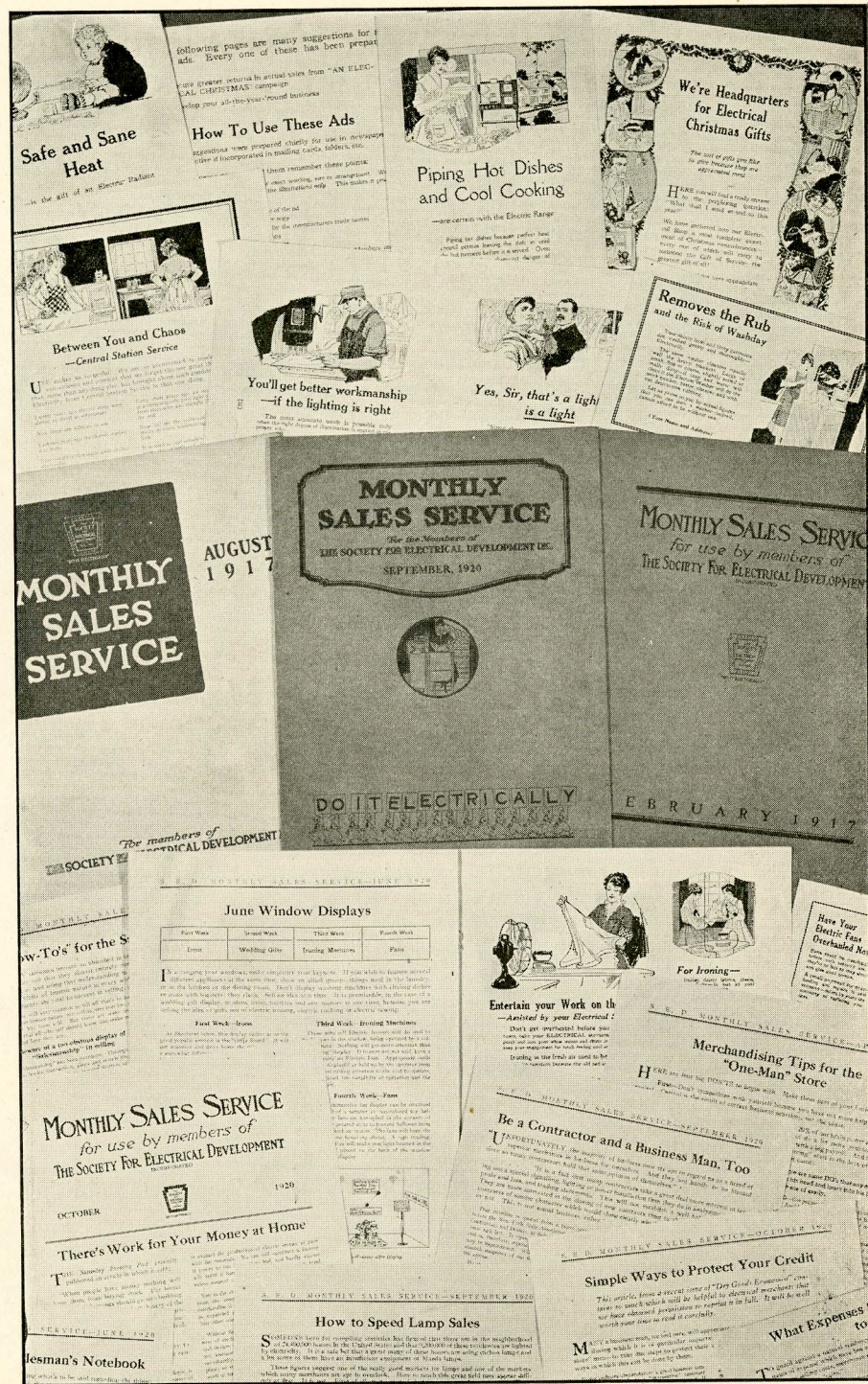
Buying a Cause and Paying for Effect.

These are quoted merely as examples of the “How To” booklets published by the Society.

