



ONE OF THE GREAT MAJORITY ▾ ▾ ▾
▾ ▾ ▾ *He buys his W. Rose with a smile*

W. ROSE BOOK OF TOOLS

W. ROSE BOOK OF TOOLS

Ans 11/24/20

For Bricklayers, Tile Setters, Plasterers and Stone Masons

W. Rose & Bros. ~ George K. Goodwin, Owner
Sharon Hill, Pa.

Fifteen minutes from Philadelphia toward Washington on the P. R. R.

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BRICK TROWELS —

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GEOGRAPHIC INDEX

Pages 16, 17, 21 and 23 are of interest in all nine sections named below.

<i>If your store is in—</i>	<i>turn especially to pages</i>	<i>Showing some styles of W. ROSE Brick Trowels particularly in demand.</i>
Canada	13, 12	186, 112
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For exceptions due to local practices, please write W. Rose & Bros.

THIS book of W. ROSE Tools is especially intended for the retail salesman. We recognize that the loyalty of the man behind the counter supports our business just as much as the concrete foundation of our new factory buildings.



You are welcome at our factory. We hope as many of our friends in the trade as can do so will visit this new home of W. ROSE Tools. They will receive a cordial welcome, and those who come are always interested to see how the ingenuity of the world has contributed to supplement with scientific accuracy the years of skill acquired by the W. ROSE organization.



Prompt Shipments. As these pages go to the printer our new equipment is falling into step with the growing demand for W. ROSE Tools, and we are realizing our ambition to give merchants the service which is their due. WM. ROSE & BROS. ARE MAKING PROMPT SHIPMENT.



Advertised Extensively. The increasing volume in which they are being sold, of course, indicates that the Building Trades appreciate the meaning of the brand "W. ROSE." Men who have gained their livelihood testing in severe service the tile trowel, for instance, want tile chisels, hammers, pointing trowels, and so forth. These W. ROSE Tools are being shown to



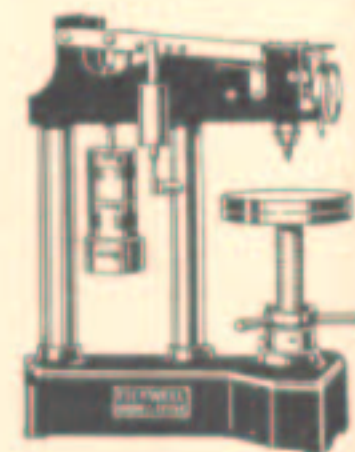
mechanics in our advertising campaign, which advises them to "ask your dealer." for them.

Important Features. Now we particularly want you to read the concise statement of a few sales points of W. ROSE Tools in the following paragraphs. We feel sure that you can benefit your own business by devoting the four minutes required for this purpose.

1. All W. ROSE Tools are made of the same grade of Crucible Steel as that on which the prestige of the trowel is based.



2. W. ROSE Pointing Trowels are also of Crucible Steel and made as carefully as the brick trowel.
3. The W. ROSE factory has an elaborate system for testing and inspecting tools. A machine which gives an accurate reading of the hardness has enabled us to perfect and control our process of heat treatment. On it, also, are tested tools returned with the claim of imperfection. We definitely determine whether they are too hard or soft, or whether they have suffered abuse which we know is often unintentional.



4. "Even after it has been in the lime." With our ample new equipment we are now glad to add the following service to the obligation of giving the "W. ROSE Hang" which is proverbial. We will cheerfully exchange—even after it has been in the lime—any W. ROSE Tool, the lift or flexibility of which does not suit the personal preference of the owner. Of course, this does not apply to tools that have been battered or altered. To get a W. ROSE Tool exchanged one does not have to break it. An attempt to alter a tool will start a flaw.

5. The following pages give more detailed points which explain the good will manifested toward our line by the skilled and deservedly highly paid Building Trades.



Retailers' Suggestions

No dealer need carry in his stock every brick trowel in the following pages, but it is important to keep a minimum of three or four dozen of the one size and style preferred in his community. Bricklayers frequently travel twenty or more miles to a store which offers such a selection of the W. ROSE brand. One will often pay a premium of as much as twenty-five per cent to another mechanic for a trowel with just the slope of handle and limberness of blade that suits his preference.



Give workmen time to choose. Many experienced salesmen do not wait while a group of bricklayers make their selection.

Unlike the ladies, mechanics usually prefer to feel that they can examine and buy at their leisure without taxing the patience of the dealer, but—

IN ORDER TO USE THIS VERY ECONOMICAL METHOD OF SELLING IT IS NECESSARY TO PUT WITHIN REACH OF THE WORKMAN A LARGE SELECTION OF HIS W. ROSE TOOLS. THIS BRAND NEEDS NO INTRODUCTION AND REQUIRES VERY LITTLE SELLING EFFORT.



We are always glad to furnish information about the styles of the W. ROSE Trowels and other W. ROSE Tools most saleable in your respective communities. We are careful to avoid recommending any pattern not in demand.

On pages 26 to 31 you are invited to read articles which were published serially in leading hardware magazines. Much of interest was omitted to avoid any suspicion of advertising.

For instance, at least one-third of the total spoilage of tools all through our work rooms in twenty-five critical operations from bar to box, was prevented by our design of our own forge furnaces.



Did you ever see a trowel edge split as if it had been made of two layers? The bar had not been properly heated and had been torn by the power shear when the blank was cut from it.

Formerly we used the smaller commercial furnace seen in many factories. The sharp flame attacked our steel. Before the operator could place a forging between the rolls he beat it on a wet plate in order that the steam formed might blow off the burnt surface. Now we have replaced the wet plate with a wire brush which is ample to clean a piece taken from the mild flame in our large furnace. No longer do hair cracks appear in our tools.

Since we have discovered that rolling strains the edges of blades, we now trim off this strained portion with a press and get rid of a prolific source of flaws with the increased scrap.

Our recently adopted accurate heat treating equipment produces so little warpage that one man can straighten sixty dozen in less time than that formerly required for two to straighten thirty-two dozen. The lighter blows needed today in this cold hammering, do not put so many local strains in the steel.



We have replaced iron sliding surfaces with bronze on our grinding machines and obtain a more accurate thickness and spring.

Now we manufacture for a large stock protected by the latest chemical for discouraging rust. We find that we can do better work at leisure than under the immediate urge of orders.



The mechanics of North America are complimenting us on our permanent handles. Articles yet to appear in the magazines illustrate our method of seasoning hardwood and securing it upon the tang. We will let the hardware magazines finish the story. Their pages will help you to sell more tools.

More About Brick Trowels

Handles

Short Hardwood Handles, five inch, are preferred in New England, New York State and in a number of cities on the Great Lakes.

In other sections, Long Hardwood Handles, six inch, are preferred.

Leather handles are demanded by some bricklayers, but are not indispensable as hardwood. The Long Leather Handle, 5 1/2", is intermediate in length between the long and short handles.

Short Leather, 5", are very popular in New England.



Weights

Brick trowel blades are made Heavy, Medium or Limber, as desired.

