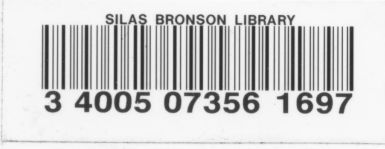


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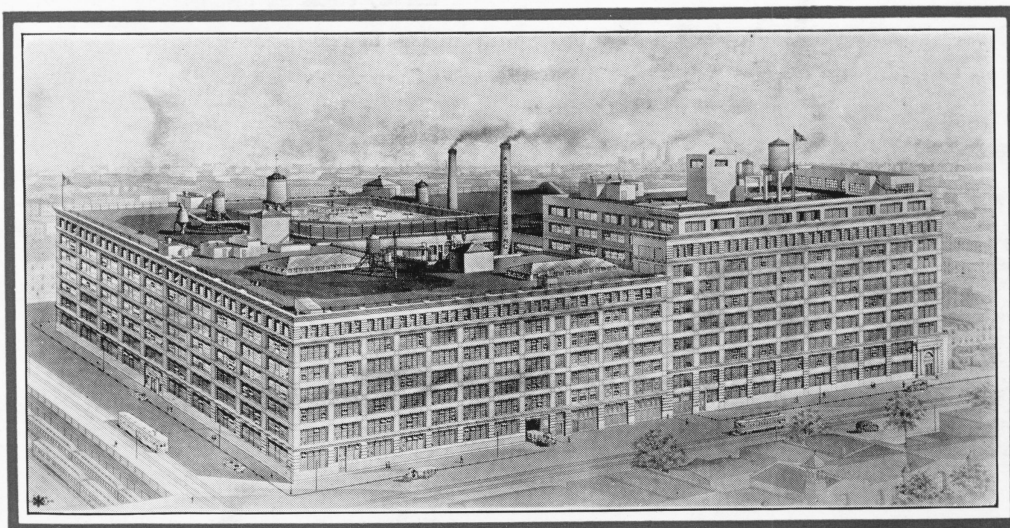
REFERENC

Note: These are in reverse order.
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The

SCOVILL STANDARD



JULY-AUGUST, 1932

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*Mammoth Brooklyn, N. Y., plant of A. Schrader's Son, Inc., a Scovill Subsidiary. Other Schrader plants are located in Akron, Ohio; Toronto, Canada; and London, England. Branches in Los Angeles, California, and Paris, France.

SCOVILL PRODUCTS

MAIN PLANT DIVISION
WATERBURY, CONNECTICUT

For offices see page 24

MILL PRODUCTS

Brass, Bronze and Nickel Silver Sheet.

Furnished in 70 Standard alloys and all gauges and tempers. Special alloys available for unusual requirements.

Brass Pipe.

A practical product for water service. Economical to install. Cuts and threads easily.

Brass Rod.

Scovill High Speed Brass Rod for automatic screw machines. Very uniform and free cutting. Ideal for accurate high speed production.

Condenser Tubing.

Seamless Muntz,—very satisfactory for installations where unpolluted fresh water is used for circulation.

Cup-drawn Admiralty,—has a remarkable life even where the circulating water is polluted with acid waste or sewage.

"Alcunic,"—a patented copper, nickel, aluminum, zinc alloy tube,—should be used where the operating conditions are very severe.

Naval Brass Rod.

Made to Navy specifications by extrusion and drawing. Furnished in round, hexagonal, square and special shapes. Extensively used where the product is subject to the action of sea water.

Pattern Metal.

Figured sheet metal made in strips and coils. Patterns may be applied to brass, bronze, gilding metal and several alloys of nickel silver.

Reflector Brass.

A fine grained sheet brass with a very smooth surface. Excellent for forming and stamping. Takes a high finish with a minimum amount of polishing.

Shaped Extruded Rod.

In many cases the use of this shaped rod greatly decreases the number of manufacturing operations necessary to produce a product.

Special Spring Bronze.

An alloy developed for electrical snap switches and other uses where unusual and permanent spring action is required.

Tubing.

Common brass tubing for fabricating purposes. Furnished in a wide variety of sizes and wall thicknesses.

Wire.

Brass, bronze, copper and nickel silver, round, flat and special shaped wire for all purposes.

MANUFACTURED GOODS

Automotive Products.

Hub caps, screw machine products, brass forged parts, decorative panels, small stampings and hardware accessories. Made to order only.

Metal Containers and Caps.

Vanity Cases—lip-stick and eyebrow pencil containers—talcum powder cans and sifter tops—bottle caps—cream jar covers and similar material. These containers may be furnished enameled in one or more colors, in gold, silver, nickel or chromium plate, in oxidized and relieved finishes, in scratched brushed or polished brass and a long list of other finishes. Made to order only.

Metal Parts for Electrical Goods.

Screw shells—socket shells, flash-light parts—wiring supply parts—inserts—eyelets—screw machine products—special headed products—screws—rivets and similar material. Made to order only.



SCOPE OF SCOVILL SERVICE



The Scope of Scovill's activities is almost unlimited. A list of the parts and completed products manufactured by the oldest brass manufacturing company in America includes almost anything that can be made of brass, bronze, nickel silver and other metals.

Even a complete listing of Scovill-made products, however, would not tell the whole story of Scovill Service. Scovill has experienced engineers, metallurgists, chemical and electrical laboratories and art department at the disposal of its customers. Scovill can cooperate in the design of metal parts and products, Scovill designers can translate the inventions of your industry into practical production terms. Backed by laboratories unceasingly engaged in testing, research and experimentation, the Scovill production units are able to manufacture metal parts to unusual standards of quality, volume and economy.

Scovill, through its main plants or one of its subsidiaries, can supply your metal and manufacturing requirements.

Radio Condensers.

For many years Scovill has produced quantities of radio condensers built to meet the individual requirements of the set manufacturer. Now in trend with the move toward standardization of radio units, Scovill offers a line of standard and midget radio condensers. Several types of these condensers are available.

Radio Parts.

Scovill manufactures to order quantities of other radio parts such as switches, screw machine products, special screws, headed parts, rivets, inserts, eyelets, drawn shells and material of this nature.

Forgings.

In many cases considerable savings can be made by using forgings to replace machined castings or intricate turned parts.

Miscellaneous.

The Scovill main plants produce a tremendous amount of made-to-order material which by its diversity restricts classification except under miscellaneous.

Whatever your products are, it is quite probable that the Scovill organization can help you to do some new thing better, to improve the quality of some existing parts or to lower costs substantially.

A few of the articles produced are—carfare tokens, medals, stampings, caps, shells, cups, circles, cigarette lighters, thermostatic devices, fire extinguishers, burners for gas operated refrigerators, awning pulleys and a long list of other fabricated parts.

Butts and spring hinges, chisel handle ferrules, brass miners checks and Queen-Anne burners for kerosene lamps are carried in stock at Waterbury.

BUTTONS AND FASTENERS

Buttons.

The Scovill Button & Fastener Division produces quantities of buttons for uniforms and liveries, jumper coats, smocks, dresses, and trousers and tack fastened buttons for work clothing. Any of these types can be furnished in a large number of finishes and designs.

Special stampings for the exclusive use of one customer will be made up where the quantity is sufficient to justify.

Fasteners.

There is a Scovill Snap Fastener for every purpose—dresses, work clothing, leather goods, suspenders, gloves, automobile curtains, carpets, tire covers, rain coats and card cases, as well as pin fasteners for securing seat covers to automobile upholstery.

Attaching Equipment.

A full line of snap fastener and tack button attaching equipment is available. The line includes machines designed to meet the requirements of both the large and small manufacturer.

Wire Goods.

Scovill carries a full line of Overall Buckles, Loops and Slides.

Service.

Button and fastener representatives in Waterbury, New York, Atlanta, Chicago, San Francisco, and Seattle form a service organization which effectively covers the country.

SCREW PRODUCTS

Cap Screws.

Steel and brass cap screws in hexagon, flat, fillister and round head types, made to the American Standard Thread Dimensions. For complete information send for Scovill catalog, S-7.

Scovill cap screws are carried in stock in Waterbury, Chicago and San Francisco.

Machine Screws.

Tremendous quantities of brass and steel machine screws are turned out by Scovill annually. We have complete equipment for re-heading, clipping, drawing, drilling cross holes and machining heads and bodies to requirements. Both standard and special machine screws are available in natural finish or nickel, copper, brass, cadmium or chromium plated as well as galvanized, case hardened or blued.

Screw Machine Products.

Automatic screw machine products in both steel and non-ferrous metals. These range in size from small screws used to assemble a lipstick to parts made from 1½ inch diameter rod. Made to order only.

A. SCHRADER'S SON, INC.

BROOKLYN, NEW YORK

(Scovill Subsidiary)

For offices see page 24

Valves for Pneumatic Tires.

The Schrader Tire Valve has steadfastly held a position of supremacy throughout the growth of the motor car industry. For many years more than 80% of all tire tubes made in the United States and Canada have been factory equipped with Schrader Valves.

Tire Valve Accessories.

Schrader accessories required by the tire and car manufacturer, service station and motorists are used throughout the world. Among these are the Schrader Tire Gauge for registering air pressure in tires, Schrader Valve Cores, recognized as the most practical device for holding air in tires and Schrader Valve Caps which are airtight up to 250 pounds pressure. Schrader Air Chucks, Tank Connections, Valve Tools, Wrenches, Couplings and Ferrules are used in the industry wherever air is handled under pressure.

OAKVILLE COMPANY DIVISION

WATERBURY, CONNECTICUT

For offices see page 24

Miscellaneous Wire and Sheet Metal Products

Badge Makers' Supplies, Hose Supporter Trimmings, Jewelry Findings (not precious metals), Piano Hardware.

OAKVILLE-AMERICAN PIN DIVISION

WATERBURY, CONNECTICUT

For offices see page 24

Nothings

Safety Pins, Pins, Hooks and Eyes, Thimbles and Snap Fasteners.

Stationery

Pins, Clips, Fasteners, Thumb Tacks and other paper fastening devices.

Novelties

Gift and Novelty Articles made of metal.

PLUMBERS' BRASS GOODS DIVISION

WATERVILLE, CONNECTICUT

For offices see page 24

Plumbers' Brass Goods

Showers and bath fixtures—exposed and concealed types, Flush Valves for water closets and urinals. A varied line of tubular brass goods—Traps—Waste and Overflow Supply Pipes—Sink and Tray Wastes and miscellaneous items such as Bolt, Nuts, Screws, Washers and other Plumbing specialties of brass. Brass sand castings and miscellaneous specialties. A catalog of the complete Plumbers' Brass Goods Division line will be sent upon request.

MORENCY-VAN BUREN MANUFACTURING COMPANY DIVISION

STURGIS, MICHIGAN

For offices see page 24

Plumbers' Brass Goods (M-VB)

Ball Cocks—Flushing Levers—Valve Seats—Tank Fittings—Seat Hinges—Spuds for Closet Bowls.

A complete catalog on this line will be sent upon request.

Sales offices are the same as those given for Plumbers' Brass Goods Division on page 24.

HAMILTON BEACH MANUFACTURING CO.

RACINE, WISCONSIN

(Scovill Subsidiary)

For offices see page 24

Electric Appliances and Motors

Fractional Horsepower Motors—Jeweler's Lathe Motors—Electric Sewing Motors—Vacuum Cleaners—Hair Dryers—Vibrators—Food Mixers and other Electric Household Appliances.

Soda Service Appliances

Cone Dispensers—Cone Holders—Drink Heaters—Disher Scrapers—Drink Mixers—Flat Ware—Glass Holders—Ice Chippers—Ice Cream Dishes—Ice Cream Transfer Ladles—Ice Cream Dishing Spoons—Ice Picks—Ice Plane, Ice Scoops—Ice Shredder—Juice Extractors—Lemon Squeezers—Lime Squeezers—Malted Milk Dispensers—Soda Fountain Spoons, Ladles, etc.—Strainers—Straw Dispensers.

Special Motors

Hamilton Beach Motors are furnished to manufacturers in stock designs or are manufactured to specifications. A few of the products made by other manufacturers in which Hamilton Beach Motors are used are: Book-keeping machines, Cameras, Check protectors, Dental machines, Valve grinders, Hair clippers, Automobile heaters, Humidifiers, Revolving signs and Window displays.

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NUMBER ONE-TWO

KEEPING UP WITH WEST POINT

By GEORGE F. KUNZ, A.M., Sc.D.

President, The American Scenic and Historic Preservation Society

FIFTY miles above New York City, where the Hudson River breaks through the Highlands in a picturesque winding gap, is located the reservation of the United States Military Academy, adjacent to the town of Highland Falls.

Travelers on the river as well as motorists are impressed by the massive dignity of the grey granite walls that rise majestically high above the placid Hudson. The buildings bespeak the dignity, the efficiency, and the integrity of the Military Academy. With the exception of the personnel, the cadets and the graduates, the buildings, equipment, and grounds are the only tangible evidence of the national institution that has come to be known as "West Point."

The post is rich in historical tradition dating back to January 20, 1778. It is interesting in connection with this article, to review briefly the general history of one of America's shrines.

At the time of the Revolution, West Point was a military post. From 1778 to 1780 Kosciuszko,

the Polish patriot, was commissioned chief engineer in charge of fortifying the post. Notable among the achievements of Kosciuszko was the chain that formed a barrier between West Point and Constitution Island. This, of course, was to prevent the British ships from sailing up the Hudson and gaining vantage points along the river.

In 1779 Washington made his headquarters at West Point. At the close of the Revolution it was designated as one of the depots for military property until 1794 when it was garrisoned by the New Corps of Artillerists and Engineers. The formal founding of the Military Academy took place in 1802 when the Corps of Engineers was created to be stationed at West Point, and to constitute a Military Academy. Since that time the United States Military Academy has grown with the country until now there is nothing like it in the world.