“DO IT ELECTRICALLY”



Helping
Members
Build
Business



Special Service for Members is Aiding the Industry to Greater Efficiency in Sales and Merchandizing Lines

Achievements
Activities
Aims

SINCE its formation, the Society has been called upon continuously for sales and merchandising suggestions for extending and development of the business of its members.

This *Special Service* has embraced a wide field of service, all the way from the preparation of window display and advertising ideas to the working out of profit-sharing plans for salesmen and employees.

As the building up of this special service has progressed, it has become more and more evident that many of the suggestions supplied to *individuals* might likewise, with slight adaptations, be applied to others in the industry confronted with similar problems.

Thus has evolved as a supplement to the Society's individual service work, a permanent *Monthly Service* for *all* members interested in electrical exploitation and development.

This service appears regularly in printed form and is furnished without cost to every member of the Society. It is the back-bone of the Society's cooperative work in developing trade. Each number contains not only a concise readable digest of the various kinds of service the Society is constantly giving its members, but includes a consensus of ideas gathered and worked out by the Society's staff along the following lines:

- Sales helps.
- Advertisements for newspapers and cuts and copy suitable for enclosure cards.
- Public Policy cards for ads, office or store display.
- Newspaper reading matter to be handed by members to their papers.

- Form letter suggestions.
- Timely ideas for seasonable campaigns on extending the sales of power, service, motors or appliances.
- Trade and merchandising development suggestions.
- Window display ideas and charts.

The *Monthly Sales Service* has improved each month since it was begun. It has been welcomed everywhere as containing practical, compact, helpful, understood-at-a-glance ideas.

It should be understood that this service is in no way intended to take the place of manufacturers' own bulletins to their distributors. Neither is it intended as a news publication or house organ of any sort whatever. On the contrary, it is strictly devoted to matters of selling, advertising and merchandising electrical equipment or service.

Each issue is planned to appear about four weeks previous to the month for which it is intended. It keeps before the members of the Society a constant flow of bright new ideas which they can apply to build trade and good will for their business.

Already it has saved many a new business department of an enterprise many long hours of puzzling over what is best to say and how to say it, as well as what is best to do and how to do it.

MINNESOTA ELECTRIC LIGHT & POWER CO.

August 20, 1920.

The Society for Electrical Development, Inc.,
522 Fifth Avenue,
New York City, N. Y.

Gentlemen:

After a year of close association with the Monthly Sales Service, I am ready to admit on the basis of results obtained that to my knowledge there is no magazine that comes to my desk which can in any way compare with it. Never has a magazine come so near to solving every problem of merchandising and load-building for the central station as does this monthly publication. For the contractor-dealer it is in a class by itself. In addition the "Red Letter" service which the Society offers to all of its members is unexcelled. Merchandising is both an art and a science which has been made comparatively easy by the use of the "Monthly Sales Service" as a text. There is not a central station, contractor-dealer, salesman, or sales director that should not be provided with this service. It is worth many times the price paid for it and the electrical world owes a debt of gratitude to the work of the competent society that is responsible for its issue. Accept my thanks and thru me that of my company for the service you have rendered us.

Very truly yours,

MINNESOTA ELECTRIC LIGHT & POWER COMPANY

By: John M. Culber, (Sgd.)
Director of Sales.

Meanwhile, the service of the Society in supplying *individual* business helps still goes on, at the command of the members at all times—and in addition, special merchandising books issued from time to time.

Members are urged to submit to the Society individual problems not provided for in the Sales Service.

First ascertaining fully the local conditions to be met and giving careful study to the individual member's aims and purposes, the Society supplies, without extra charge, the essential details of selling and merchandising procedure which fits the special conditions of the case.

DAVIS-BROWN ELECTRIC CO.

Ithaca, N. Y., April 26th, 1920

The Society for Electrical Development,
29 West 39th Street,
New York City.

Gentlemen:

There is no question in our minds but that the interest manifested today throughout the United States in things electrical may be attributed in very large measure to the comprehensive, intelligent and forceful propaganda of your Society.