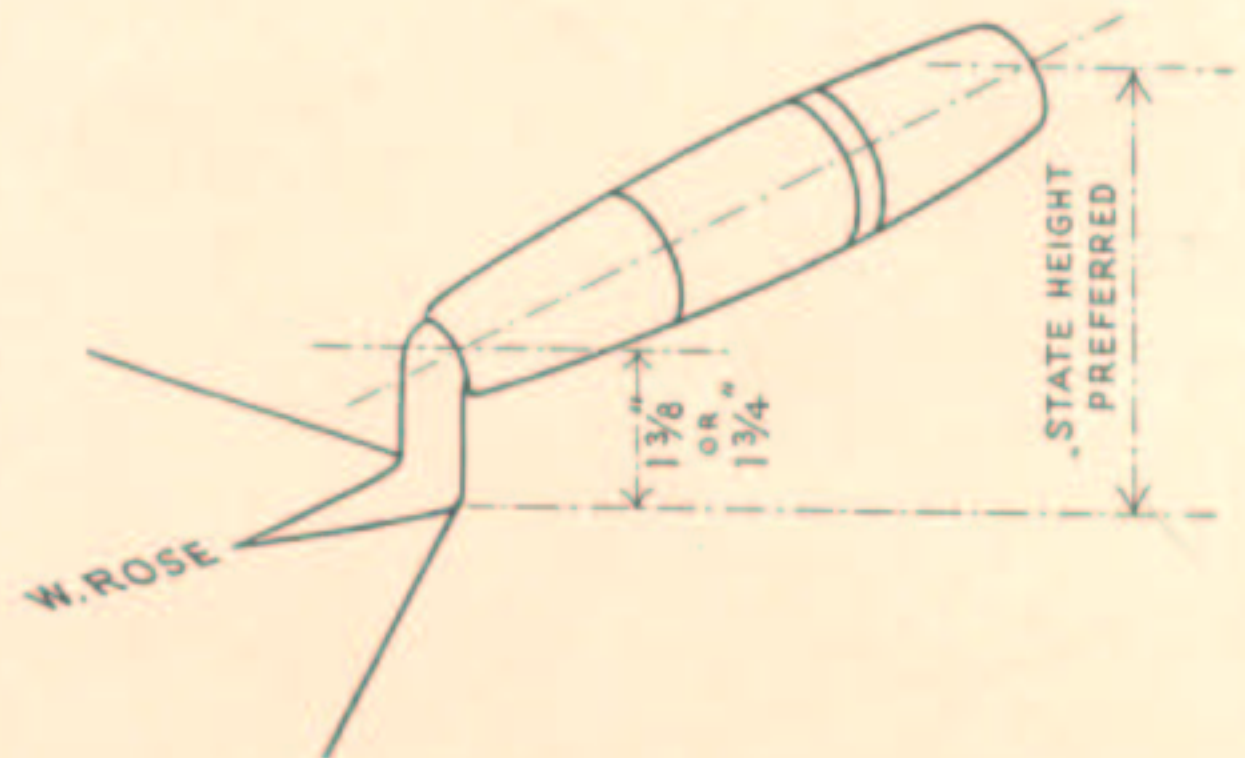
A Norfolk Weight brick trowel, too thin to guarantee, can also be furnished at a higher price.

Heavy blades are preferred in New York City and by some Philadelphians.

Limber are sometimes specified west and south of New York. They are in general use in Virginia, North and South Carolina, and in many of the smaller communities in Pennsylvania, Delaware, Maryland and Ohio.

When possible to give this information, it is well for customers to specify the weight of blade desired in their respective communities. Every Bricklayer is also peculiarly dependent on getting a trowel which has the proper inclination of handle. In order to give us this feature, please state the lift of handle desired, as shown on the following sketch, and state whether you prefer the center of ferrule at bend of shank 1 3/4" above the bottom of blade, the dimension of our high shank; or 1 3/8" up, the length of our low shank.

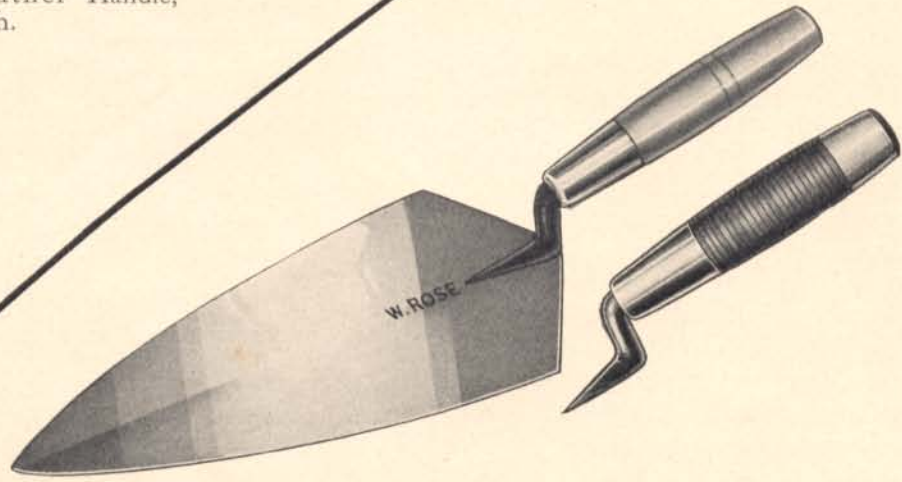
The blades are ground to the spring you specify for your community, polished, and hardwood handles, seasoned for two years, fitted with massive ferrules, are put on by our exclusive process.



Philadelphia Pattern

No. 110 Long Hardwood Handle,
6 inch.

No. 310 Long Leather Handle,
5½ inch.



Usual Blade Sizes

Length	Width
9½"	5⅛"
10"	5¼"
10½"	5 5/16"
11"	5⅜"
11½"	5½"

More Infrequent Sizes

Length	Width
7"	4½"
7½"	4⅝"
8"	4¾"
8½"	4⅞"
9"	5"
12"	5- 9/16"
12½"	5⅝"
13"	5-11/16"
13½"	5-11/16"
14"	5¾"

This shape of trowel was once in universal use and is still common in nearly all communities, especially smaller towns, excepting in New England and New York State.

Packed one-half dozen in a box.

One dozen loose weighs 12 lbs.

One dozen, packed in two of our substantial licorice board boxes, weighs 14 lbs.

The weight per dozen, cased up for shipment, is 16 lbs.

Six dozen required for a minimum freight shipment.

Extra Wide

No. 223 Long Hardwood Handle, 6 inch.

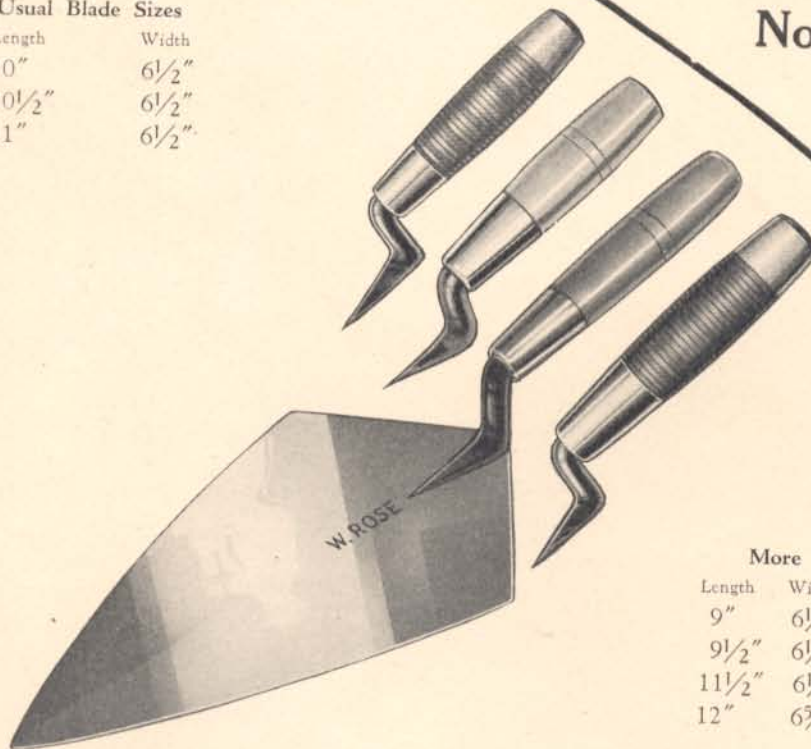
No. 323 Long Leather Handle, 5½ inch.

No. 424 Short Hardwood Handle, 5 inch.

No. 524 Short Leather Handle, 5 inch.

Usual Blade Sizes

Length	Width
10"	6½"
10½"	6½"
11"	6½"



More Infrequent Sizes

Length	Width	Length	Width
9"	6½"	12½"	6¾"
9½"	6½"	13"	6⅞"
11½"	6½"	13½"	6⅞"
12"	6⅝"	14"	7"

These large trowels are especially useful for wide walls and hollow tile fire proofing common in the larger cities.

In New York and New England Short Handles are preferred. In New York the 10½ inch length is popular. In other sections long handles are used.

Weight per dozen loose 13 lbs.

Packed ½ dozen in paper boxes, weight per dozen 15 lbs.

Cased for shipment 17 lbs. per dozen.

Six dozen required to make a minimum freight shipment.