On March 3, 1931, Congress authorized the acquisition of some 15,000 acres adjacent to the

DR. GEORGE FREDERICK KUNZ, President of the American Scenic and Historic Preservation Society, although internationally known as a gem expert, has been interested all his life in the conservation of historic and scenic places. He was one of the original members of the Society when it was founded by Hon. Andrew H. Green, "Father of Greater New York", in 1895. He was a member of the committee appointed by Governor Theodore Roosevelt in 1900, to devise ways and means for the protection of the Palisades of the Hudson, then being blasted down by quarrymen. The report of this committee governed the subsequent legislation. The Society continued its interest in the park as it was extended into New York State, in the Hudson Highlands, and was instrumental in the enactment of later legislation extending its territory and the powers of the commission. The Society, through Dr. Kunz, has lately supported a movement for the protection of another scenic feature of the Hudson River, Mount Taurus, opposite West Point, which is now threatened with defacement by quarrying.

Dr. Kunz' services to conservation and science have received recognition by his election to offices in many societies, and by honorary degrees at Columbia University, the University of Marburg, Germany; and Knox College. He was special agent of the United States Geological Survey,

1883-1909; in charge of the department of mines, Paris Exposition, 1889, Kimberley Exposition, 1892; Chicago Exposition, 1893; Atlanta Exposition, 1895; Omaha Exposition, 1898; on special investigation U. S. Fish Commission on American pearls, 1892-98; honorary special agent to Commissioner General, United States, at the Paris Exposition in 1900; radium commissioner, St. Louis Exposition, 1904; and special agent in charge of precious stones, 12th U. S. Census.

Dr. Kunz is an Officier d'Instruction Publique of France; Officer Legion of Honor, France; Knight, Order of St. Olaf, Norway; Officer of the Rising Sun, Japan; honorary member Chamber Syndicate Pierres Precieuses, Paris; research curator, precious stones, American Museum of Natural History; was instrumental in organizing the American Museum of Safety; founder and past president of the New York Mineralogical Society; was founder and president of the Museums of the Peaceful Arts; was president of the New York Academy of Sciences; and is a member of the North American Indian Memorial Commission. He is president of the American Metric Association and of the Joan of Arc State Commission of the City of New York. He is the author of many books, and articles on gems, minerals, meteorites, folklore, etc. His home is at 137 Riverside Drive, New York City.



New South Barracks, recently erected at West Point, is the last word in modern building.

PHOTO WHITE STUDIO

require much more room for adequate training than ever before. While it may be hoped that wars will sometime become a thing of the past, it is safe to assume that the best way to prevent them is by being prepared to cope with any emergency. West Point does just that. Men, properly trained in the military sciences, are the best assurance that this country has of a prolonged peace.

Acquisition of these 15,000 acres will place in public ownership practically all of the Highlands of the Hudson and the northern Ramapo Mountains, from the New York-New Jersey line to their northern front, and from the Hudson to the

western brink. With the Harriman and Bear Mountain Parks, and other sections of the Palisades Interstate Park and with large private holdings not likely to be developed in any undesirable manner, all of this high forested area will be protected from scenic defacement.

At the present time, West Point borrows a good deal of its water from the reservoirs in the Harriman State Park, for its own source of supply is inadequate to meet the ever-growing demands. The extension will remedy this need by supplying all the necessary water and will protect all of the

reservation which are to be included in, and form an integral part of, the enlarged reservation of the United States Military Academy. This project has been approved by all the parties concerned but must be held in abeyance until Congress makes the necessary appropriation.

The extension of the West Point reservation, from the point of view of the American Scenic and Historic Preservation Society, will permanently conserve shrines of the American Revolution and make the region, with existing State parks therein, a national military memorial comparable with Gettysburg or Chickamauga.

It will give the Military Academy ample room for future needs, for field instruction for the cadet corps, with adequate space for rifle and artillery ranges away from the roads, and an airplane landing field. It will be unnecessary to interrupt instruction to the cadets because of public safety.

The cadet corps at West Point has increased during its history from 10 to over 1,300 in keeping with the growth of the United States and the requirements for military preparedness. Moreover, modern methods of warfare, such as airplanes, poison gas, tanks, long range cannon, etc.,



New South Barracks, looking at the hollow square. This structure is fitted throughout with Scovill Flush Valves.

PHOTO WHITE STUDIO

A new room where the cadets of the United States Military Academy may receive their guests—the reception room in Grant Hall in the New South Barracks. This beautiful room was designed by Gebron & Ross and decorated by W. & J. Sloane.

PHOTO LOUIS WERNER, JR.

streams and ponds in the territory from possible pollution arising from unsanitary practices.

Practically all of the western Highlands, which formed a part of the strong topographic defense which George Washington appreciated and used, will thus become a national and state military memorial. Part of the program of development of the extension of West Point includes the marking of the camps, roads, position of troops, outposts, viewpoints used by sentinels, and other sites in this Revolutionary stronghold. With the existing Harriman, Bear Mountain, and Storm King sections of the Palisades Interstate Park, there will be effected a project first proposed 25 years ago by the late Dr. Edward D. Partridge, who was a trustee of the American Scenic and Historic Preservation Society.

It is gratifying indeed to know that the Military Academy is being constantly brought up to date—as the appropriations from Congress permit. The rapid growth of the Academy makes demands which cannot all be met immediately.

However, in keeping with the growing authorized strength of the Corps of Cadets, which, by the way, has been increased from 522 in 1904 to



1,374 at the present time, the program setting forth the building requirements has been changed in order to take care of the expansion. Slowly but surely, additions have been made, improvements have been brought about, new buildings have been erected.

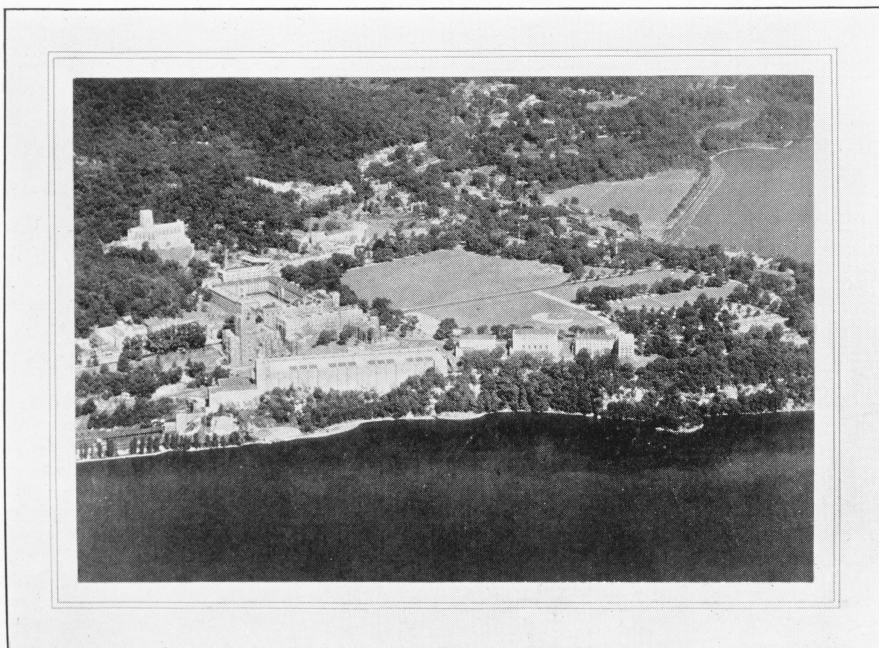
Most important among the newer buildings are Washington Hall and the New South Barracks. Washington Hall is the largest single building at West Point. It houses the cadet mess hall, cadet store and drawing academy. The building is V-shaped, covers about 51,000 square feet of ground space, and has five stories and basement. The exterior is of variegated gneiss, quarried and dressed on the reservation, and trimmed with Indiana limestone.

Washington Hall is equipped with the most modern kitchen conveniences available, refrigerating rooms and bakery. It has four elevators, and, in addition to the kitchen and dining hall, the building houses the drawing academy in model drafting rooms and offices, the cadet store with its sales rooms, tailor shops, cobbler shops, and other activities. It also provides dormitory space for

(Continued on page 19)

The hills back of West Point provide a splendid possibility for the expansion of the United States Reservation as Dr. Kunz points out in the accompanying article.

PHOTO ACME



A FORECAST OF NEW ENGLAND'S INDUSTRIAL DEVELOPMENT

By JOHN F. TINSLEY

Vice Pres. & Gen. Mgr., Crompton & Knowles Loom Works, Worcester, Mass.

NEW ENGLAND, with but 2% of the area and 7% of the population of the nation, has become a most important industrial area. Because of an earlier start, this region has reached a degree of industrial maturity beyond that of other sections. Now we ask, has New England reached the peak of development? Will it decline in economic importance? If it continues to grow, what rate of growth may be expected?

In an attempt to answer these questions, careful studies of the economic activity of the entire region have been recently completed. Supplementing the New England Council's own studies of economic trends affecting New England, there has just been made available to the Council a most comprehensive study of New England's present economic status and a forecast of its possible growth in the next 20 years. This report, which has taken three years of continuous study to complete, was made by a company whose business extends to every state in the Union, and is a continuation of similar studies made at intervals during the past twenty years. With similar regional studies of other sections of the country, it is used for the planning of capital expenditures over future periods of some length.

In detail, the report is the result of the examination of past development by industries and by geographical sections, and the projection of those trends into the future to the year 1950. The forecast is not based in any sense on op-

One of New England's beauty spots architecturally — Springfield's Civic Center. It is one of the few in America that has advanced far toward completion. The group is dominated by a campanile of which any city would be proud. The clock tower is flanked on either side by the public auditorium and the court house, two of the three public buildings facing the Square.

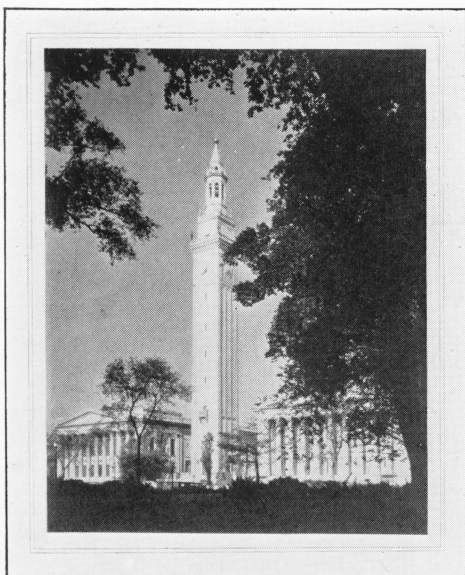


PHOTO EWING GALLOWAY

timistic predictions and hopes. Consideration has been given to local and national conditions, and allowance made as well for international conditions which the history of the past has shown as affecting economic progress. In addition, the findings of the economists making the study and report have been checked by contacts with authorities in all lines of business.

The general findings of this study as to New England's situation in 1950 are as follows:

1. The population of New England will be increased to approximately 10,000,000 people.

2. Manufacturing, then as now, will be the primary economic activity.

3. New England industry will have 400,000 more industrial jobs than today—an increase of practically one-third.

4. There will be to the advantage of New England increased water power resources to meet the wants of industry and the increased population.

5. The recreational industry will have achieved considerably more importance and its growth will produce many beneficial results to New England.

6. Wealth and purchasing power of New England will continue to grow and will be sufficient to support adequately a considerable volume of trading and service activities.

It is thought that changes in transportation conditions and rates will have much to do with New England's future policy both as to manufacturing

and distribution. The coming of transportation rates based large-

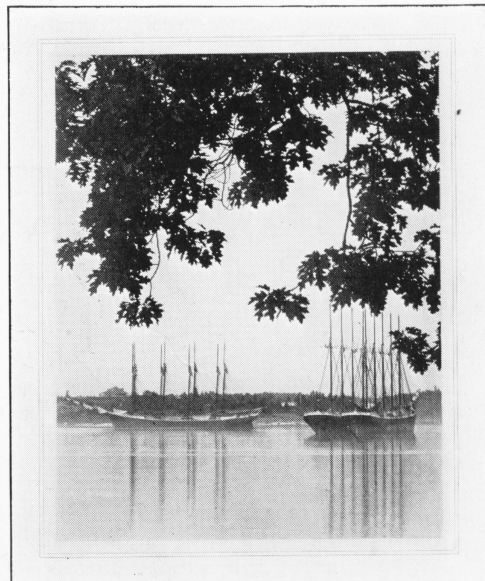
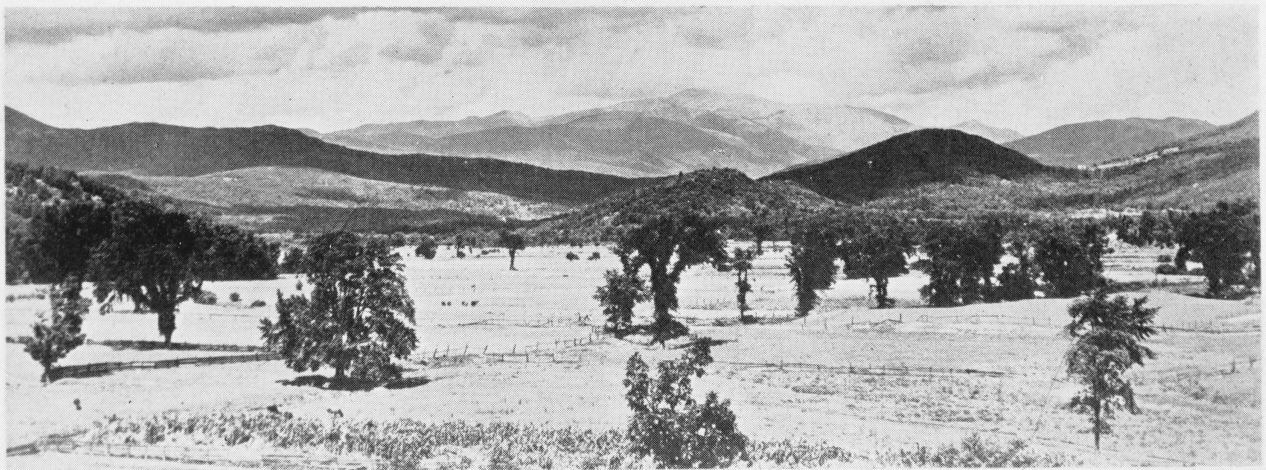


PHOTO EWING GALLOWAY



Fishing is another of New England's industries — here you see picturesque Boothbay Harbor, "Down East" in Maine. Boothbay is also noted as a summer resort.