We also believe that the assistance given by your office to members of the Society has been of great help. This assistance has doubtless been of the same general character regardless of the name or location of member, so that

there has been a measure of standardization, for without a doubt the various members seeking your assistance have availed themselves of it and thus has your general plan of publicity been more or less uniform.

It has been in our minds for some time to comment on the unusual situation that exists in the electrical business today, for we have felt that perhaps too little consideration was given to the activities of the Society thru its officers, manager and assistants. In each piece of literature we have received there is evidence that the authors thereof are not only in possession of the necessary information concerning the subjects discussed but happily possess the ability to utilize this knowledge in the interests of the Industry as a whole.

Permit us to express our appreciation of your service and to wish for you a measure of success commensurate with the enthusiasm and the general merit of your efforts.

Yours truly,

DAVIS-BROWN ELECTRIC COMPANY

(Sgd.) Wm. J. Davis,
President.

Wherever members have co-operated by giving beforehand comprehensive statements of local conditions, etc., the Society has been successful in its individual service. Its help embraces criticism of advertising, windows and store arrangement, suggestions for bettering solicitation and follow-up methods, new data on power and illumination solicitation, etc., in fact everything that comes under the head of localized selling which cannot be classified and included in the Society's regular Sales Service described in the previous paragraphs.

Information Regarding Public Relations and Building Good-Will

THE necessity of continuous advertising and publicity on the part of public utility corporations, as well as individual firms and companies, is becoming more and more pronounced each year.

Most corporations nowadays set aside a generous sum for the purpose of merely building up good-will for their service. Steam railways, lighting companies, street car companies and others, are seeing the need of *selling the public* on the benefits brought to them by these public utilities.

The Society has kept full pace with this development. It has collected ample files of good-will and public policy information and publicity.

It supplies the newspapers throughout the country with editorial suggestions intended to inform the public as to the value of the public utility to the community it serves and its importance in the development of that community.

The Society is furthermore in a position to plan and furnish details for individual good-will campaigns, and has done so frequently with such unusual success as to bring forth quick and valued commendation.

Thus the Society through its close and intimate acquaintance with the *public's point of view* is rendering a service which is becoming more and more appreciated.

Technical and Engineering Information, New Power Applications, Develop- ment of Electric Cooking

THE Society's engineering department is constantly engaged in collecting and bringing to the attention of the industry the results of the important research and investigation work which is being done in the field of technical and applied engineering.

As an agency for furnishing accurate data concerning new uses for electric service, as well as the further extension of its already recognized uses, the Society may be called upon at all times.

It has made special studies of electric range rates and their establishment, compiling much data concerning this important subject, both independently and in conjunction with other electrical bodies. Also, it has made a comprehensive study of various aspects of industrial heating as a central station load. Two books have been published by the Society on this subject, dealing with such important topics as the Electric Furnace, Japanning Ovens, Branding Irons, and Heating Applications, in a wide range of industries.

It has also issued a booklet, listing "3000 Uses for Electricity", covering power applications in many branches of trade.

The Society further offers to furnish members, where available, detailed information about results to be obtained by the uses of electricity in various fields, trades and industries.

Other engineering work of the Society includes co-operation in the compilation of electrical data for Sweet's Catalogue, afterwards published for Society members under the title "Useful Electrical Information for Architects, Contractors and Engineers." This has also been generally distributed to architects and engineering and architectural students in schools and colleges.

The Society's compilation of information is most important, complementing its activities in many ways, and making it in all respects what its name implies; an organization for development, not alone of sales and markets for electrical devices and service, but for the wider perfection and adaptation of these devices in every known field.

"DO IT ELECTRICALLY"



National Trade and Educational Cam- paigns which the Society Has Organized

THE Society thus far has organized and managed four great national Sales and Publicity campaigns:

"Electrical Prosperity Week," November 29th to December 4th, 1915. "America's Electrical Week", December 2nd to 9th, 1916. "Keep Business Going", 1917. "Save-By-Wire" Campaign, September 1918. Spring Housewiring Campaigns. Christmas Gift Campaigns.

The purpose of these campaigns has been, first, to stimulate wide national public interest during some particular season, and second, to prove to a united industry the possibilities of arousing similar demands during the whole year round.