W. ROSE

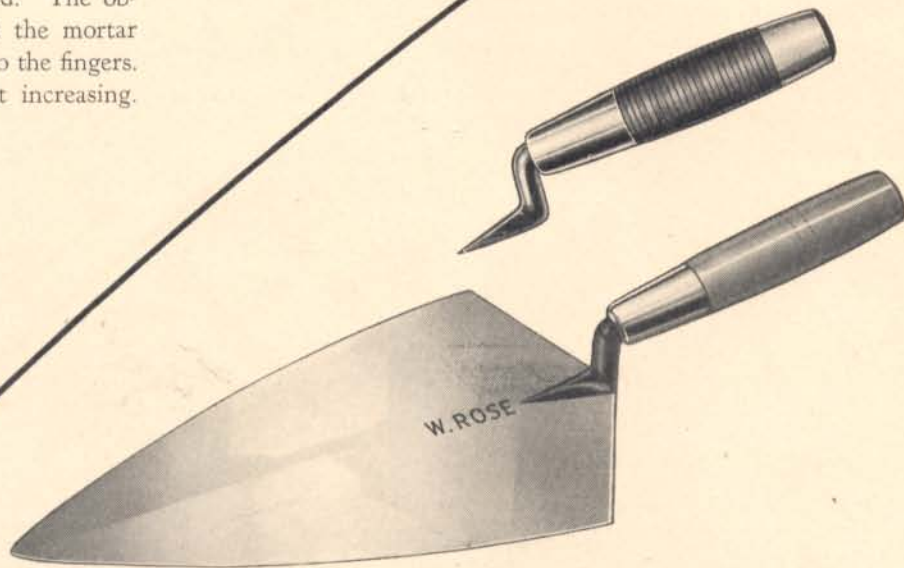
W. ROSE TOOLS *Endure*

Cut Back Wide Heel

No. **111** With Hardwood Handle, 6 inch.

No. **1111** With Leather Handle, 5½ inch.

The purpose of the Cut Back is to carry the load very close to the hand. The objection made by many is that the mortar spills from the near corners onto the fingers. The use of this pattern is not increasing.



Usual Blade Sizes

Length	Width
10½"	6"
11"	6"
11½"	6"

Infrequent Sizes

Length	Width	Length	Width
10"	6"	13"	6¾"
12"	6⅛"	13½"	6¾"
12½"	6¼"	14"	6½"

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Loose, per dozen, 12 pounds.
Per dozen, packed ½ dozen
in substantial box, 14 pounds.
Cased for shipment, 16
pounds.

Six dozen make up a mini-
mum freight shipment.

Wide Heel

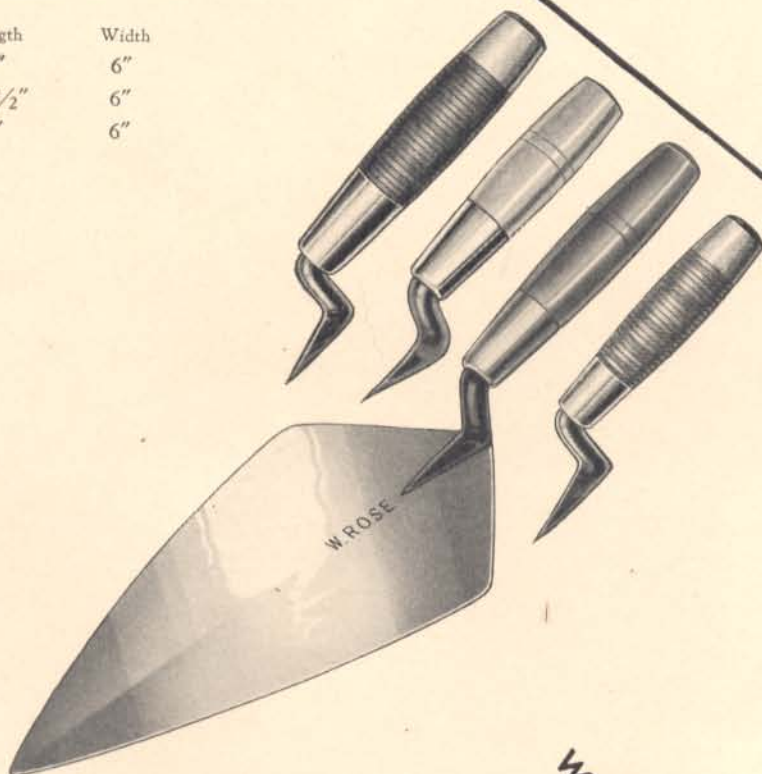
- No. **221** Hardwood Handle, 6 inch.
- No. **321** Leather Handle, 5½ inch.
- No. **422** Short Hardwood Handle, 5 inch.
- No. **522** Short Leather Handle, 5 inch.

Usual Sizes in New England

Short Handles	
Length	Width
9"	6"
9½"	6"
10"	6"

Usual Sizes of Blades Outside of New England

Length	Width
10½"	6"
11"	6"
11½"	6"



In New York and along the Great Lakes, as well as in New England, short handles are preferred.

These blades are especially useful on thick walls and heavy fireproof construction with hollow tile. They are popular in the larger communities east of the Rocky Mountains.

Weight per dozen loose, 12 pounds.

In attractive and strong licorice board boxes, packed half dozen in a box; weight per dozen, 14 pounds.

Cased for shipment, 16 pounds per dozen.

Six dozen constitute a minimum freight shipment.

More Infrequent Sizes

Length	Width
7"	5¾"
7½"	5¾"
8"	5¾"
8½"	5¾"
12"	6⅛"
12½"	6¼"
13"	6⅜"
14"	6½"

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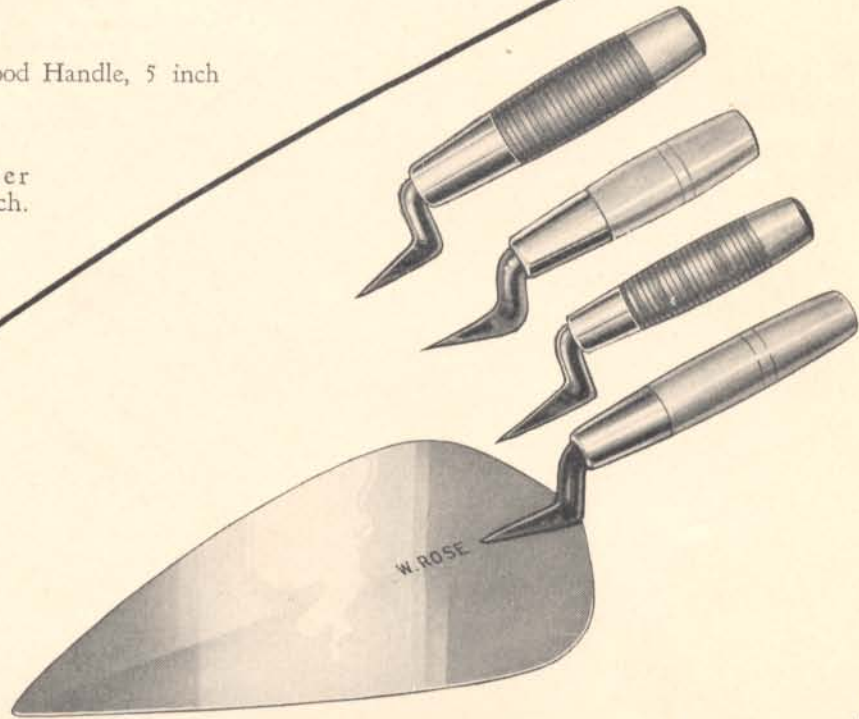
Round Wide Heel Pattern

No. **213** Hardwood Handle, 6 inch

No. **613** Leather Handle, 5½ inch

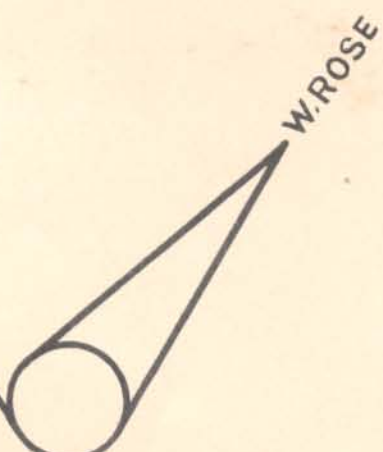
No. **413** Short Hardwood Handle, 5 inch

No. **513** Short Leather Handle, 5 inch.