Mount Washington, New England's high point, from Intervale. New England's hills and valleys offer surcease to thousands of visitors annually.

PHOTO BY EWING GALLOWAY

ly on a mileage basis will tend to restrict the markets for New England's staple products. On the other hand, it will force many New England manufacturers to concentrate their selling efforts in a smaller territory—to their probable profit. It will give them a greater advantage over more distant competitors in the nearby rich markets. It will hasten the present steady transition of New England manufacturing activity from the production of low cost staples to specialties which will have a higher value added by manufacture. It will bring into New England an increasing number of branch plants of manufacturers in other sections of the country who seek to serve the wealthy Eastern markets more profitably. It is felt also that air transportation which will develop rapidly in the future, should prove of much benefit to New England and have its effect in increasing the market for New England quality products. However, it is not likely that the demand for the transportation of quality products by this method will be broad enough to take up any large percentage of the extensive manufacturing facilities of the territory.

New England is now passing through a period of readjustment in its manufacturing industries in preparation for a new phase of growth. Competition will continue and indications point to the continued necessity of progressive change in this section. Our future prospects will be dependent upon the ability of manufacturers to remedy obsolete practices, to adjust the present types of industry to those which are able to meet competition from other areas, to develop new markets, and, of great importance, to maintain a reputation for superiority in quality of products. It is encouraging to note along this line, that the attitude and trends of New England in the past few years indicate clearly that what must be done in New England to assure her future virility and growth will be done.

It will be of interest to review the predictions in various lines which have contributed in the past and which at present contribute substantially to New England's manufacturing total.

Developments in recent years have favored the rapid expansion of cotton manufacturing in the South. This additional capacity, together with a falling off in the consumption of cotton dress goods, has hastened the elimina-

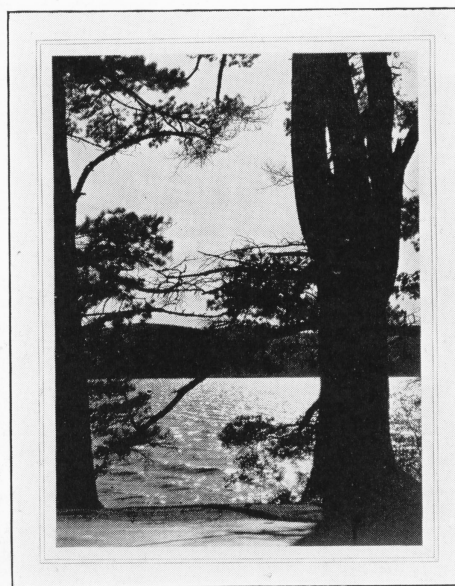


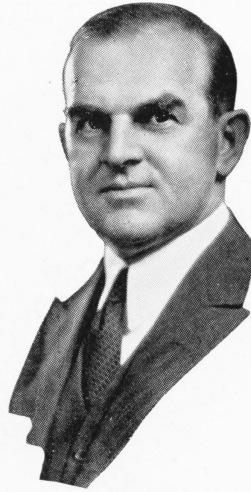
PHOTO BY EWING GALLOWAY



Sunflecked Chocoma Lake in the White Mountain region in a setting of stately pines. The vacation "industry" is an important one for New England.



JOHN F. TINSLEY is particularly well prepared to discuss the industrial development of New England, since he is not only a leading citizen of Massachusetts, but also a leading citizen of New England and of the United States as a whole. His fingers are constantly on the pulse of New England's economic development through various businesses with which he is connected. Besides being active Vice President and General Manager of Crompton & Knowles Loom Works, in Worcester, Mass., he is a director in the following organizations: Worcester County National Bank, Worcester Bank & Trust Company, Second National Bank of Boston, Morris Plan Bank, Worcester Electric Light Company. Mr. Tinsley is connected with Associated Industries of Massachusetts in three ways: Vice-president, member of the Executive Committee, and chairman of the Committee on Stabilization of Employment. He is also the chairman of the Committee on Community Development, New England Council, a former presi-



JOHN F. TINSLEY

tion of high cost producers in New England. While our position in the cotton textile industry is still high, the trend has been downward constantly and quite sharply so since 1920. As the surveys of the New England Council have shown, since 1926 each year New England has shown an increase in the number of employees in her manufacturing industries;—this, in spite of a continual loss in the textile industry which continues to the present time. Our surveys indicate that the advantages of the South; namely, low-priced labor, comparative freedom from restrictions, legislative and otherwise, nearness to raw materials, low taxes, tax concessions, low power costs, more modern buildings and machinery, and community encouragement, will not be as consequential in the next twenty years, and that the advantages of the South over New England along these lines will be greatly reduced in the next five or six years.

It is predicted that taxes in the South will be higher, hours of labor reduced, and night operations curtailed, though a difference favorable to the South in the wage level will continue and that lower living costs will prevail in the South. However, the difference between the two sections will grow continually less and New England's advantages in this field; namely, experience and skilled labor (comprising many nationalities), nearness to the New York market, ideal manufacturing and living climate, high quality of water supply, long established rep-

dent of the Worcester Chamber of Commerce, a member of the National Foreign Trade Council, and a member of the President's Organization on Unemployment Relief.

At the Sixth New England Conference, held in Boston, on November 21, 1930, Mr. Tinsley made a speech which was based on extensive surveys and reports about New England's industries. His listeners were a distinguished gathering of the best minds of New England, and his speech was received so enthusiastically, that we have asked Mr. Tinsley to expand upon it for publication in THE SCOVILL STANDARD, knowing that it will be of interest to industrial leaders of the whole nation.

The illustrations which accompany this article have been chosen from the thousands of places which hold a strong appeal to visitors to the New England States, another industry which is scheduled to improve within the next twenty years.

utation in trade channels, idle plants available at low cost, will give much greater stability in cotton manufacturing in the future. There will not be a great growth in cotton manufacturing in New England before 1950, but there will be a steady growth rather than a continuation of the decline of the past ten years.

THE WOOLEN AND WORSTED INDUSTRY

This industry has been growing faster in New England than in the United States as a whole. New England dominates this industry, producing over 60% of the country's total. The position of wool manufacturing in New England appears economically sound, due to the fact that Boston is the largest raw wool market in the country, the proximity of New England to New York (the leading market and style center), experienced management and skilled labor, good water supply, favorable climate, low rates for transportation of raw material by water, and strong financial backing and manufacturing reputation.

At present, there is an over-developed condition relative to manufacturing facilities in this field not conducive to the starting up of plants in other sections of the country. In the next

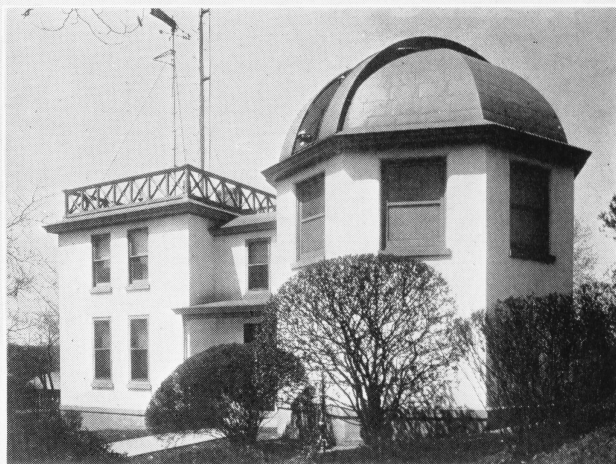
five years it is not expected that there will be much, if any, increase in this field until the manufacturing slack has been absorbed by growth of population or increased consumption. In the 15 succeeding years, however, it is expected that there will be a gradual increase in the number of work-
(Continued on page 23)



But the background of New England's past and the bulwark of her future will be her industrial plants. This view was taken in the sheet mill of Scovill Manufacturing Company, Waterbury, Conn., "the brass city" of the world.

THE STORY OF THE ELGIN OBSERVATORY

By FRANK D. URIE,
*Superintendent of Research and Inspection,
Elgin National Watch Company, Elgin, Ill.*



The Elgin Observatory, founded in 1909 by the Elgin National Watch Company.

PHOTO BY PEASE

TEN years ago Mr. DeForest Hulburd, former President of our company, had an article entitled "The Box of Wonders in Your Pocket," which appeared in "The American Magazine." Shortly after that the article was republished in booklet form and since then some fourteen editions of the booklet have been demanded by the general public.

At the time the article was put into booklet form, with the permission of the publishers of "The American Magazine", there was added to it an appendix describing the observatory here at Elgin. In connection with the series of timekeeping devices which has been appearing in THE SCOVILL STANDARD, it was felt that the story of the observatory and its sponsors might well be brought up to date and included in the series.

REGULATES 100,000 WATCHES DAILY

The Elgin Observatory was established twenty-three years ago, in 1909, by the Elgin National Watch Company for the purpose of obtaining an accurate time service for use in the adjustment and regulation of Elgin watches. The necessity of having such a time service constantly available can be realized when it is known that at any given instant there are more than 100,000 watches in the Elgin factory undergoing timing tests, and that during these tests each one of these 100,000 watches has to be compared with the time standard at least once a day, and in many cases as often as every ten minutes. It can be readily seen, therefore, that the highest accuracy possible is desirable in the time standard, as any error therein will be reflected in the timing of the entire output of the factory.

A watch is a mechanism for measuring a time interval. Now, in order to measure anything, we

must first adopt a definite unit of measurement which will always remain constant. For example, if we wish to measure the length of a room, we use a standard unit of length, such as the foot or the meter. In order, then, to measure a time interval we must first find some phenomenon which always recurs in exactly the same interval of time. The most constant motion of such a character, of which we are at present aware, is the *rotation of the earth on its axis*.

We know that the earth has two motions. It revolves around its own axis once a day, which motion takes place in exactly equal intervals of time; the earth also moves in its orbit around the sun once a year. This latter motion is not uniform, however, as the earth moves faster in winter than in summer, owing to the elliptical shape of the path of the earth around the sun. For this reason the sun is not a suitable object to observe for the determination of accurate time.

STAR GAZING FOR ACCURACY

Accurate time is always determined by observations of the *fixed stars*. These stars are at such inconceivable distances from the earth that they may be regarded as mere points of reference for determining the time interval between successive rotations of the earth on its axis.

If we adopt a definite line of reference such as a north and south line, or meridian, and observe the time that a given star crosses that line of reference this evening; if we then watch for the same star tomorrow evening and observe when it crosses our reference line, or meridian, the interval between these two crossings of the meridian will be the exact period of time in which the earth has completed

FRANK D. URIE, present director of the Elgin National Watch Company Observatory, was born in Toledo, Ohio, June 27, 1887. Mr. Urie received his B.A. degree in 1909 from the University of Michigan, and during the same year was made a member of the American Astronomical Society. In 1925 he was elected a Fellow of the American Association for the Advancement of Science.

Serving as an assistant at the Detroit Observatory of the University of Michigan from 1909 to 1910, Mr. Urie resigned to accept the position of astronomer of the Elgin National Watch Company Observatory on October 1, 1910. In 1914 he was named assistant director of the Observatory, and on November 1, 1926, was made director. Together with his duties as astronomer, Mr. Urie had supervision of the company's watch-testing laboratory, and the radio laboratory.



PHOTO CARLSON
FRANK D. URIE

one revolution about its axis. We call this interval the sidereal day.

The positions of all the brighter stars in the sky are known with great accuracy from several hundred years of study. From this data it is possible to predict exactly what time any of these stars will cross the meridian at any place or date. The U. S. Nautical Almanac Office at Washington publishes every year a list of some 800 stars, giving the *correct time* of meridian passage for each star. Now, if we observe a star and determine what time our clock indicates when this star crosses the meridian, the difference between our *observed time* of crossing and the *correct time*, as given in the Nautical Almanac, will be the *error* of our clock. This

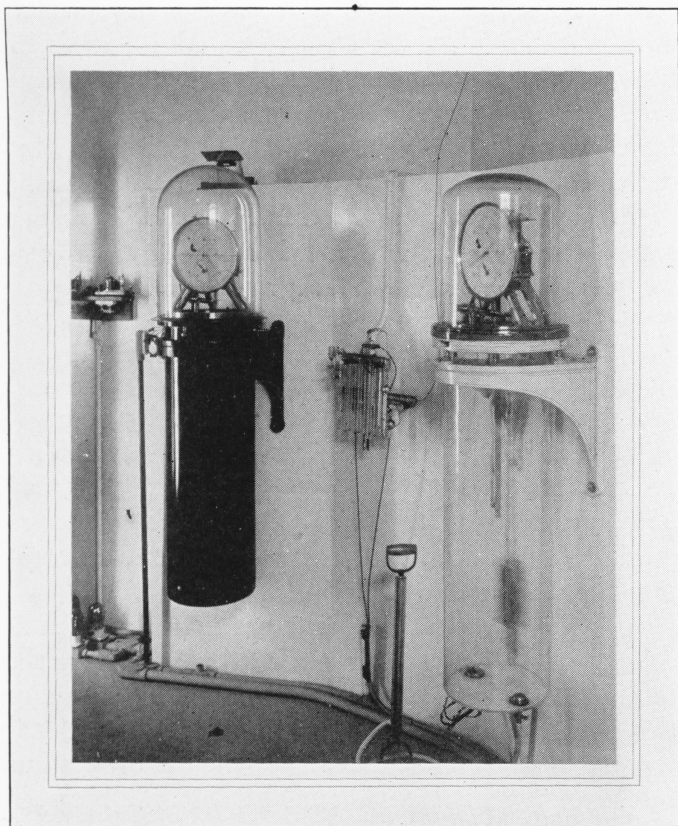
is the simplest way in which the determination of time can be explained.