Electrical Prosperity Week

Here are a few of the features of Electrical Prosperity Week: Committees of electrical men appointed in principal cities and towns, Society working mainly through these to secure publicity for the week, Committees and Society members supplied by the Society with window display posters, specimen newspaper ads, bill posters, poster stamps, etc.

Society supplied "How to" books, detailing methods of campaigning for members, also, data for special electrical articles in periodicals and newspapers. Manufacturers and jobbers advertised in national magazines and sent copies of ads to local interests for additional display. Local dealers and lighting companies advertised widely.

Electric shows and parades given in many cities. Other features were newspaper contests, flood lighting of public buildings, etc. Co-operation by National Electric Light Association, National Association of Electrical Contractors and Dealers, National Electrical Supply Jobbers Association, leading trade publications, and other prominent interests.

The celebration resulted in strengthened co-operation between the factors of the industry and big sales of appliances, motors and equipment everywhere.

Referring to "Electrical Prosperity Week," the Knickerbocker Press said:

"This year the industry's leaders wisely got together. They had in mind the best illustration of what the electrical industry is able to do in systematic and unified campaigning. The 'Week' was the industry's first concerted drive. Its full measure of results to each branch of the industry never can be definitely told, for even today, there isn't a branch of the industry which does not feel the beneficial effect of this campaign. This gigantic undertaking was managed and directed by The Society for Electrical Development. The results far exceeded all expectations, even of those in the industry who are inclined to be particularly exacting."

Frank Presbrey, President of the advertising firm of Frank Presbrey Company, wrote to the General Manager of the Society:

"To say that you have broken all records in publicity fills only a minor phase of your, and your able associates', achievement. To me, against an intimate experience of forty years in publicity affairs, the phase of your campaign that looms largest is that your Society's work has established a new standard in the conduct of trade promotion, or rather, I should say that it marks the attainment of the ideal for which previous efforts of this kind have striven."

America's Electrical Week

Besides having all the features which made Electrical Prosperity Week a success, the Society offered \$2,200 for prizes in a poster contest, the poster to be one which would emphasize electric service. The prize winning design—Aladdin summoning the Genie Electricity at the touch of a button—was used for poster stamps, bill poster designs, car cards, window and store cards and for cuts and newspaper advertising suggestions.

This and some three hundred other posters were exhibited in many cities throughout the country.

The opening feature of "America's Electrical Week" was the flood-lighting of the Statue of Liberty in New York Harbor, in which ceremony the President of the United States, the Secretary of the Navy and the North Atlantic Fleet participated. This was followed by a banquet at which the President, the Ambassador of France, the Mayor of New York, Chauncey M. Depew, Henry L. Doherty, then President of The Society for Electrical Development, and other distinguished men addressed the assemblage, which included the leaders in the electrical, financial and industrial worlds.

National periodicals, newspapers, farm papers, and technical publications in many fields issued electrical week feature sections and editions, the Society's own advertisements appearing in several.

Manufacturers of everything electrical advertised widely, as did the members of the Society, the latter using suggestions furnished by the Society. Other features were the flood-lighting of public monuments and buildings throughout the country.

Electrical dinners, newspaper contests, pageants, parades and electric shows, all of which resulted in national recognition and public endorsement everywhere—as well as substantial profits in sales by the entire industry.

America's Electrical Week differed from Electrical Prosperity Week in that it involved a far greater effort at systematized selling. The industry threw fully as much energy into actually creating sales as it did into the less tangible and less immediate work that had to be done in the previous campaign. This was undoubtedly the greatest National trade campaign ever attempted in any industry.

"Keep Business Going", 1917

At the outset of America's entry into the war, it was seen that the electrical industry would play an important part in national conservation and efficiency.

Putting itself squarely at the service of the administration and of the various national and state economy boards, the Society issued important broadsides to stimulate electrical men in urging the public to do its work the electrical way.

The "Keep Business Going" campaign was planned to reach the housewife, the factory and mill owner, and the merchant, with ideas for applying electricity to the work of effecting these economies in time, labor and material so constantly sought everywhere.