Usual Blade Sizes	
Length	Width
10"	6"
10½"	6"
11"	6"
11½"	6"

More Infrequent Sizes			
Length	Width	Length	Width
8"	5¾"	12"	6⅛"
8½"	5⅞"	12½"	6¼"
9"	6"	13"	6⅜"
9½"	6"	13½"	6½"



Like No. 221 and 422, this wide blade is used in the larger cities, as Chicago and Philadelphia.

With short handles the smaller sizes are used in cities of New England. No. 427 shown on page 9 also has a rounded heel and is preferred by many New England bricklayers.

When ordering Wide Heel Brick Trowels it is especially important to note whether you desire blades heavy, medium weight or limber. We grind them with spring to suit your customers, polish them and permanently secure the hardwood handle on a shank accurately forged from one piece with the blade. Our heat treatment includes blade and shank. The entire blade is hard and the shank is tough.

Both Blade and handle are polished and coated to delay corrosion.

In attractive boxes on the shelves, six to a box. Weight, per dozen, 14 lbs. Six dozen make a minimum freight shipment.

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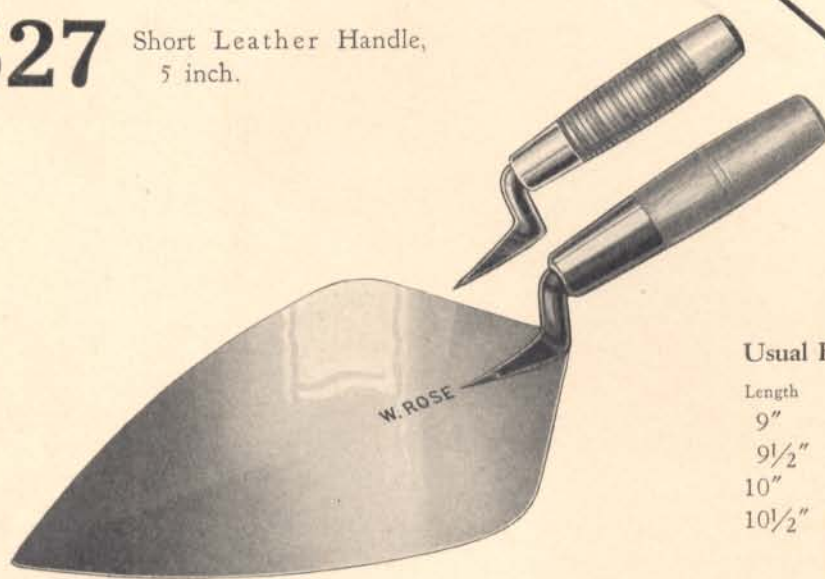
New England or Sewer Pattern

This wide heel with somewhat acute angle at heel and rounded corners is popular for general work in New England and for laying sewers in all sections.

There are no shoulders to spill mortar on the hand or catch in the line.

No.
427 Short Hardwood Handle,
5 inch.

527 Short Leather Handle,
5 inch.



Usual Blade Sizes

Length	Width
9"	6"
9½"	6"
10"	6⅛"
10½"	6¼"

Weight per dozen 14 pounds, packed half dozen in a box.

Six dozen to a minimum L. C. L. shipment.

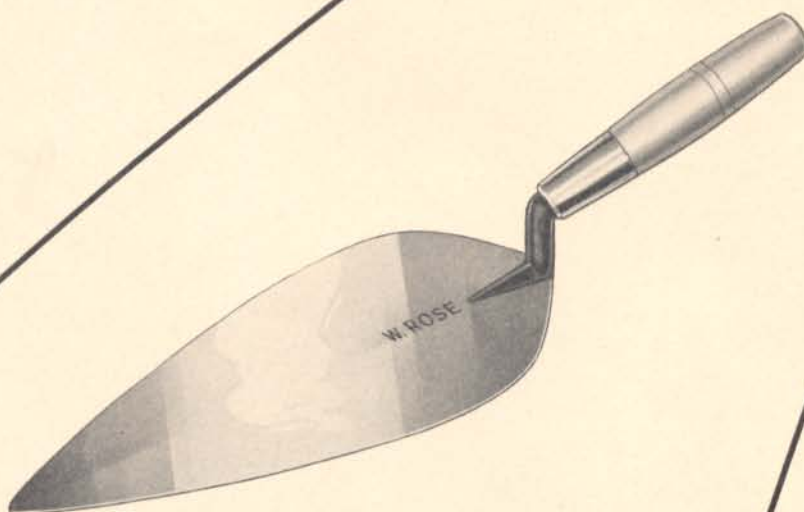
W. ROSE TOOLS *Endure*

Brick Trowel

No. 109

Old Narrow Round Heel.

Long Hardwood Handle, 6" long.



Usual Sizes

Length	Width
10½"	4 9/16"
11"	4 5/8"
11½"	4 3/4"

More Infrequent Sizes

Length	Width
9½"	4 3/8"
10"	4 1/2"
12"	4 7/8"
13"	5 1/8"

Especially popular in smaller communities of Pennsylvania.

Packed 6/12 dozen in substantial licorice fiber box.

Weight per dozen, 12 lbs.

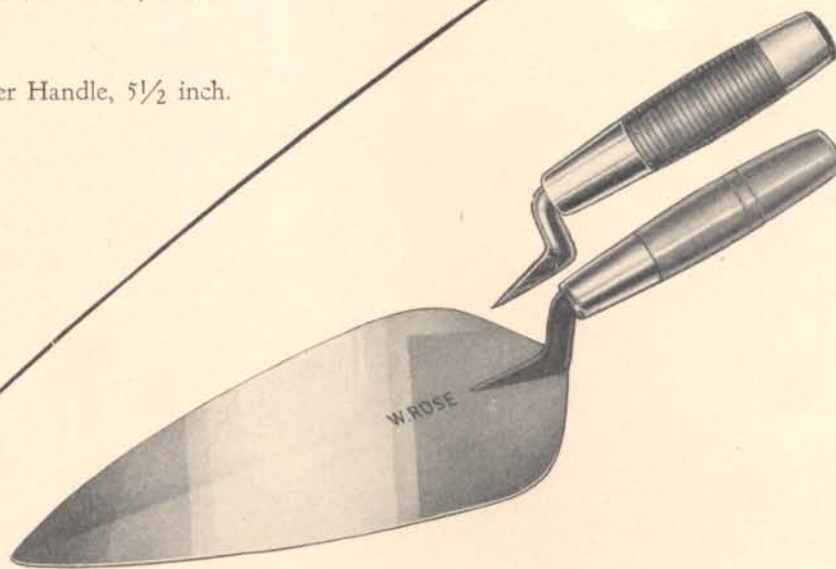
Weight, packed for shipment, 15 lbs. per dozen.

Seven dozen make a minimum freight shipment.

Round Heel Pattern

No. **113** Long Hardwood Handle, 6 inch.

No. **313** Long Leather Handle, 5½ inch.



Usual Sizes

Length	Width
10½"	5 1/16"
11"	5 1/8"
11½"	5 1/4"

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More Infrequent Sizes

Length	Width
7"	4½"
7½"	4 5/8"
8"	4 3/4"
8½"	4 7/8"
9"	5"
9½"	5"
12"	5 5/16"
12½"	5 3/8"
13"	5 1/2"
14"	5 5/8"

The round heel has no corners to catch the line. It is popular in many sections west and south of New York State.

In some of the smaller communities the narrower No. 109, page 10, or the London, with rounded heel, No. 116, shown on page 13, is preferred.

London Pattern

5½ Inches Wide

No. 112

Hardwood Handle, 6 inch.
With High Shank. Center of Ferrule at Bend of Shank, 1¾" up from bottom of blade.