On August 1, 1931, Mr. Urie was appointed superintendent of research and inspection. This position includes the operating of the Observatory; the conducting of tests of materials, parts and products as required to maintain quality and accuracy; the inspection of manufacturing operations to determine the effectiveness with which they are performed, and to maintain quality workmanship; the building of new models of movements as required, and the conduct of research and experimental work.

Many singular honors have been accorded Mr. Urie, including his appointment as a member of the Yerkes Observatory eclipse expedition to Catalina Island in charge of the time service in 1923, and in 1925 he was placed in charge of the time service as a member of the Yerkes expedition to Iron Mountain.

Our telescope, technically known as a transit instrument, is mounted on a solid concrete pier separate from the rest of the building in order to eliminate vibration. The telescope is set exactly north and south, as all time observations are made in the meridian. On looking into the eye-piece of the telescope we see what appears to be a group of wires, two horizontal and eleven vertical. These wires are really spider threads taken from the web of a spider, and the distance between threads is less than seven thousandths of an inch (0.007 in.). A star appears as a bright point of light moving between the horizontal wires; whenever it passes one of the vertical wires, the observer presses an electric key which he holds in his hand. Pressing the key automatically records the exact reading of the standard clock within two hundredths of a second (0.02 sec.) on a machine called a chronograph.

The Elgin Observatory is equipped with four Riefler clocks which are universally recognized as the most accurate type of timepiece in existence. The clocks are mounted on piers separate from the rest of the building, in order to eliminate vibration and are wound electrically every 36 seconds. The two standard clocks are sealed in glass jars, the air in which is partially exhausted and is kept at a uniform pressure, thus eliminating barometric corrections. The regulation of these clocks is effected by changing the air pressure. Inside the clock is a barometer graduated in millimeters from 0 to 760; a change in pressure of one millimeter on this scale will change the rate of the clock eighteen thousandths of a second (0.018) in twenty-four hours. This is the most refined method of regulation that is known. The pendulums of these clocks are made of invar, a nickel-steel alloy which has an extremely small co-efficient of expansion. In order, however, to eliminate any temperature compensation errors that might possibly exist in the pendulums, the clock-vault itself is kept at a



Riefler clocks in the Elgin Observatory, the last word in eliminating variations in timekeeping.

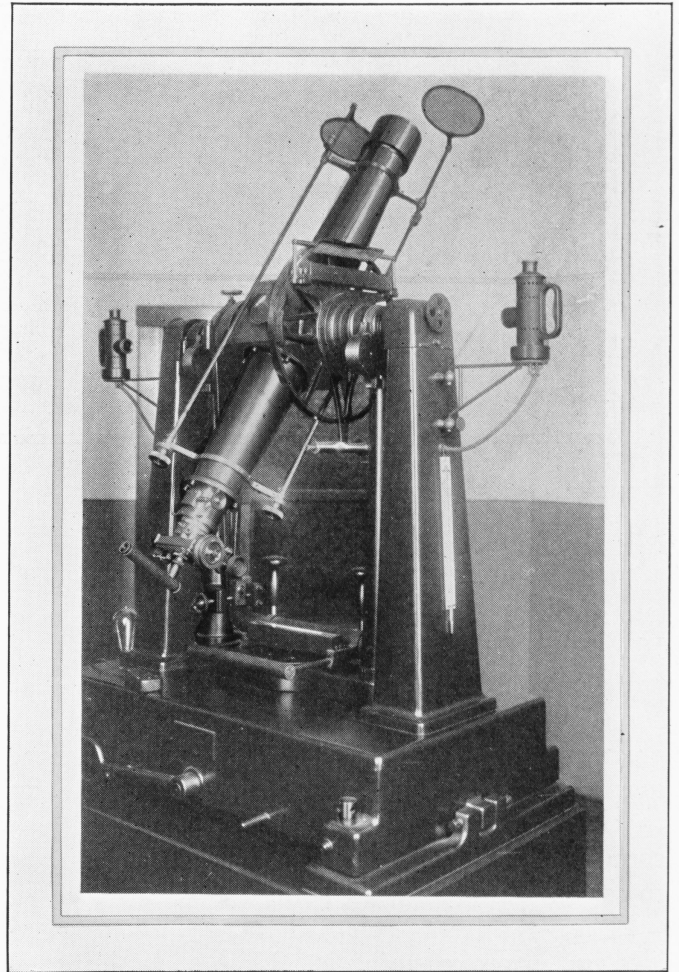
constant temperature of 81 degrees F. The room is heated by 54 electric lights which automatically turn on when the temperature falls below 81 degrees and then turn off when it reaches 81 degrees. A change of temperature at the thermostat of one thousandth of a degree will turn the lights off or on, and the variation of temperature in the room throughout the year is not normally more than two or three tenths of a degree. These clocks maintain their rates with an average daily variation of only two hundredths (0.02) of a second. Time is distributed throughout the factory by means of electric sounders which are all connected with the standard mean-time clock of the Elgin Observatory.

The Elgin Observatory possesses a short-wave transmitter operating under an experimental license from the Federal Radio Commission for the transmission of radio time signals. While these signals are intended primarily for our own use in our experiments with radio-controlled timepieces, they are, of course, available to anyone possessing a short-wave receiver.

Our 500-watt crystal controlled transmitter, W9XAM, operates on a frequency of 4795 kilocycles (62.56 meters) and transmits time signals according to the following schedule:

7:55 A. M.— 8:00 A. M.	Central Standard Time, daily except Sun.
9:55 A. M.—10:00 A. M.	Central Standard Time, daily except Sun.
11:55 A. M.—12:00 Noon	Central Standard Time, daily except Sun.
1:55 P. M.— 2:00 P. M.	Central Standard Time, daily ex. Sat. & Sun.
3:55 P. M.— 4:00 P. M.	Central Standard Time, daily ex. Sat. & Sun.
9:55 P. M.—10:00 P. M.	Central Standard Time, daily except Sun.

(Continued on page 20)



Spider's web' plays its part in helping Elgin watches check the time with the stars through this telescope, as described in Professor Urie's article herewith.

TAKE AN OLD IDEA, IMPROVE IT WITH "PLUSES," AND MAKE AN INDUSTRIAL LEADER

By ARTHUR W. EVERS

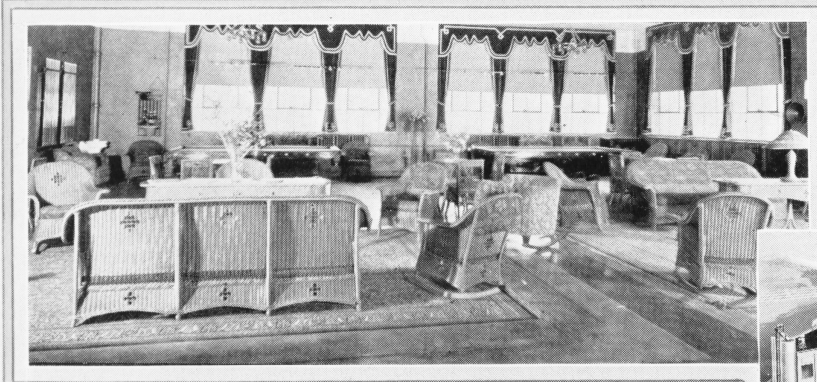
IN 1907 Charles W. Kirsch founded the Kirsch Manufacturing Company for the manufacture of drapery hardware. His assets were a new idea for a curtain rod, a lot of brains, a great deal of energy, and a little capital. It was a small beginning.

At that time there was nothing new about a curtain rod. Curtains and draperies were in vogue during the early temple civilizations of Babylon and Assyria. Portieres were used by the Greeks, Romans and Egyptians. Discoveries in recent

years indicate that draperies were a part of the household goods of old King "Tut". And all of these had to hang on something!

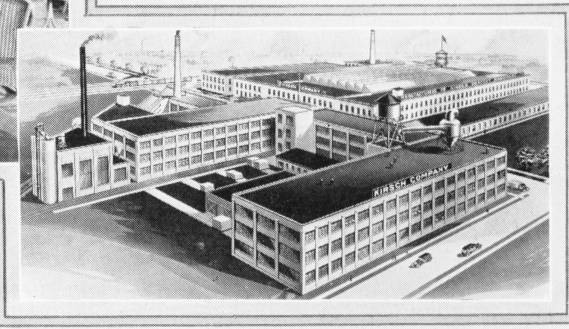
Mr. Kirsch, therefore, did not invent the curtain rod. But he did originate a new and more practical shape for curtain rods.

In the earliest days, the records indicate that wooden pegs fulfilled the functions of the modern curtain rod. When the wooden peg passed out of the picture centuries ago, plain, round-shaped cur-



Louning and billiard room in the Kirsch plant, with Kirsch product adding attractiveness to the background, at the windows.

A bird's-eye view of the plant that was built upon the improvement of an old idea. The main plant of Kirsch Company, Sturgis, Michigan.



tain rods became the style.

For centuries, round was the accepted shape for curtain rods and drapery hardware of all kinds. Mr. Kirsch had the idea, however, that from an engineering standpoint flat was the logical shape for a curtain rod, since the flat rod would have greater strength and would hold the curtain headings more erectly. Mr. Kirsch was thus the first to challenge and improve the accepted style of round curtain rods. The opportunity was open to anyone familiar with home needs.

Basically, Mr. Kirsch had merely taken an old idea and improved upon it. He has also improved upon the production and the distribution of the curtain rod—and he has made an industrial leader out of his product.

At the beginning the Kirsch Company made only about five or six patterns, but these were well-made, better than any similar product had been made before! Dealers and the public were quick to recognize the value of these new rods and production was gradually stepped-up.

CHARLES WENDELL KIRSCH was born September 1, 1867, on a farm in the town of Freedom, Outagamie County, Wisconsin. His parents came to this country from Prussia, Germany, when they were in their 'teens. His father served as a volunteer in the Union Army during the Civil War for more than three years.

He attended high school at Appleton, Wisconsin, working his way through school.

While attending high school he borrowed money and opened up a small machine shop. This venture became a failure through lack of capital, and C. W. Kirsch was a number of years paying off the debts of this enterprise.

He was married in 1896 to Clara Waldo of Appleton, Wisconsin.

One of his first jobs was designing labor-saving machinery and equipment for the Interlake Pulp & Paper Company of Appleton. Later he went with the J. G. Wagner Company at Milwaukee, manufacturers of structural steel, as designer of labor-saving machinery.

After leaving this connection he was associated with several concerns manufacturing elevator door devices, and while with these people invented several elevator door devices.

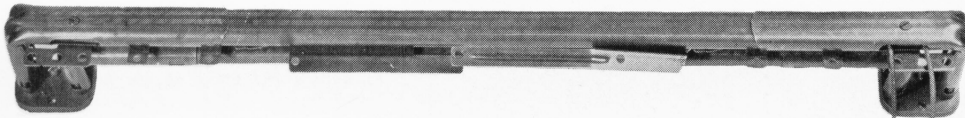


From this small beginning the Kirsch Company has grown into an institution which does an annual business running into several millions of dollars a year. It has become the largest drapery hardware manufacturing organization in the world and sells its product in all civilized lands. Its buildings occupy over three city blocks. The Kirsch Company employs, year in and year out, approximately 500 men and women.

The company is a consistent national advertiser. Its first advertising appropriation, which came several years after the beginning, was \$7,000.00. The company now spends approximately \$200,000.00 per year for advertising of all kinds. An unusual feature of the Kirsch advertising plan is the distribution of thousands upon thousands of copies of an 80-page, stiff-cover book showing hundreds of window draping suggestions. This is

After this experience, he joined the H. Channon Company as a draftsman and engineer, where he patented and perfected machinery and equipment for that concern. He left H. Channon Company to become Superintendent of the Herzog Iron Works at St. Paul, Minnesota. He left the Herzog Iron Works and returned to Chicago, where he was employed by the Elevator Supply & Repair Company as an engineer and draftsman. While in this connection he designed and installed the first fire curtain in the McVickers Theatre in Chicago, following the Iroquois Theatre fire. He then moved from Chicago to Three Rivers, Michigan, where he became associated with the National Tool Company, a new organization. The National Tool Company failed, and from the wreckage of this concern, C. W. Kirsch salvaged the flat curtain rod, which he had invented. January 14th, 1907, during a panic year, he organized the Kirsch Manufacturing Company at Three Rivers, Michigan. The following year he moved to Sturgis. In 1925 the Company was reorganized and its stock listed on the Chicago and Detroit stock exchanges. With the reorganization the name of the company was changed from Kirsch Manufacturing Company to Kirsch Company.