"Save by Wire", 1918

This was a campaign for the installation of more "service outlets" in the home for cooking, cleaning, washing, ironing, heating, cooling, etc., the underlying idea being that such outlets encourage the frequent use of electric appliances. The result was business for all branches of the industry, and the suggestion to the public everywhere to "Do It Electrically."

Spring Housewiring Campaigns

These campaigns, held in the Spring of the year, result in actual business for contractors, besides bringing new customers to the central stations. Lighting and power companies in most cities with homes to be wired cooperate generally with contractors and dealers in these campaigns.

Among the features supplied by the Society are sales manuals for housewiring solicitors, campaign books and advertising suggestions for contractors and central stations, window display suggestions, etc.

Christmas Gift Campaigns

These campaigns have popularized electrical gifts. People giving electrical gifts at Christmas also get into the habit of giving them throughout the year for wedding, birthday and anniversary gifts.

The Society supplies posters or cutouts, folders, poster-stamps, window cards, etc. These campaigns arouse the interest of everyone in the electrical business simultaneously, thus securing a nation-wide, concerted drive of immense benefit to all participating.

"DO IT ELECTRICALLY"



Field Co-operation—Personal Visits Among Members, Co-operative Work with Other Electrical Organizations, Chamber of Commerce and Trade Bureaus

THE staff and membership of the Society for Electrical Development co-operates freely with other trade and educational movements, both in and out of the industry, for the benefit of its membership.

It participates actively in the work of the various committees of the National Electric Light Association and has helped materially to distribute among central stations and others the publications issued by the National Electric Light Association for the education of the public on such matters as the benefits of good wiring, electrical Christmas gifts, and other special subjects.

The Society and the N. E. L. A. co-operate in the work of educating the public to a fuller appreciation of the importance to the community of electric service. This work, carried on through the daily newspapers, enlists the moral and financial support of the community for the public utilities serving it. As the prosperity of the entire electrical industry depends upon the prosperity of the public utilities, the vital importance of this activity is self-evident.

To the National Association of Electrical Contractors and Dealers it has given its unqualified support, urging its members and others at all times to make use of its estimating and record-keeping systems for those who do wiring. In this connection it has also issued a valuable book of advertising suggestions under the title of "Why You Should Patronize a Responsible Contractor." This book has proved one of the most welcomed ever provided the contractors of America.

Other associations with which the Society co-operates actively are the National Electric Supply Jobbers' Association, the Association of National Advertisers, the International Association of Display Men, and others. It has given special attention also, to supplying architects and others allied in indirect ways with the industry, with compact, necessary information for their work. One of the books issued in this connection is "Useful Information for Architects, Contractors and Engineers," a book for which there is a continuous demand on the part of those benefited.

By co-operation of this sort with other associations and organizations the Society greatly broadens its influence. It brings to its members the results of the experiences of others who specialize in one or another of the various sides of industrial electrical development.

The Society also seeks to keep in personal touch with its individual membership by maintaining representatives in the field.

These representatives are primarily effective in arranging greater co-operation between the various factors of the industry, they suggest local campaigns, details of which are supplied by the Society's staff. They also bring to the staff's attention many interesting phases of selling, engineering and merchandising, which are later incorporated into the Society's bulletins and sent out to all.

It is the business of these staff members to make addresses on all phases of the industry, before trade meetings, civic associations, woman's clubs, electrical associations, Rotary luncheons, etc., etc.

In this way and through its Sales Service work, the Society acts as a clearing house for ideas. Member companies are often relieved from the necessity of sending men on extended trips to learn what others are doing. The Society gives graphically and interestingly, methods and ideas which could only be investigated individually at costly and perhaps prohibitive expense.

Thus, the Society in every possible way helps its members and the industry pull together, for the good of the industry and for purposes of public education, so that the number of users of electric service shall keep on increasing to the industry's greater prosperity and profit.

"DO IT ELECTRICALLY"



Booklets Described in These Pages Have Been Prepared by the Society and Supplied to its Membership

More Than 3,000 Uses for Electricity

Complete list of applications of electricity to various businesses, industries and commercial life in general. This book is a careful analysis of uses for electricity in many fields.