No. 182

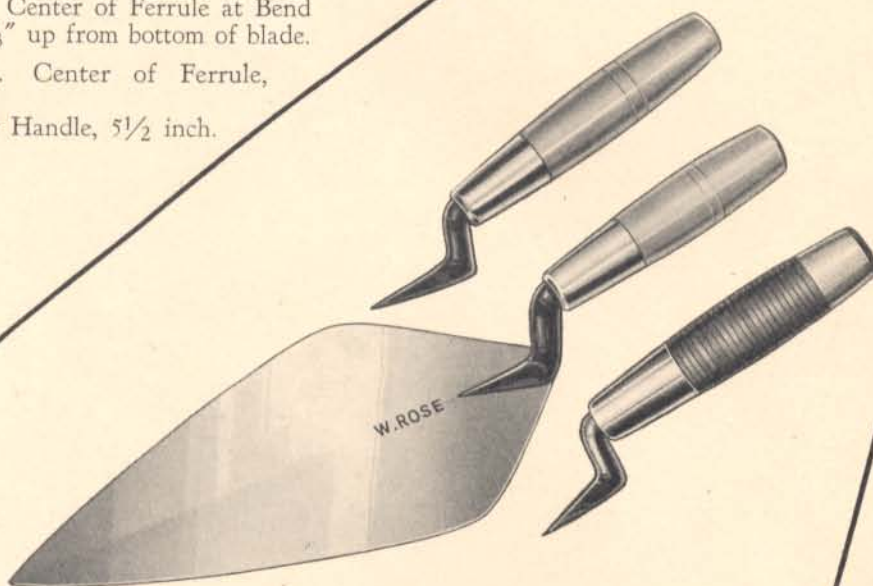
Hardwood Handle, 6 inch.
With Low Shank. Center of Ferrule at Bend of Shank, 1⅜" up from bottom of blade.

No. 482

Short Hardwood Handle, 5 inch.
Low Shank. Center of Ferrule at Bend of Shank, 1⅜" up from bottom of blade.

No. 312

High Shank. Center of Ferrule, 1¾" up.
Long Leather Handle, 5½ inch.



Usual Blade Sizes

Length	Width
10½"	5½"
11"	5½"
11½"	5⅝"

More Infrequent Sizes

Length	Width	Length	Width
8½"	5⅛"	12"	5¾"
9"	5¼"	12½"	5¾"
9½"	5⅜"	13"	5⅞"
10"	5½"	14"	6"

No. 412 London, 9" x 5¼", with short hardwood handle, five inch, is used to some extent in New York City.

The longer sizes, usually with long hardwood handles, are preferred in all sections.

The 112 pattern is gaining popularity more rapidly than any pattern except the narrower London, No. 116.

The fact that the entire blade is properly tempered makes them suitable for left-handed men as well as for right-handed.

Old Narrow London Pattern

No. 116 Hardwood Handle, 6 inch.
With High Shank. Center of Ferrule at Bend of Shank $1\frac{3}{4}$ inches above bottom of blade.

No. 186 Hardwood Handle, 6 inch.
With Low Shank. Center of Ferrule at Bend of Shank $1\frac{3}{8}$ inches above bottom of blade.

No. 486 Short Hardwood Handle, 5 inch.
With Low Shank. Center of Ferrule at Bend of Shank $1\frac{3}{8}$ inches above bottom of blade.

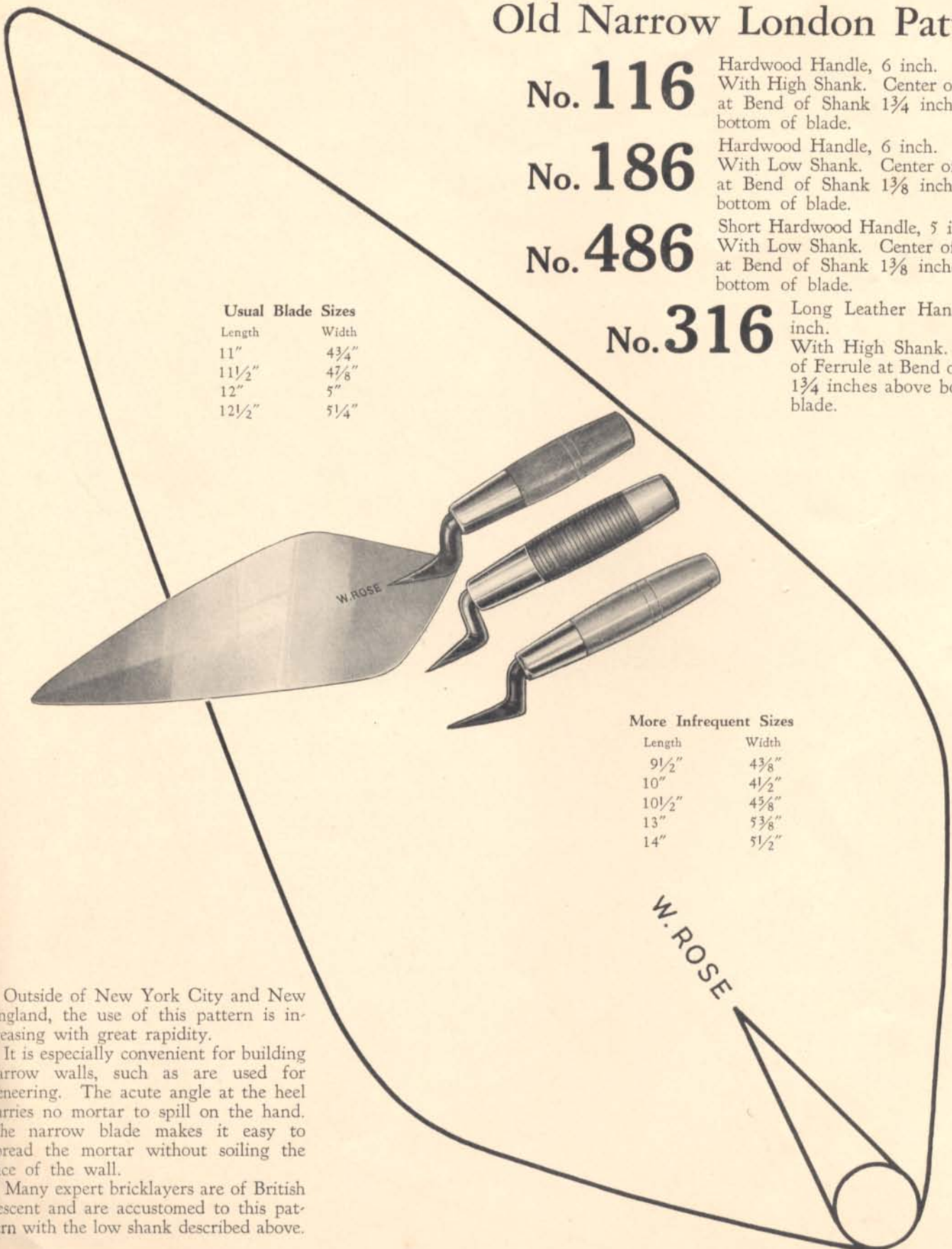
No. 316 Long Leather Handle, $5\frac{1}{2}$ inch.
With High Shank. Center of Ferrule at Bend of Shank $1\frac{3}{4}$ inches above bottom of blade.

Usual Blade Sizes

Length	Width
11"	$4\frac{3}{4}$ "
$11\frac{1}{2}$ "	$4\frac{7}{8}$ "
12"	5"
$12\frac{1}{2}$ "	$5\frac{1}{4}$ "

More Infrequent Sizes

Length	Width
$9\frac{1}{2}$ "	$4\frac{3}{8}$ "
10"	$4\frac{1}{2}$ "
$10\frac{1}{2}$ "	$4\frac{5}{8}$ "
13"	$5\frac{3}{8}$ "
14"	$5\frac{1}{2}$ "



Outside of New York City and New England, the use of this pattern is increasing with great rapidity.

It is especially convenient for building narrow walls, such as are used for veneering. The acute angle at the heel carries no mortar to spill on the hand. The narrow blade makes it easy to spread the mortar without soiling the face of the wall.

Many expert bricklayers are of British descent and are accustomed to this pattern with the low shank described above.