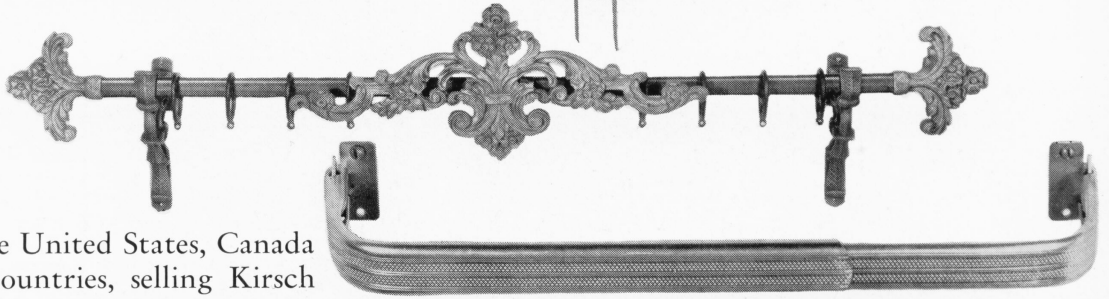
C. W. Kirsch has always been President and General Manager, and has always been active in that capacity.



Three different items in the extensive Kirsch line. (1) Kirsch Cut-to-Measure Rod fitted with Traverse—draw cord—Equipment, (2) Kirsch Atavio Set, (3) Kirsch Extension Curtain Rod.

one of the largest and most elaborate service books offered by any national advertiser.

Approximately 50 salesmen travel in the United States, Canada and in the European countries, selling Kirsch drapery hardware, added to which are a number of jobbers handling the product. From five or six patterns, the line has increased to over 4,000 numbers, and if you should need a curtain rod or any accessory that is not to be found in the line, it will be made for you according to your own specifications.



The company operates branch factories at Oakland, California, and Woodstock, Ontario. Warehouse branches are also maintained in New York City, Boston, Detroit and St. Louis.

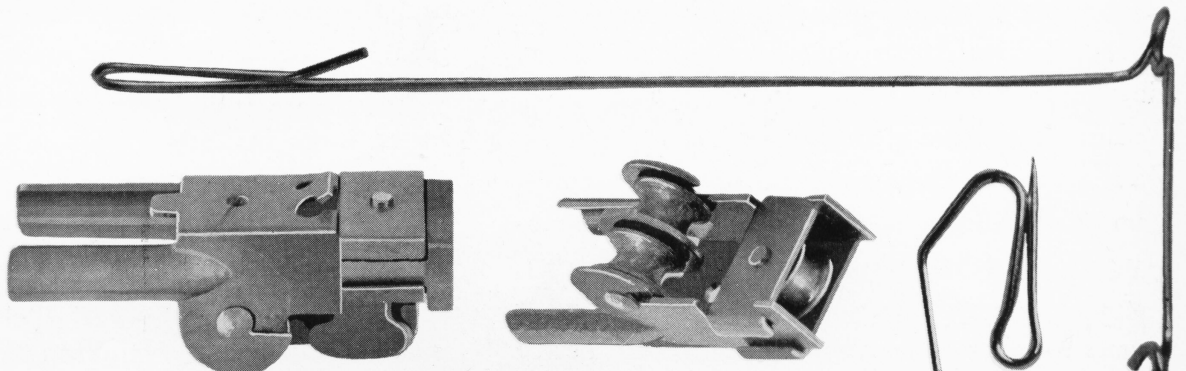
In going through the plant of the Kirsch Company one is impressed with two outstanding features—the consideration given to the human factor, and the simplicity of the product and organization and orderliness behind it. Kirsch curtain rods are made of specially treated steel and this raw material is formed into various shapes. The company also has a complete wood working plant for the manufacture of wood poles and wood cornices. It also manufactures a line of art products which is sold by gift shops all over the country. All the machines producing the curtain rods and accessories were invented by Mr. Kirsch and associates.

The laymen, to whom numbers and quantity have the most direct appeal, will be startled by the figures which surround the making of curtain rods and kindred parts. Each day, in the plant of the Kirsch Company there are turned out several hundred thousand parts. Get out your pencil and figure what that would amount to in one year. Going through the stock rooms and seeing the parts in process, one would think

there are enough curtain rods in sight to supply the world for ages to come. Yet, there is hardly a day that someone, in some part of this or some other country, doesn't want something different. The company has an experimental department which does nothing but figure out advancements and improvements in the line. The ideas for these improvements come largely from the trade, the housewife, the decorator, the user of curtain rods. No one goes around looking for trouble or cumbersome additions to the product itself. The idea is to simplify, standardize and add to the service and utility of the line.

But in all, this is really nothing that differs from other achievements in modern industry. There are many factories in other lines much larger than the Kirsch Company, which have many more stamping machines and which employ many more workers. In the Kirsch establishment, the product becomes merely a means to an end. The fact that it is the largest curtain rod factory in the world doesn't mean anything either to Mr. Kirsch or his co-workers. What means most to them is that they are all working together as a happy family; that in their organization there is no discord, no misdirected energy, no labor disturbances, no envy, no strife. It is an institution devoid of

(Continued on page 21)



Some of the products and parts purchased by Kirsch from the Oakville Division of Scovill Manufacturing Company. (1) Pulley Set for Traverse Equipment—Pulley and Studs by Scovill, (2) Non-Sew-On Hook, and (3) Draw Cord Separator—wire purchased from Scovill.



Compare this kitchen with the old Van Cortlandt kitchen of the 1700's! Absolutely everything that is needed to lighten the work of the housewife is included. Labor-saving devices, time-saving implements, more sanitary conditions, greater economy of space, cleanliness! Below—While the dinner cooks and the washing machine takes care of the laundry, the vacuum cleaner sweeps and beats the rugs, cleans the davenport and the overstuffed chairs, takes care of the curtains and portiers, and gets into nooks and crannies that could not be reached before unless the furniture were shifted about and the whole room were turned into a shambles.



PHOTOS EWING GALLOWAY

SCOVILL IN THE HOME

A Glimpse into the greatest "industry" of them all, showing the part that Scovill Products play in it.

A GLANCE at the two sets of photographs reproduced on these pages is enough to bring to mind the great difference that exists between the old and the new methods of housekeeping. Not many years ago housework was drudgery; everything had to be done by hand, in a slow, inefficient, unsanitary, laborious manner.

But times have changed and the modern era has emancipated woman from the tasks that consumed all of her time and robbed her of her beauty and joy of living in the not very distant past. Woman is now free to devote many pleasant hours to other endeavors; science has rid her of the yoke of housework. Business, social activities,

self-improvement, pleasure, or whatever milady wishes to enjoy is hers to enjoy, for the time that was so scarce before is now hers in great measure.

Wherever you go, wherever you turn, you find the products that have brought about this great emancipation. The modern home contains all these appliances that make work easier, faster, more sanitary.

The Scovill Manufacturing Company, through its main plants, divisions, and subsidiaries, has done much towards supplying the modern woman with the tools of her emancipation. The modern wife uses a Hamilton Beach Gold Star vacuum cleaner to keep her rugs, cushions and

draperies clean and fresh-looking. The food mixer made by the same subsidiary of Scovill relieves her of many hours' labor in the kitchen. She uses it to chop, whip, mix and extract fruit juices. The whole family uses the Hamilton Beach vibrator to keep themselves physically fit, and the ladies use the electric hair drier to great advantage after they have washed their hair. Hamilton Beach fractional horsepower motors are used for washing and sewing machines, buffing and polishing metal articles, grinding and sharpening knives, etc.

Can you imagine an up-to-date home without pins? The Oakville Company Division sees to it that milady is supplied with all kinds of pins, safety pins, hooks and eyes, thimbles and snap fasteners. The home desk contains pins, clips, fasteners, thumb tacks and a variety of other

paper fastening devices. Also there are many Scovill articles made by Oakville that come to

the home through other manufacturers. Hose supporter trimmings are an example of this.

The Button & Fastener Division is represented also through other manufacturers, by all kinds of buttons and fasteners. Many of the uniforms, liveries, jumper coats, smocks, dresses, trousers, and work-clothes that are bought are supplied by their manufacturers with Scovill-made buttons and fasteners. Snap fasteners find their way into the home in gloves, leather goods, suspenders, raincoats, and a host of other articles that are used every day of the year.

The last issue of THE SCOVILL STANDARD told you about the Plumbers' Brass Goods Division and also about the Morency-Van Buren Division, both of which do their share of work in the modern home. You will remember that bathroom fittings and plumbing fixtures are supplied by these Scovill subsidiaries.

Scovill is proud of its share in bringing homes up to date with appliances and miscellaneous goods, that makes life less difficult for the modern housewife and what Scovill does for the home "industry" is suggestive of the "Scope of Scovill" in many another industry.



Right—The kitchen in the Van Cortlandt home, New York. In the far-off days of yesteryear this was considered a modern kitchen, which included every convenience then known to the busy, hard-working housewife. Her work about the house began at dawn and ended long, long after the sun had set. Above—Until not many years ago, this was the best and the only way to sweep rugs. Every now and then, particularly when spring-cleaning time came around, rugs had to be taken out in the back yard and beaten. Not only was this an immense task, but it was as unsanitary as it was messy.



SALESMANSHIP MUST GET ITS SECOND WIND

By E. S. SANDERSON,
Sales Manager, Scovill Manufacturing Company

IT is certainly a fact that in the so-called boom period the disposal of goods is more a problem of distribution than of selling. Goods do not even in such times sell themselves, but they do require a minimum of constructive sales effort. In times of reconstruction, like the present, industrial management must and does give more thought to the economics of selling, the choosing of markets, the location of salesmen, and the selling overhead. Likewise a salesman must think out his own problems by well-ordered consideration of all difficulties that must be surmounted, enlisting the cooperation of his management to the fullest degree.

In its final analysis the problem of the world today is one of selling. Our government is busy trying to sell the public on bringing its surplus currency and coin from the hiding place and putting it into the market place.

Business as a whole is trying to re-sell itself on facing the future with growing confidence and lessening fears.

What is needed on all sides, then, is for salesmanship to get its second wind. That may, or may not, take some of the forms prevalent when business was younger. One thing is certain, it will require more studying and less splicing; more preparation and less conversation; more genuine service and fewer general remarks.

In an article in *THE SCOVILL STANDARD* some two years ago, I said: "The old theory had it that salesmen were born, not made. But the old theory, as is often the case, has in its major points been disproved."

Future salesmanship will in no wise go contrary to that thought. Salesmen of early days, who had to do their own missionary work because they were without any effective consumer media advertising or trade journal background, had of necessity to know more about their product, their plant, and the problems of the purchaser than the order-takers of the boom periods of business.

Now and in the future, well-planned



Illustrative of going back to first principles in selling—flattery.

PHOTO JOEL FEDER

advertising, catalogues and direct mail will be continued, and will continue to help the salesman in his tasks. Such efforts from the home office will in themselves produce business, but, when personal contact by a salesman who studies and plans intelligently is added, then more and better business will surely result.

Personal and friendly contact, with mutual respect between buyer and salesman, will always produce more satisfactory business relations than any other single method. The task of the salesman is to foster and maintain these relations in an intelligent and constructive manner backed by the home organization. Such relations can only temporarily be maintained by price cutting, and often the losing of an order gracefully will in itself be of help in the long pull.

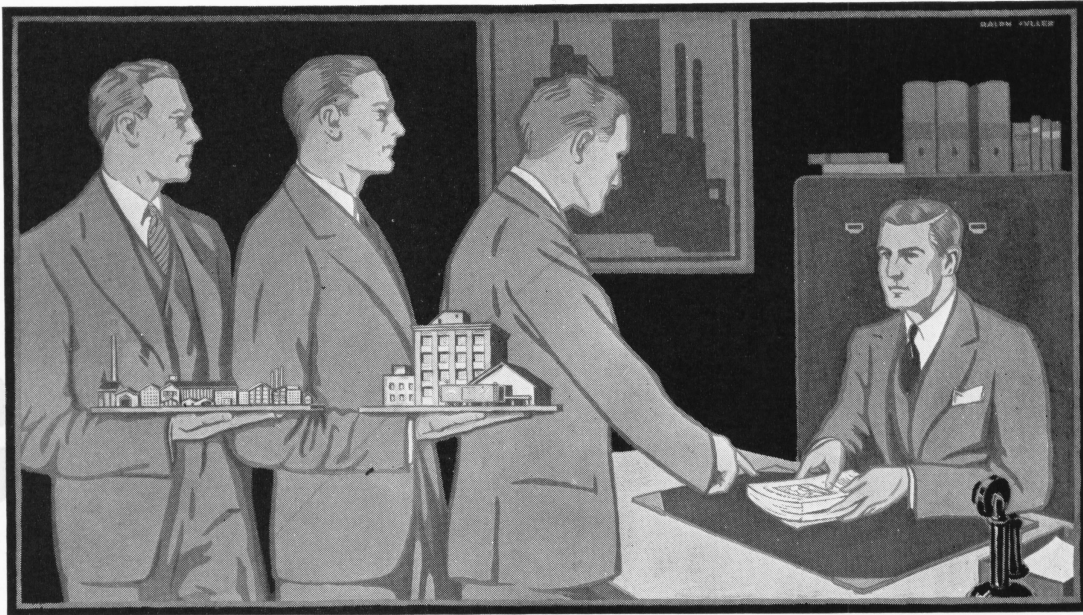
A certain well-known man has a stock comeback for all callers who visit him to sell him insurance. It illustrates my point quite well. This man when called upon by an insurance salesman—and he is called upon by a legion who call themselves by that name, due to his location, line of business, etc.—immediately sees the caller and says:



E. S. SANDERSON

Mr. Sanderson, Sales Manager, Scovill Manufacturing Company, had an article on "Salesmanship in Business" which appeared in the October 1930 issue of *THE SCOVILL STANDARD* and subsequently was reprinted in several other publications.

In connection with that article a brief biography of Mr. Sanderson appeared from which we cull the fact that he has been associated with Scovill since 1903, originally from a production angle, but since 1919 in his present position.