Buying a Cause and Paying for Effect

A booklet designed to show new possibilities in the sale of good illumination

Industrial Heating as a Central Station Load

(Part I. Electric Furnaces)

(Part II. Utilizing Electric Heat)

Compilation of electric furnace facts and the possibilities open to all power companies.

How to Sell an Idea

Describing the most effective way to sell electric ranges or other appliances. Salesmen say it is the greatest sales booklet ever issued by the Society.

Customers vs. Population (2nd Edition)

An analysis of 1,219 cities and towns, showing the total populations, the number of residences served, the ratio of residences served to population, the number of appliances on the lines, etc. Figures secured from every state in the country.

Customer Ownership of Public Utilities

The first authentic, extensive report of the methods of selling securities to utility customers, giving the plans used by the twelve pioneers.

Where Increased Rates Have Been Granted

A list of the cities where the Commissions have allowed increases in rates on account of the increased cost of coal and other factors entering into the cost of operation, with methods of presentation employed.

Wiring Your Share of 15,000,000 Homes

Contains complete plans for securing contracts for house wiring, specimen price schedules, sample contracts, and ideas for advertising men and salesmen who want to conduct a campaign.

Red Letter Service

To bridge the period between mailings of the Monthly Sales Service, a Red Letter Service has been inaugurated. By means of letters on a distinctive letterhead information of immediate value is conveyed to members while the material is still fresh. No definite times are set for sending out "Red Letters"; when important facts are to be distributed a letter is mailed.

How to Make Your Show Window Pay Your Rent

How to put your window on your payroll. Written by an expert window display man for electrical men's practical use.

Selling Better Fixtures to More People

Twenty-eight pages of suggestions for buying, displaying, advertising and selling lighting fixtures. One of the first fixture "text" books ever printed.

Why You Should Patronize a Responsible Contractor

A series of special advertising suggestions for contractors and contractor associations. Twenty advertisements written primarily for use by local contractor associations or by individual contractors advocating the use of the best material and workmanship in wiring homes. These advertisements are intended to be run serially as laid out.

House Wiring Publicity Helps

Thirty-two pages of splendid advertising and selling suggestions for putting on house-wiring campaigns. This booklet shows cuts, etc., which can be ordered.

Useful Electrical Information for Architects, Contractors and Engineers

Just what the title indicates—electrical tables, formulas and other useful data.

A \$3,000,000,000 Industry Pulls Together

A 64-page illustrated report of the "America's Electrical Week"—campaign of 1916—the greatest trade movement in history.

How to Put on a Slogan Sign Campaign

How to Put on an Electric Show

How to Put on an Electric Parade

Three books prepared for use in city co-operative campaigns, giving full details of how to organize these important functions.

Brighter and Happier Hours in Your Kitchen

A booklet for the consumer, explaining the advantages of electric cooking. (Samples free.)

Price..... \$15 per M

The Electric Range Handbook

The most authentic book ever printed on the subject of electric cooking and water heating. 216 pages, twelve chapters.

Price..... \$1.50

Industrial Lighting Campaign Prospectus

A booklet concerning results of investigations of industrial lighting conditions in 57 cities, with valuable data regarding increased production, reduction of spoilage and decrease of accidents through proper industrial lighting, together with helpful suggestions for executives and salesmen in planning a campaign. Equally useful to central stations and contractors.

Price..... 50 cents

—and in conclusion

The foregoing pages tell graphically how an important industry representing an aggregate investment of \$3,000,000,000 is pulling together to secure greater appreciation of the service it is rendering to the American public.

The Society for Electrical Development unites effectively *all* the branches of this many-sided industry and is equipped most thoroughly to carry out its aims and purposes.

What the Society has accomplished through its great campaigns and its all-the-year-round activities is here set down and commended to the careful scrutiny of all whose interests lie in the direction of the newer creed in business, "Competition Plus Co-operation."

From Japan to Europe,
From Canada to Australasia,
The Society has made known
the Slogan it originated:
"DO IT ELECTRICALLY"