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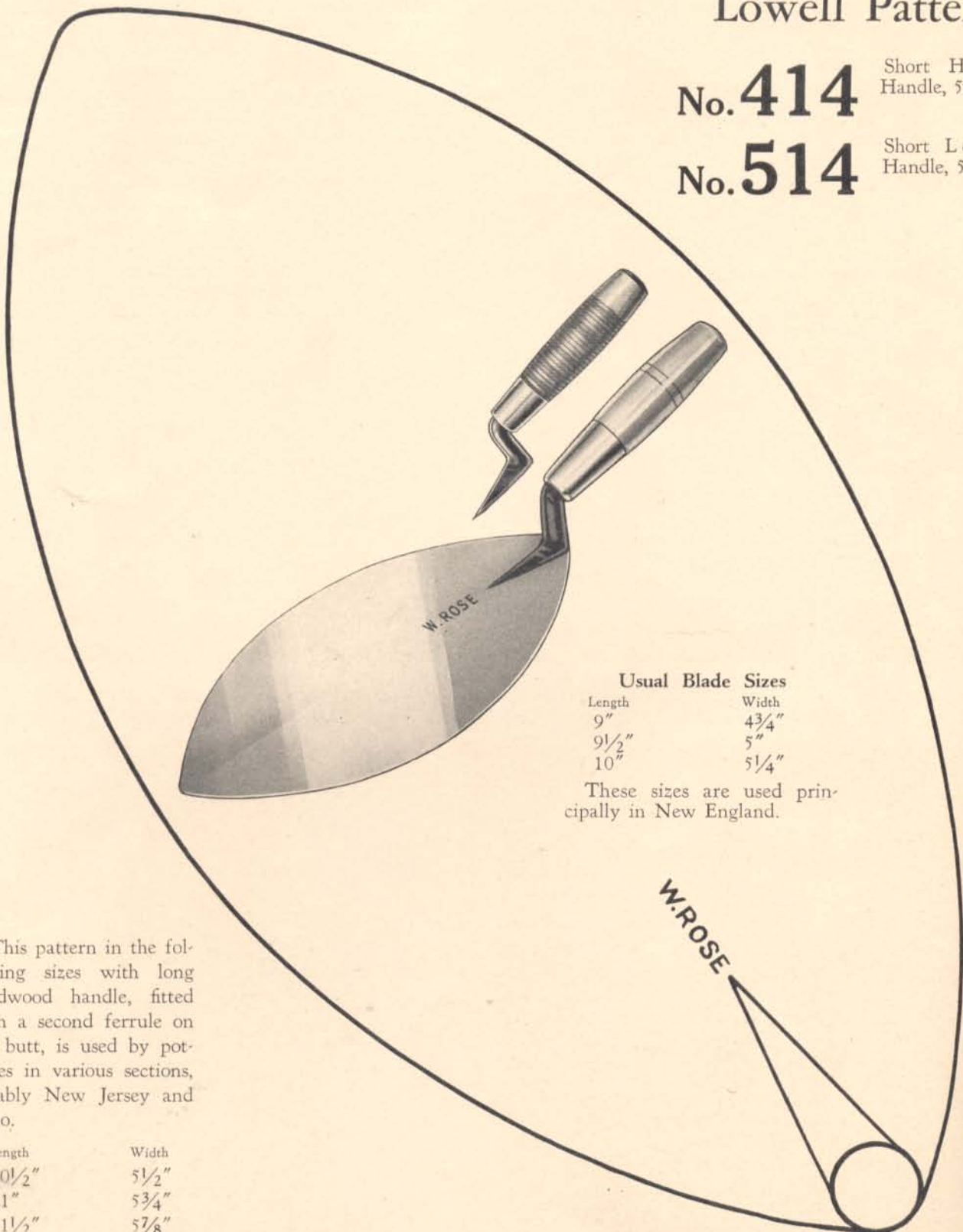
Lowell Pattern

No. **414**

Short Hardwood
Handle, 5 inch.

No. **514**

Short Leather
Handle, 5 inch.



Usual Blade Sizes

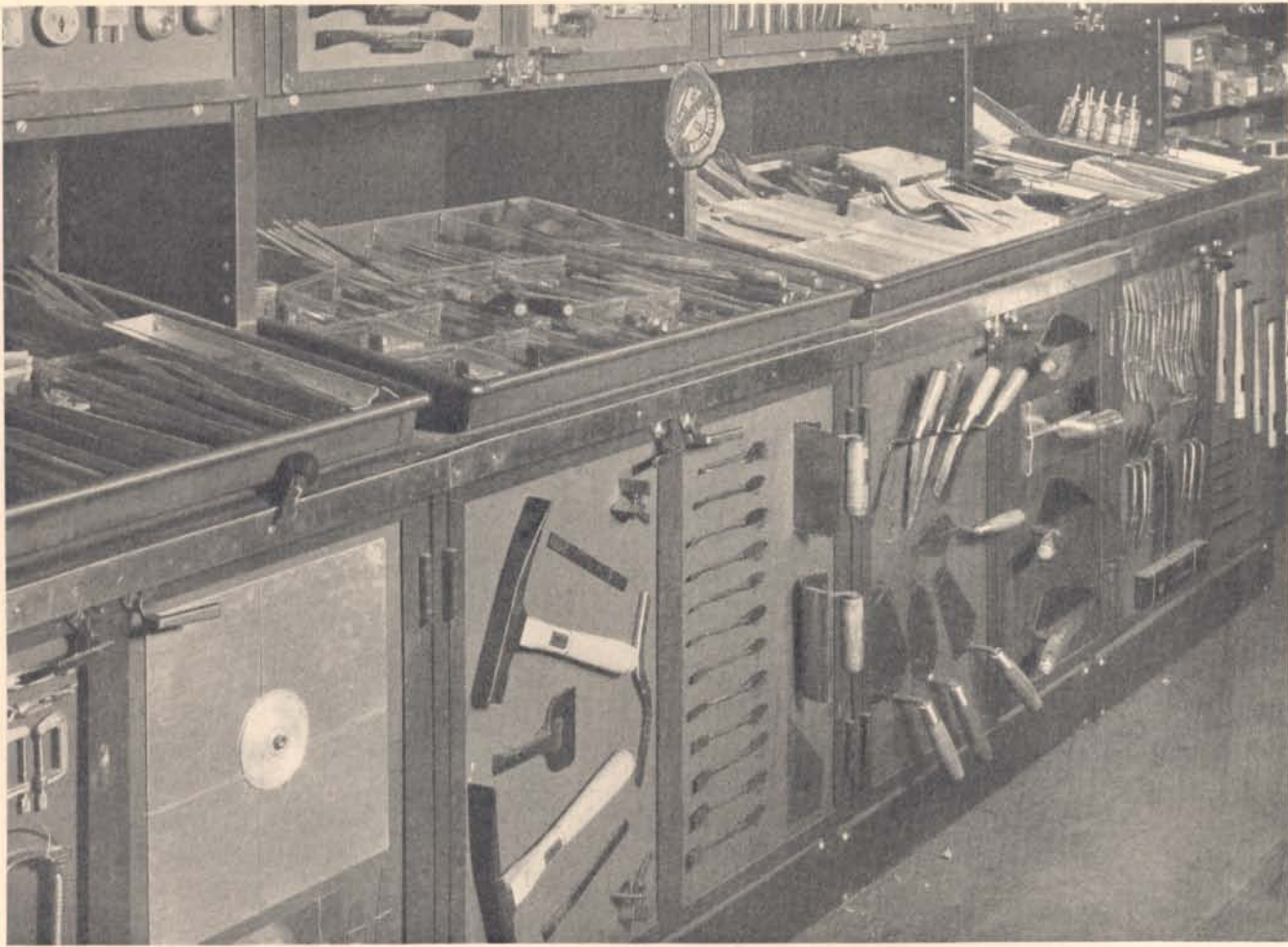
Length	Width
9"	4 ³ / ₄ "
9 ¹ / ₂ "	5"
10"	5 ¹ / ₄ "

These sizes are used principally in New England.