"Glad to see you. I surely do believe in insurance. In fact, my father was an insurance salesman for years. I bought insurance as a boy. I am thoroughly sold on it. I'll tell you what I'll do; you tell me what your income is, what line of insurance you carry and if you are carrying more in proportion to your income than I am then we'll sit down and discuss wherein I've fallen down. If I am carrying more than you are, the interview is ended because you see I am actually a better salesman of what you are trying to sell than you are yourself."

It is stated that to date not a single salesman has ever called him on this claim.

However, if there is an insurance salesman worthy of that name who wants to sell him they must study the problem; must learn what is the average per dollar of income carried by other men in similar positions and thus put themselves in a position where they can give him some genuine facts, service and interesting data when they call.

Salesmanship in the near future will cover less territory and make the coverage more thorough, just as our leading farmers of today are going in for intensive farming operations rather than extensive. Salesmen will not be able to sell anything to everyone. They will concentrate on certain items, products, or lines, and become past masters in influencing the minds of others in connection with those particular things.

Buyers must do more comparing in 1932 than in previous years, but not necessarily the comparison of price only. I know men who have paid twice or three times the price of ordinary clothing because they found in the long run it was more

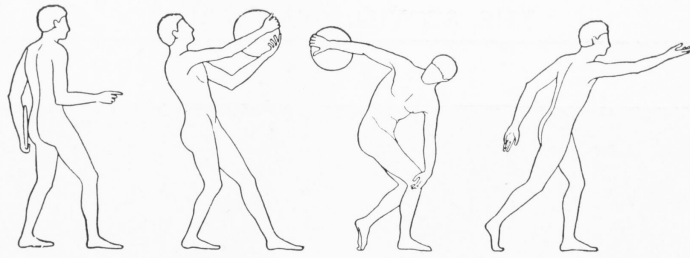
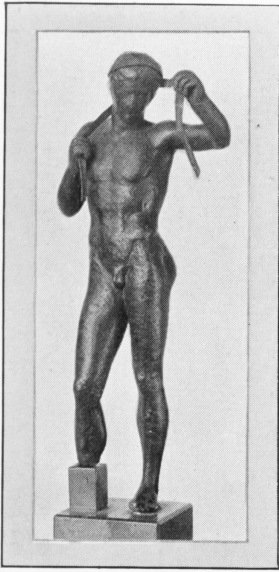
economical to do so. It requires salesmanship for makers of hand-made clothing to compete with the drastic bargains of the machine-made world, flaunted at the prospect from every corner, but in the final analysis such salesmanship is justified.

I spent a pleasant and profitable hour a few days ago re-reading a series of pamphlets on the "Knack of Selling," published in 1913 by A. W. Shaw Company. I want to quote to you the first and one of the closing paragraphs of the last of the series, because I think they hit today's problem from a salesmanship angle fairly and squarely on the head. That first paragraph reads:

"More good, bright, solid prospective salesmen have had their wheels gummed up and their careers spoiled by being told that Self-Confidence is a necessity, than by any other mistake I know about."

The first paragraph of the closing page of the same booklet reads: "Personal salesmanship is entirely a matter of arousing certain thoughts in the other man's mind, directing those thoughts along the lines that will make him willing to buy, and leaving those thoughts in such active shape that he will be satisfied at HAVING bought."

The rebirth of salesmanship will make these two and a number of other homely truths of a decade or more ago alive and active. Shooting par on a tricky course is charming but it will not necessarily bring you a fair volume of orders in 1932. An ability to recognize "Mr. Addison Sims of Seattle" through some memory course may be flattering, but more to the point is a willingness to help some harassed buyer simplify his own manufacturing or

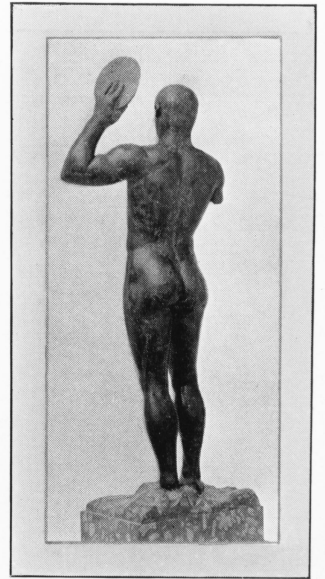


THE GREEKS HAD *THE* WORD FOR IT—OLYMPIAD

By ROBERT E. RAMSAY

Typical young Grecian athlete wrapping fillet about his head, as illustrated by bronze figure in Metropolitan Museum of Art, New York City.

Another bronze statuette in the Metropolitan Museum of Art in New York which shows an unusual stance for a Grecian diskos thrower. Here the athlete takes his place with the diskos raised in his left hand. The drawings show characteristic positions which illustrate the evolution of the diskos throw.



FROM the hills of South Africa and the valleys of New Zealand; from the pampas of Argentine and the wide open spaces of Australia; from fair France and frigid Finland; from sunny Spain and snow-capped Switzerland; from Germany, Czechoslovakia, England, Italy, Holland, Norway, Denmark, and even from Greece itself, modern devotees of the ancient Greek games have made Los Angeles their focal point this summer.

In fact some fifty countries have sent between three and four thousand representatives to compete in the Xth Olympiad.

These modern counterparts of those ancient Greek games trace their history back to 776 B. C. In that year Greeks from all over the then known world met in a friendly athletic competition at Olympia, a small vale in Elis, which was well adapted for the purpose of sports contests. It is worthy of note that these games were not new in even those early days of history, having been organized only after years of discussion and followed the general idea of still earlier contests which antedated them some ten centuries.

The purpose of the Olympic games was threefold: religious, artistic, and athletic; with the opening and final days devoted to religion, and the other days given over completely to games and to the arts.

Illustrated herewith is a reconstruction of Olympia as of A. D. 174 as described by Pausanias. The reconstruction is the work of Hans Schleif on a scale of 1:300 and is now a center of attraction at the

Metropolitan Museum of Art, New York City.

In ancient days the duration of the festival was exactly one week—the 1932 counterpart opens July 30th and lasts until August 14, 1932.

The Olympic games were quite popular from their inception. Greeks came not only from every part of Greece but from the colonies of Greece dotted throughout Europe. Historians contend that these games did more for the unification of Greece than any political or civic organization or any legislation or authority.

The games were held every four years for more than a thousand years—from their inception until 394 A. D. when the Emperor Theodosius suppressed them because he classed them as a pagan festival.

The event was so important that it served as a basis for the dating of events. A famous sculptor, for instance, was said to have been born in the third year of the fourth Olympiad; a great warrior to have died in the second year of the twentieth Olympiad.

We read that usually from thirty to forty thousand Greeks attended the Olympic games in those days, and they included all types of exercise, both of endurance and strength.

Athletics, of course, always played an important



A group of bronze coins which record the history of the Olympics. At the extreme left are seen two wrestlers in the act of engaging. Next is depicted a horseman and the large coin in the center shows a racing chariot with four horses. The coin at the right shows the diskos at the top of the swing as seen from the front, and in the background is seen the bronze trident which was awarded as a prize. The last coin at the right has a figure of a man racing in full armor.

part in the development of the early Greeks. And in Greece the athlete who won had to be an all-round one. The Greek pentathlon (five contests), for example, consisted of the foot-race, broad jump, diskos and javelin throw, and wrestling match. This event can be taken as characteristic of the whole of Greek physical training, and the winner of the pentathlon was held to be the typical athlete.

Some details of the pentathlon will likely be of interest; the foot race, varied from the 200-yard dash (a single length of the stadium), to the long-distance run of nearly six miles (48 stades). Races in armor differed in length, equipment and rules. The only form of jumping that had a place in Greek athletics was the broad jump. There is no evidence that the high jump or pole vault, seen at every track meet these days, was in common practice. In the broad jump the athlete took off from a standing position, or took a few short preliminary steps. The athlete had to finish his jump standing—if he lost his balance on alighting the jump was not counted. In the Metropolitan Museum of Art there is a bronze statuette of the period depicting a broad jumper landing.

In throwing the diskos the styles of individuals varied, so that all the attitudes represented in art cannot be understood as stages in a single series of movements. The principle of the throw, however, is known to everyone in Myron's diskobolos. The right foot is the pivot round which the whole body swings, the force of the

throw coming not only from the arm, but from the swing of the whole body round a fixed point. The sketches show various positions of throwing the diskos. The picture illustrates the preliminary stance of a different type of throw and was made from a bronze statuette which has been handed down through the centuries.

The javelin of athletics was a light weapon with blunt end, often with a ferrule to give it weight, and was generally used for distance-throwing. More rarely it was thrown at a target, in which case it had a pointed head.

In the wrestling match of the pentathlon the struggle was not continued on the ground after one or both of the contestants had fallen. A fall on the back, shoulders, or hip counted as a fair throw. We show from an early Grecian bronze coin wrestlers engaging. "Ground wrestling", where the contestants struggle on the ground after a fall had been obtained, was confined to the pankration.

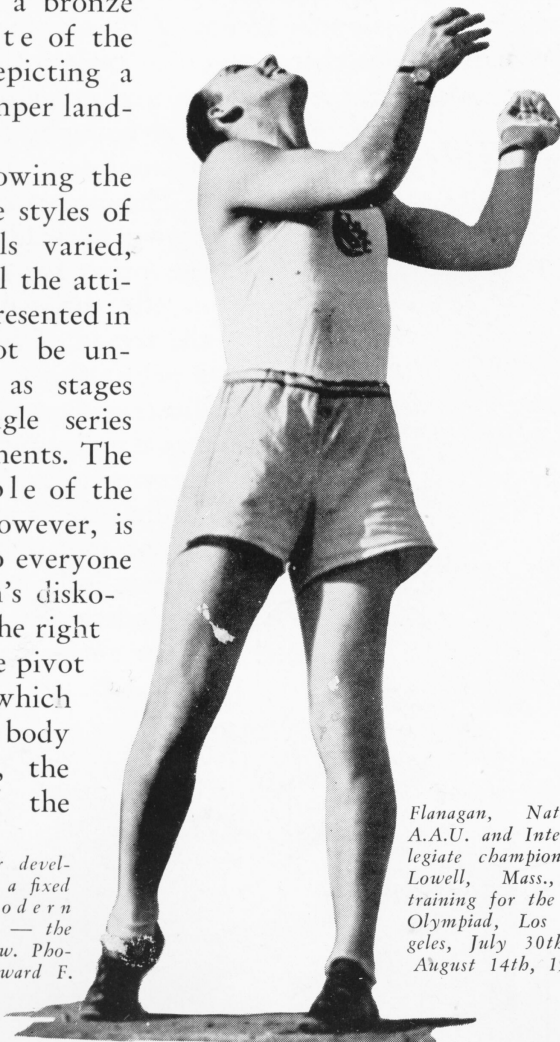
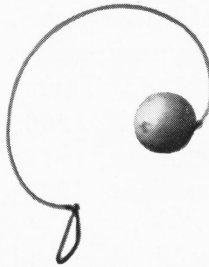
Other games which the Greeks indulged in at Olympiads included the four-horse chariot race, which was for twelve laps of the hippodrome, nearly nine miles at Olympia, a distance which made for a slow pace and comparative safety. The course was marked by a column at each end, the danger point of the race. There was also bareback riding.

Boxing was still another game of the Greeks and the pankration, previously referred to, which was a combination of wrestling and boxing which was a development of the primitive hand-to-hand struggle without weapons. It was, however, controlled by rules and was a contest no less of skill than of strength which would seem to separate it from the modern debauches going by the name of wrestling.

Ball games were popular with the Greeks, one game somewhat like hockey, and a type of rugby, apparently. Youths were taught to fence in heavy armor, to the music of the flute, which was known as hoplomachy.

And, of course, everyone is familiar with the Marathon, reminiscent of that first Marathon run by Pheidippides, when he carried the news of the Greek victory from Marathon to Athens.

Theodosius suppressed the games in the fourth century but the influence of the games did not die, and fifteen centuries later, they were again celebrated at Athens. The revival of these games is due in a great measure to a Frenchman, Baron



Flanagan, National A.A.U. and Intercollegiate champion, of Lowell, Mass., in training for the Xth Olympiad, Los Angeles, July 30th to August 14th, 1932.

A spectacular development, now a fixed part of modern Olympics — the hammer throw. Photo shows Edward F.

Pierre de Coubertin. As a youthful cadet at Saint Cyr, de Coubertin was greatly impressed by the possibilities inherent in athletics. His idea of athletics in this connection was not as a phase of military training but as an inspiration for clean living and physical well-being. The idea gradually swept beyond the confines of France, until the Baron thought of the feasibility of international sport as a basis of international understanding.

Back in 1892, with the cooperation of Messrs. Herbert and Sloan, representing England and America, respectively, de Coubertin called an international sports congress in Paris. Delegations came from a number of countries—including Sweden, Greece, Spain, Italy and the United States. The meeting decided to revive the Olympic games and set the first one for Athens in 1896. Thereafter they have been held as follows: Paris, 1900; St. Louis, 1904; London, 1908; Stockholm, 1912; Antwerp, 1920; Paris, 1924; Amsterdam, 1928; and now Los Angeles 1932.

No games were held in 1916 though they had been planned for Berlin.

The purposes of our modern Olympics are almost identical with those of the early Greeks. More preparation goes into today's games, however. Los

Angeles started preparing for the 1932 games in 1923 when the International Olympic Committee definitely selected our Western Coast metropolis for the 1932 or Xth Olympiad.

An international city, "Olympic Village", was built to house these athletes and it was in use for about two months in all. Nearly 1,000 bungalows, capable of housing four men apiece, were erected. Women athletes found lodging in the residence halls of the University of Southern California. Each country provided its own cook to prepare the type of food customary for their athletes.

Los Angeles built new stadiums, enlarged old ones; the largest stadium had seats for 105,000 persons. The story of all this has been told and re-told in newspaper and magazine.

Interesting to readers of THE SCOVILL STANDARD, also, is the point brought out by Christine Alexander in the brochure "Greek Athletics", published by the Metropolitan Museum of Art. She explains how it is we know so much today about the early Greek Olympics and games: "We are fortunately able to understand quite clearly the different athletic events, for the Greek artists found much of their inspiration in scenes of the gymnasium and palaestra." She then goes on to explain that bronze statues and statuettes, coins, and other such pieces have brought these illustrations down to us.

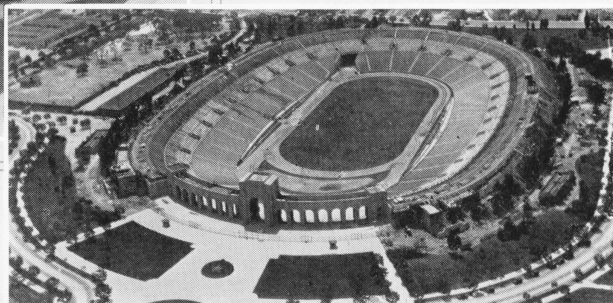
Though, of course, the crown of wild olive was the prize for the victor in the early days, later the tripod of bronze was a prize; this you will see illustrated on the coin reproducing the diskos thrower in action.

Thus that most enduring of metals has played its part in bringing down to modern times the story of an ancient custom, as



PHOTO P. & A.

The old and the new; above, model of the Olympic Games grounds of A.D. 174, as reconstructed on a scale of 1:300 by Hans Schleif for the Metropolitan Museum of Art, New York. Right, the Los Angeles Stadium where the 1932 Olympic Games were held.



well as playing no small role in the handling of the games of today. Copper, brass and bronze helped make the "Olympic Village", for even though it had no famous well, it has modern plumbing.

And it seems to the writer that all business, especially in these trying times through which we are going, might give a thought to the modern Olympic oath which each contestant takes. It reads:

"We swear that we will take part in the Olympic Games in loyal competition, respecting the regulations which govern them, and are desirous of participating in them in the true spirit of sportsmanship, for the honor of our country and for the glory of sport."

KEEPING UP WITH WEST POINT

(Continued from page 3)

the employees who operate the mess and the stores.

The main feature of Washington Hall is the dining hall for the Corps of Cadets. It is a stately room which follows the V-shape of the building and the ceiling is thirty-five feet above the floor. Each leg of the V is seventy feet wide. Shortly after the completion of the building, the class of 1929 held its annual prom in the dining hall. The room accommodated over three thousand dancers comfortably.

Grant Hall, which was built before 1850, had to give way to the New South Barracks, a modern building which fills a long-felt need. The New South Barracks consists of three wings which are arranged around three sides of a hollow square. Each wing is made up of three stories and basement; the upper floors being devoted to quarters and toilet facilities for 360 cadets, and the basements to shower rooms, trunk storage space, mechanical equipment, et cetera. The arrangement of the building around the three sides of a hollow square gives a large interior court and affords, to an unusual degree, light and air to every room. In addition to this natural ventilation a mechanical system which exhausts the air in every cadet's room through his clothes closet and the ceiling has been installed.

Each room has everything that the cadets occupying it need. There are clothes closets, steel lockers, beds, tables and chairs. A combination gun rack and book case is very convenient and saves a good deal of space.

The first floor of the east wing of the New South Barracks is devoted to facilities for members of the



Eton Hall, Hollis, Long Island, N. Y.

Owner and Builder: Ralph Riccardo, Inc., New York, N. Y.

Architect: William I. Hobausser, Inc., New York, N. Y.

Plumbing Contractors: Henry Hochhauser Plumbing & Heating Corporation, New York, N. Y.

Equipped with Scovill Flush Valves

Foresight!

This modern apartment house in Hollis, Long Island, is up to the minute on flush valve equipment, for the architect specified Scovill Flush Valves wherever flush valves were needed.

This is one instance which proves that knowledge can be applied with foresight. Scovill Flush Valves are designed for continuous, efficient, trouble-free operation—all of which is accomplished by eliminating non-essentials and reducing its operation to the simplest terms.

Consider these six outstanding features of the Scovill Flush Valve; it is of the balanced piston type, opening with and closing against the water pressure; it has a self-cleaning by-pass; it can be adjusted for varying lengths of flush from the outside without changing the by-pass passage; it is self-lubricating; and it is made of the best valve bronze metal castings, with highest grade chrome tanned leather washers, oil filled. Internal parts are made from corrosion-resisting metal.

*The Scovill trade-mark
guarantees their superiority.*

SCOVILL MANUFACTURING COMPANY
PLUMBERS' BRASS GOODS DIVISION
WATERVILLE CONNECTICUT

A complete line of Flush Valves, Shower and Bath Fixtures, Tubular and Miscellaneous Plumbers' Brass Goods for General Plumbing Requirements.

SCOVILL





**THERE is
NO SLUMP
in the HUMAN
DESIRE for
CONVENIENCE**

NOT until he can groom and operate his car by merely twiddling his thumbs, will the average motorist stop buying accessories that save time, effort and inconvenience.

The Schradler Dublchek does away with the usual valve cap and dust cap. Besides making inflation, deflation and air-gauging a tire a matter of seconds instead of minutes, it represents:

- A permanent cap that can't be lost.
- Guaranteed air-tightness up to 250 lbs. if affixed according to directions.
- An effective guard against dirt, dust and grit.
- A double check against loss of air.

AND THE NAME "SCHRADLER"
GUARANTEES ITS QUALITY!

Be sure it's a Schradler—Look for the name

Schradler
Makers of Pneumatic Valves Since 1859
Tire Valves · Tire Gauges

A. SCHRADLER'S SON, INC.
BROOKLYN - TORONTO - LONDON



Corps of Cadets to receive their parents and friends. There is a large Visitors' Reception Room furnished as a living room, measuring about 108 feet in length by 58 in width. A mezzanine balcony occupies the north end of the room which is seventeen feet high. Here the Hostess of the Cadets has her office and consultation rooms.

This room has been decorated in such a manner that it will make any visiting American feel at home. He is made to feel that this institution is his in part. For instance, the great seal of his native state forms an integral part of the decorative scheme, and if he took part in the World War, he will find the insignia of his divisional organization emblazoned somewhere on the walls.

These two buildings will do a great deal toward improving conditions for the cadets; they will provide greater comfort and efficiency in study, and will give them a better chance to develop into efficient defenders of their country.

What is being done with the buildings and living quarters should be done with the rest of the reservation. Expansion is necessary, and development of that additional territory to meet the various conditions is as important as housing the cadets properly.

But, as has been stated before, besides being an improvement as far as efficiency is concerned, the addition of the 15,000 acres to the West Point reservation will give the country a fitting memorial to the heroes of the Revolution.

THE STORY OF THE ELGIN OBSERVATORY
(Continued from page 9)

The Elgin Observatory also possesses a second short-wave transmitter W9XAN, operating under experimental license from the Federal Radio Commission for the purpose of transmitting standard frequency signals to amateurs.

And now for a few paragraphs regarding the sponsors of the Elgin Observatory.

The complete organization of the Elgin National Watch Company dates from February 15, 1865, although in 1864 the company had been incorporated under the name, "The National Watch Company of Chicago".

A temporary three-story frame building had been erected for a factory, and the original machinery purchased in Boston. In April, 1865, the work of watch-making was commenced on a limited scale. The first watch ever made by Elgin was of the English pattern (18 size), full plate,

key wind, with quick train and straight line escapement, so designed that the hands were set at the back. The watch is still carefully preserved among the valued relics of the company.

Early in 1866 the Elgin company took possession of a new building and began the manufacture of watches in earnest. It was found necessary to add several departments at once. The pioneer watch put on the market was christened the "B. W. Raymond", named for the first president of the company, and was a 15-jewel movement. It was delivered to the dealers April 1, 1867. Soon afterward, several other grades were produced and ready for the market.

About 1869, a ladies' fine watch was put on the market. This was the "Lady Elgin" and became very popular immediately. Other ladies' models were produced, of excellent workmanship, but have long since been withdrawn from sale, and finer, smaller movements produced in their place.

In 1873, the manufacture of stem-winding watches was inaugurated, and in June of that year these watches were put on the market. They soon supplanted the key-winding timepieces, and this style of watch has been on the market ever since, with modern improvements that have been added from time to time. Elgin has material to repair every watch that has ever been manufactured at the factory.

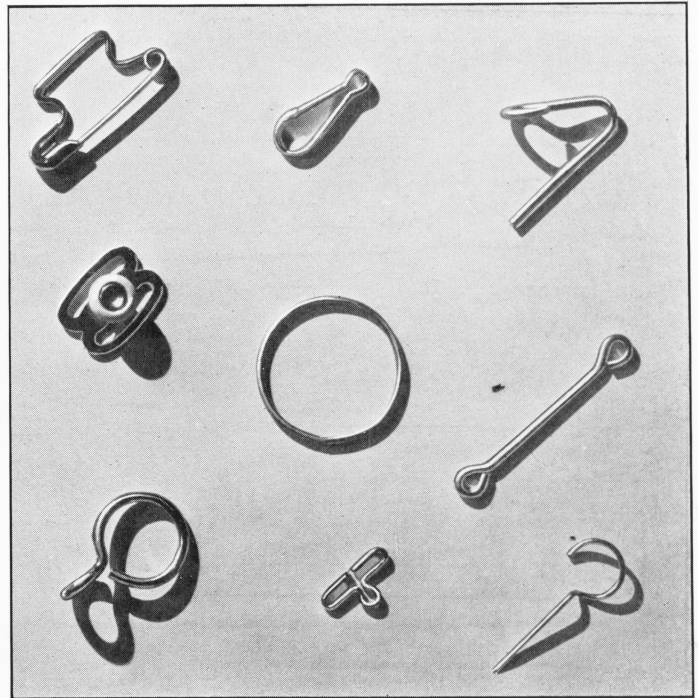
In the meantime, the name Elgin had spread until it is one of the best advertised cities in the world.

In 1907 the present modern factory was erected, and since that time other buildings have been added. The value of the plant is now many millions of dollars; it employs thousands of workers, and is equipped to produce over 4,000 watches daily.

TAKE AN OLD IDEA, IMPROVE IT WITH "PLUSES"
AND MAKE AN INDUSTRIAL LEADER

(Continued from page 11)

bosses who command or superiors whose arrogance is measured only by their closeness to the ruling head. No foreman is allowed to "bawl out" an employee no matter how grievous may have been his error. The bosses in the Kirsch plants are leaders who point out the way and who themselves can do the thing they ask of others. This phase of the industrial relation, so vital in these days and upon which will depend so much of the future of industry, has been more nearly perfected in the Kirsch plant than in most factories employing a



The OAKVILLE COMPANY Division

is the logical source of supply for formed and pointed wire goods. The reason is not hard to find, since the Oakville Company Division has been engaged in the manufacture of small metal articles for almost a century.

Besides Oakville's regular line, which includes millions of clips, pins, fasteners, and almost every conceivable kind of small pointed or formed metal products, Oakville supplies other manufacturers with articles they need according to their specifications. Precision and accuracy are the watchwords at Oakville's plant during the process of manufacture. After that comes inspection—inspection of the most critical nature.

Few plants in the world are as well equipped as Oakville to supply manufacturers with small pointed and formed wire and sheet metal goods, and nowhere else in the world are there mechanics so skilled in this particular line of endeavor.

Consult the Oakville Company Division's engineers about your own problems; their familiarity and experience with small metal pieces and their manufacture enables them to give you valuable suggestions.

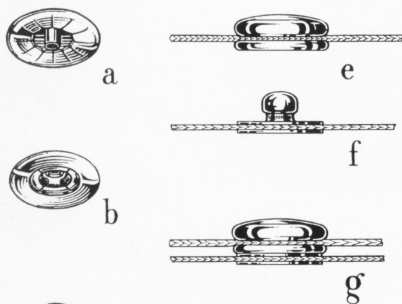
OAKVILLE COMPANY DIVISION
Scovill Manufacturing Company
WATERBURY CONN.

A SCOVILL PRODUCT



Announcing: Acme Jr.

A SUCCESSFUL THIN LAUNDRY-PROOF FASTENER



These two cuts, reproduced at actual size, show the new Scovill Acme Jr. Thin Laundry-Proof Fastener. At the left are shown: (a) the cap, (b) the socket, (c) the stud, and (d) the post. The cap and the socket are shown attached to the material at (e) and at (f) the stud and post are attached to the material. The complete fastener is attached and snapped together at (g).

THIS Scovill Acme Jr. machine-attached clothing fastener, was developed to provide a thin laundry-proof snap fastener applicable to many types of garments. In this fastener the resilient socket is thoroughly protected from both wear and laundry abuses by an overlying collet which covers the mouth of the socket, a patented Scovill feature.

Though fasteners have been adapted to this work and, while clumsy, stood up reasonably well, the development of a successful thin laundry-proof fastener that could be machine-attached economically has been a problem for many years. The Acme Jr. successfully meets these requirements.

Scovill development service, with a background of experience on hundreds of other types of fasteners, produced this new fastener. It is thin, trim appearing, and will come through wringers and pressing irons unharmed.

This fastener is particularly suitable for use on underwear, play suits, dresses, pajamas, shirts, and other garments of this class, where until now only sew-on fasteners were practical.

The new Acme Jr. fastener, being machine-attached, becomes a permanent part of the garment, eliminating all possibility of the fasteners coming off and enables the manufacturer to use fasteners economically in place of buttons.

Acme Jr. fasteners are attached by modern attaching equipment designed and built in our own plants.

similar number of men and women. Such recreational features as clubrooms with a swimming pool, bowling alleys, auditorium, etc., are evidences of the company's regard for the human factor.