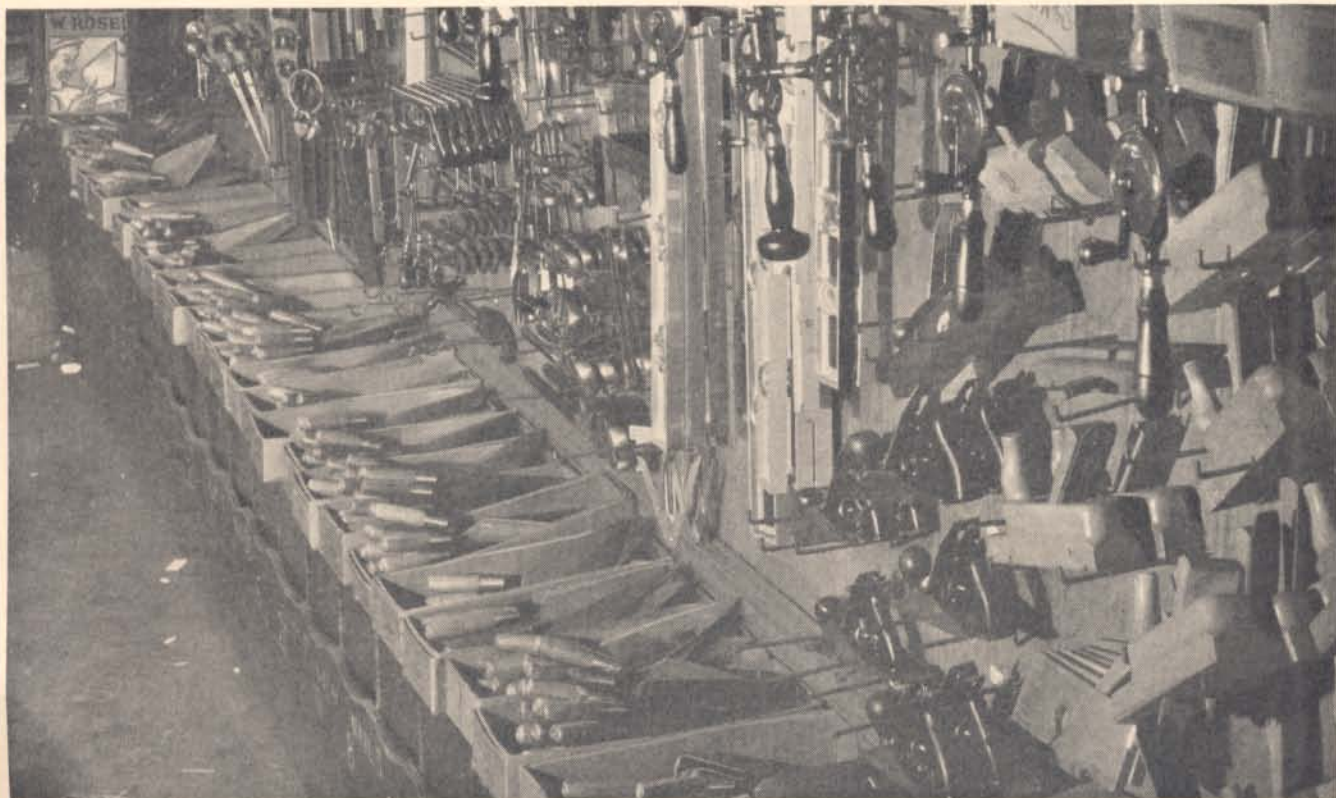
This pattern in the following sizes with long hardwood handle, fitted with a second ferrule on the butt, is used by potteries in various sections, notably New Jersey and Ohio.

Length	Width
10 ¹ / ₂ "	5 ¹ / ₂ "
11"	5 ³ / ₄ "
11 ¹ / ₂ "	5 ⁷ / ₈ "

W. ROSE TOOLS *Endure*



Tool displays arranged so that the customer can buy tools as he prefers—by waiting on himself. Note that nothing but a shelf on the aisle is needed in each of these arrangements.

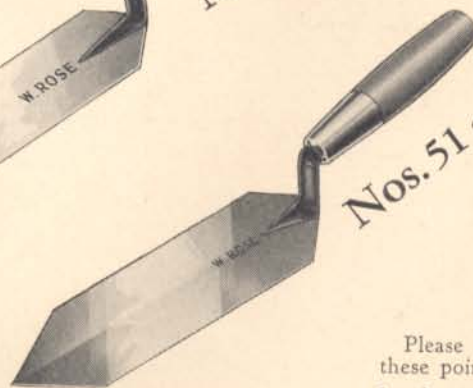
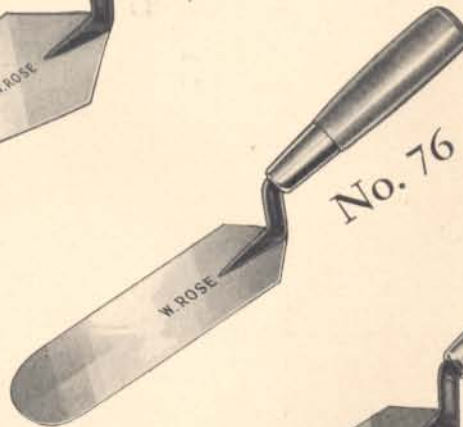
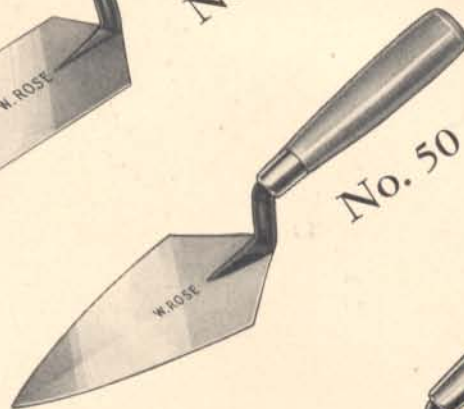
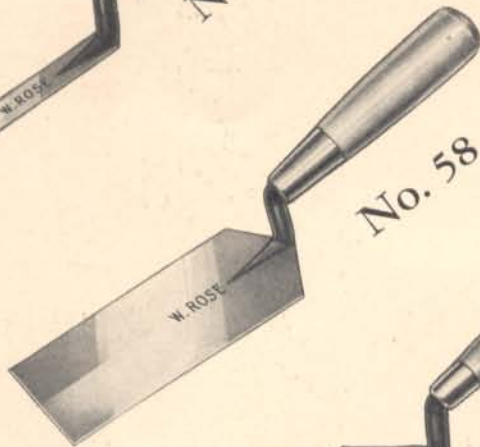
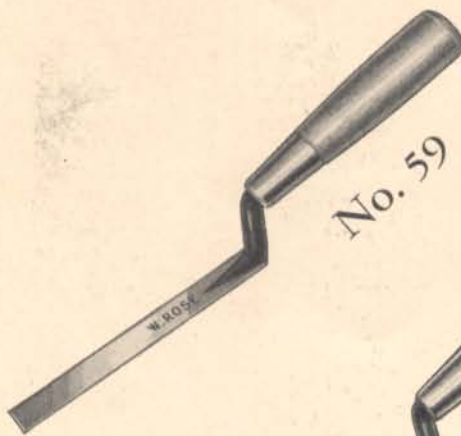


W. Rose Pointing Trowels

All the W. ROSE small trowels are miniature brick trowels; forged from the same choice Crucible Steel by the same careful methods; tempered, ground, polished and secured in the handle in a manner which has won favorable comment.

The fact that the W. ROSE factory makes only one, first quality line and no customers' brands for wholesale or retail firms, with their resulting confusion of grades or qualities, enables this factory to confirm in its employees those habits of skill and care which might be disturbed by shifting occasionally to other grades of tools.

It is interesting to note that several operations on these small trowels take more time and expense than the corresponding job on a brick trowel, owing to the care required on the more delicate blades.



No. 50 W. ROSE POINTING

This pattern is in most general use.

Usual Sizes		More Infrequent Sizes	
Length	Width	Length	Width
5"	2 3/8"	3"	1 3/4"
5 1/2"	2 9/16"	3 1/2"	1 7/8"
6"	2 13/16"	4"	2"
		4 1/2"	2 1/8"
		6 1/2"	3 1/8"
		7"	3 3/8"

It is necessary to give even more attention to grinding the correct spring in these unrivalled pointing trowels than to the spring of brick trowels.

Packed 6/12 dozen in a box.

No. 76 W. ROSE ROUND END POINTING

The use of this pattern is increasing.

As a rule, it is specified "limber" and careful attention is given by us to making the blade with the correct spring. Packed 6/12 dozen in box.

Length	Width	Lbs. per dozen	Length	Width	Lbs. per dozen
3"	1"	3	5"	1 1/2"	3 6/16
4"	1"	3	5 1/2"	1 1/2"	3 6/16
4 1/2"	1 1/4"	3 5/16	6"	1 1/2"	4

No. 51

W. ROSE LONG POINTING

Packed 6/12 dozen in a box.

Length	Width	Lbs. per dozen
5"	1 1/2"	3 1/2
5 1/2"	1 1/2"	3 1/2
6"	1 1/2"	3 13/16

This pattern is more popular than No. 52, but its use is not increasing.

No. 59

W. ROSE JOINT FILLER OR NARROW MARGIN TROWEL

Similar to Margin Trowels, but narrower.