In the carrying out of these ideals the Kirsch Company built 85 homes, which were purchased by the employees. These homes were turned over to them at cost after a small payment down, and followed by subsequent monthly payments on the contract ownership plan. There was no special requirement necessary on the part of the worker to own one of these homes. He was only required to prove his reliability and workmanship. Nor does the ownership of the home obligate the worker to remain with the company. He is as free to dispose of his contract as any other purchaser would be who has no connection with such a movement. These homes range in price from \$4,000.00 to \$8,500.00.

The company also carries group life insurance for all employees at no charge to them, and maintains a benefit association, which is, in a sense, self-operative in that it always keeps on hand a sufficient amount of money, which is available to any employee in time of sickness, distress or trouble.

The plant is a splendid monument to a man who improved on an old idea and thus gave the home-makers of the world a new and more efficient means of obtaining beautiful windows.

From the Oakville Company Division of Scovill Manufacturing Company, the Kirsch Company purchases the following products and parts for its extensive line: Brass Non-Sew-On Drapery Hooks; Brass Traverse Slides; Machine screw parts of brass—studs, and pulleys used in traverse equipment; Pins, for pin-on drapery weights; and brass wire, from which the Kirsch Company makes its own drapery hooks.

SALESMANSHIP MUST GET ITS SECOND WIND

(Continued from page 15)

other production problems through the application of whatever it is you have to sell for your house.

We may not, and probably shall not, go back to the super-dynamic type of salesmanship which was Barnumesque in its application—as for example the former vaudevillian who turned a somersault into the air over the forbidding gate of the outer office and landed right side up at the buyer's desk, smiling, with order book in hand—or the

Scovill Manufacturing Company

BUTTON & FASTENER DIVISION
WATERBURY, CONN.



A SCOVILL PRODUCT

NEW YORK CHICAGO ATLANTA
SAN FRANCISCO LOS ANGELES SEATTLE
THE HAGUE, HOLLAND

champion marksman who shot the pictures off the wall to arouse interest in whatever his device was—but we are undoubtedly going to find a growing tendency to thoroughness.

We undoubtedly will observe also in the reborn salesmanship of the next few months a willingness to plod along if needs be, consolidating one's position and fortifying one's knowledge so that when the upturn does come the salesman who has applied himself will be in an impregnable position—and so will his house.

I agree with Maxwell Droke, who, in the closing paragraph of his book, "Making a Success of Salesmanship," says: "The man who has the nerve to face facts and figures and finally analyze them for what they are worth, will find himself a little farther ahead today than he was yesterday. You may bank upon it, sooner or later he will make a real success of salesmanship."

Salesmanship must get its second wind then to get anywhere in the present race for business. The quick start may win sprint races but it takes sturdy fiber to stand the gruelling grind of the marathon.

✻

A FORECAST OF NEW ENGLAND'S INDUSTRIAL DEVELOPMENT (Continued from page 6)

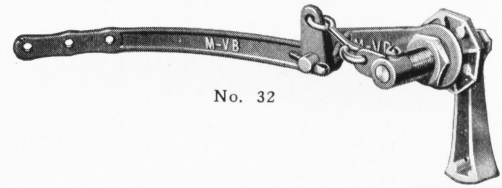
ers employed, which will take the form of expansion in existing mills rather than through the development of new plants. New England will retain its leadership in the woolen and worsted goods industry.

Principally due to an extensive and rich domestic market, nearness to New York, and on account of splendid labor, available capital and favorable conditions generally, it is predicted that silk will become increasingly important in the industry of New England. The trends in this field indicate that during the next 20 years the industry in New England should grow faster than for the country as a whole.

Knit goods manufacture in New England has not grown as rapidly as for the country as a whole, principally because other regions have had the advantage of lower wages and taxes, longer working hours, proximity to local markets, and surplus supplies of female labor. However, the general advantages that New England has as a textile location point out that the knit goods industry in New England could and should be increased, providing it centers its production more completely on the finer types of products.



A New M-VB Double-Acting Lever for the Modern Home



No. 32

UP-TO-DATE homes require modern fittings in the bathroom. A combination that is steadily gaining in popularity is the use of chromium fittings with colored or tinted enamel and chinaware.

The M-VB double-acting lever pictured above has been specially designed for use in modern bathrooms. It is identical with the well-known M-VB lever 8A, except for the modern design of the handle and rosette and for the fact that it is finished only in chromium.

The working parts consist of a heavy cast red brass hanger, red brass lift arm and a stop so designed that the lift is positive and equal, no matter to which side you swing the handle.

It is very easy to install, very smooth in operation, and gives a lifetime of care-free service.

Details about the complete M-VB line of closet tank fittings are well worth knowing. Ask for them.

A SCOVILL PRODUCT



Scovill Manufacturing Company
MORENCY-VAN BUREN DIVISION
Sturgis Michigan

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 Button and Fastener Div., Dol-
 liver & Bro., Representatives.
 Service Branch, Seattle, Wash.

LOS ANGELES, CALIFORNIA

2261 East 15th Street
 The Scovill Manufacturing Corporation,
 Ellsworth D. Goldsmith,
 Representative. (Branch of San
 Francisco office.)
 Sales Office and warehouse.
 1151 So. Broadway
 A. Schrader's Son, Inc., of Cali-
 fornia, John Hoerger, Pacific
 Coast Manager.
 Sales Office.
 932 So. Main Street
 Button & Fastener Division, Dolliver
 & Bro., Representatives.

TORONTO, CANADA

334 King Street, East
 A. Schrader's Son, Inc., S. A.
 Howell, Manager.
 Factory, warehouse and Sales Office.

LONDON, ENGLAND

26-29 New Street, Westminster, S.W.
 A. Schrader's Son, Inc., F. H.
 Gerrans, Manager.
 Assembling plant, warehouse and
 Sales Office.

PARIS, FRANCE

91 Bis Avenue de Terne.
 A. Schrader's Son, Inc., of France,
 James Sinstadt, Manager.
 Assembling plant, warehouse and
 Sales Office.

THE HAGUE, HOLLAND

13 Korte Voorhout
 European Sales Office, Scovill Man-
 ufacturing Co., L. van Herk,
 Manager.

HOME HELPS By Hamilton Beach

The complete line of motor-driven home helps made by the Hamilton Beach Manufacturing Company has found favor the world over. Well they might, for they are the most efficient servants in any modern home—they save time, work and drudgery.



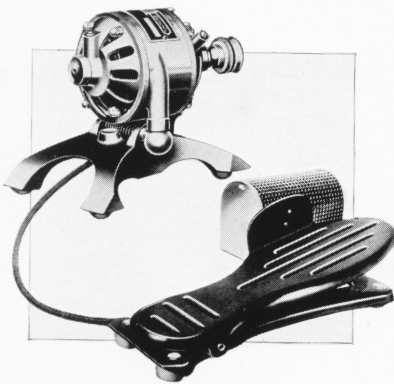
The Hamilton Beach Gold Star Electric Vacuum Cleaner is one of the most popular as well as one of the most useful of the Home Helps family. In use wherever electricity is available, it has proved itself to be the most efficient vacuum cleaner known. Besides, it is easier to handle, it gives rugs longer life, and it is more economical to operate. The newest member of the H-B family of Home Helps is the Hamilton Beach Hand Vacuum Cleaner, pictured at left. This new device has all of the efficiency of the Gold Star floor model with the added convenience of handy portability. It is especially desirable for cleaning upholstered furniture, draperies, curtains, and walls.



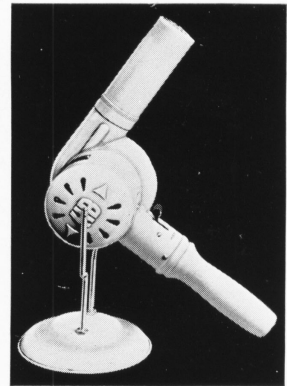
Another deservedly popular member of the Hamilton Beach Home Helps family is the NEW Model B Food Mixer pictured at the left. It chops, whips and mixes with equal facility; the housewife is saved endless hours of unnecessary labor. The food mixer can be converted into an efficient fruit juice extractor in a few seconds. This NEW model is portable. . . mixes in any bowl or pan. One hand slides it on or off the stand, as easily as placing an electric iron on its stand. Bowls turn automatically at controlled speed. Motor tips back so beaters drain into bowl. The guarded beaters are easily removed, and always automatically adjusted to bottom of bowl.



Then there is the ever-useful Hamilton Beach Vibrator which is one of the most beneficial of all Home Helps. It is used to build up the body and insure vigorous, glowing health. It is an investment that will pay rich dividends in physical fitness. Vibrators are made in four models, for home and professional use. The Type C vibrator is pictured at the right.



The Hamilton Beach Electric Hair Drier is appreciated by busy housewives, for it enables them to dry their hair in considerably less time than by the old-fashioned methods. The home model—No. 3—is equipped with a stand which leaves both hands free to massage the scalp while the hair dries. Two tiny triggers control the hot and cold air blasts. It comes in a variety of colors.



The heart of any Hamilton Beach Home Help is the Hamilton Beach Motor—that little giant of power. Its scope of usefulness in the home is practically unlimited; it will emancipate the housewife from many back-breaking tasks by relieving her of having to provide the power. The Hamilton Beach Home Sewing Motor is used to operate sewing machines, to polish, and grind, to cool the air by fanning. Father and son may put it to a hundred other uses and it is just as efficient.

Ask for a demonstration of these handy Hamilton Beach Home Helps. Dealers will be glad to show them to you and point out their points of greater efficiency.



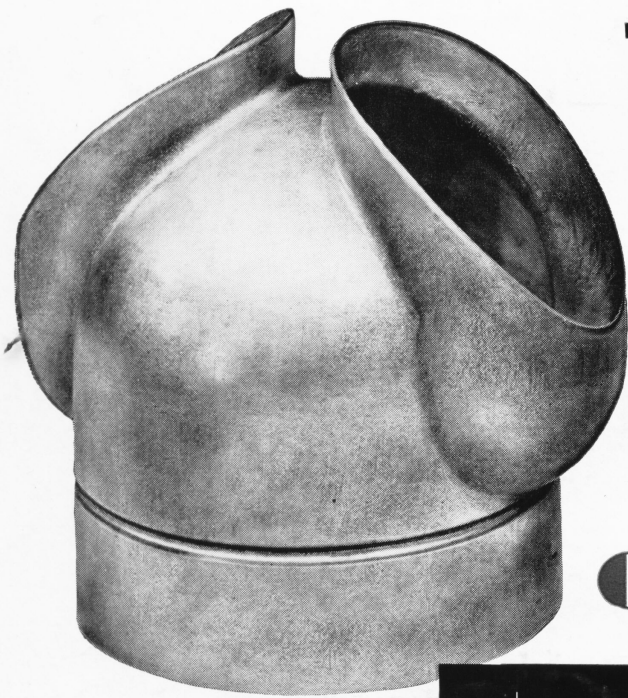
HAMILTON BEACH MANUFACTURING COMPANY



RACINE

Subsidiary of the Scovill Manufacturing Company

WISCONSIN

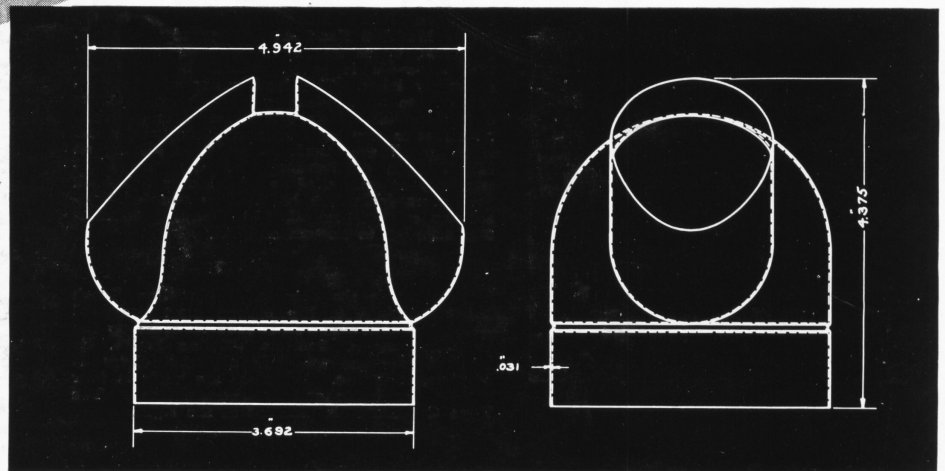


Without JOINTS or SEAMS

● ILLUSTRATED above is a deep-drawn brass shell, with a $\frac{5}{8}$ " projection on either side. The distance between the projections is approximately $1 \frac{5}{16}$ " greater than the diameter of the open end of the shell. Because of this, it was a hard problem to make the part as specified—*without joints or seams*, from light-weight sheet metal.

Several production difficulties were involved. Scovill engineers studied them carefully—worked out a schedule of operations. And the part was produced by the most efficient method—*exactly* to specifications.

This job may be quite different from the particular type of product you require. But it illustrates what properly applied engineering knowledge can accomplish in solving a specialized production problem.



Whatever your metal product needs may be, Scovill—with its broad facilities, its technical knowledge, its 130 years' experience—can satisfy them. By availing yourself of Scovill's services, you may be able to simplify your plant, improve your product and lower your costs—as so many of our customers have done. Specific information is yours for the asking. Just write to the General Superintendent in Waterbury.

SCOVILL MANUFACTURING COMPANY
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SCOVILL

BOSTON

PROVIDENCE

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CINCINNATI

CHICAGO

SAN FRANCISCO

LOS ANGELES

In Europe: THE HAGUE, HOLLAND