Please state whether your trade prefers stiff or limber blades.

Most usual widths, 3/8" and 1/2". Packed 6/12 dozen in a substantial box of licorice fiber.

Length	Weight per dozen
5" x 3/8"	3 lbs.
5" x 1/2"	3 lbs.
5" x 3/8"	3 lbs.

No. 58

MARGIN TROWEL

Please state whether your trade prefers these pointing stiff or flexible.

Length	Width	Weight per dozen
5"	3/4"	5" x 2" is the most usual size. Their use is increasing rapidly.
5"	1"	
5"	1 1/2"	
5"	2"	
5"	2 1/2"	
8"	2"	

Packed 6/12 dozen in box; weight per dozen, 3 15/16 lbs.

No. 52 W. ROSE SHORT POINTING

Packed 6/12 dozen in a box.

Length	Width	Weight per dozen
5"	2"	4 lbs.
5 1/2"	2"	4 lbs.
6"	2"	4 lbs.

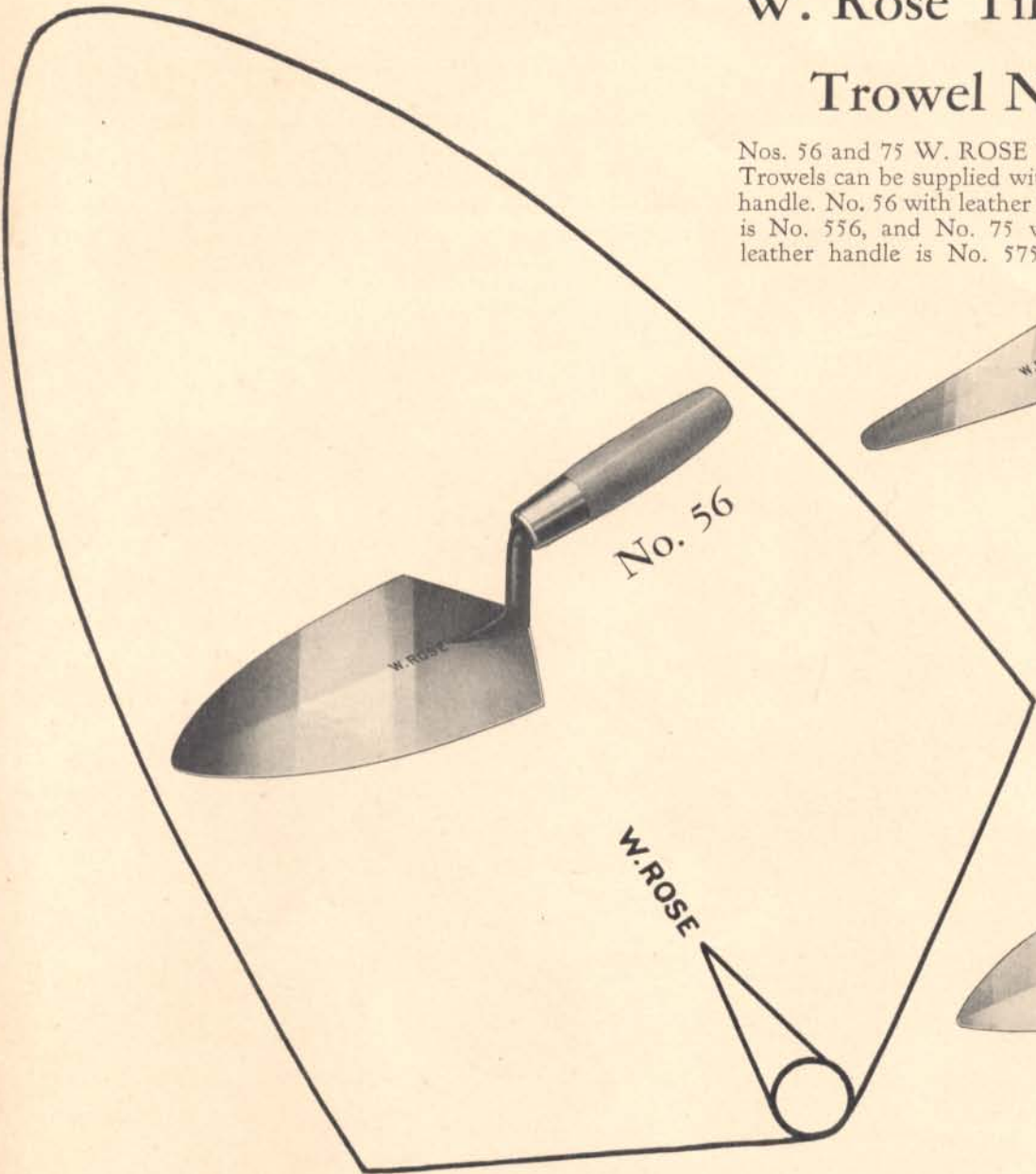
The use of this pattern is decreasing.

W. ROSE TOOLS *Endure*

W. Rose Tile Setters

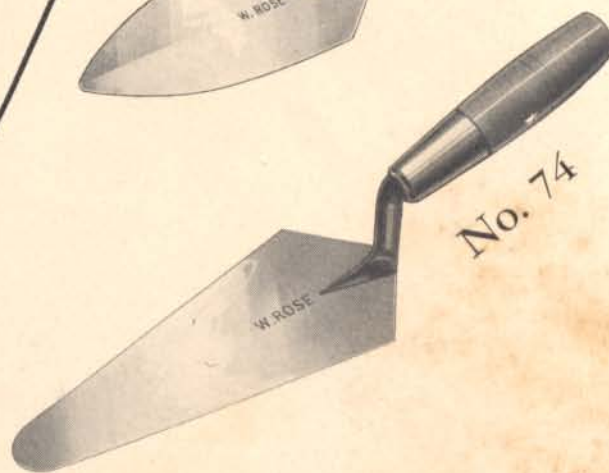
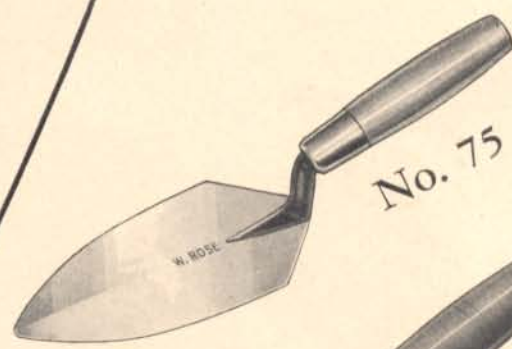
Trowel No. 56

Nos. 56 and 75 W. ROSE Tile Setters' Trowels can be supplied with leather handle. No. 56 with leather handle is No. 556, and No. 75 with leather handle is No. 575.



No. 57 is also used by Tile Setters

Lengths	Widths	Packed 6/12 dozen in box	
		Weight per dozen	
3"	1 1/4"	3	lbs.
4"	1 1/2"	3 1/2	lbs.
5"	1 5/8"	3 13/16	lbs.
6"	1 3/4"	4	lbs.



Tile Setters' or Buttering Trowel No. 56

Owing to the enormous advertising campaign by tile manufacturers, the use of this tool is increasing with extreme rapidity.

The W. ROSE Tile Trowel has an exclusive design, with high shank, to keep the fingers of the user out of the mortar, and limber blade to spare the wrist.

Length	Width	Weight per dozen
7 1/2"	4 3/8"	9 lbs.

The use of well-tempered Crucible Steel enables us to make the point quite flexible without sacrificing strength or permitting the blade to take a permanent bend in use.

No. 75 is a large, sturdy Pointing Trowel, made especially for Tile Setters' use, but also called for by other trades. By special request the shank is made more massive than those of other Pointing Trowels and the handle is similar to that of a Gauging Trowel or Tile Setter's Trowel with large grip.

The blade is ground limber and polished. It is Crucible Steel.

No. 74. Bricklayers' Buttering Trowel 7 1/2" x 3 1/4"

For laying face brick with thin joints. It has a brick trowel handle, 5" long and a brick trowel shank 1 3/4" up to center of ferrule at bend, forged with blade from one piece of crucible steel. The blade is hardened, ground to correct spring and polished.

W. Rose Tile Hammers

We were asked by the Tile Setter to make him a better hammer than he had been able to obtain.

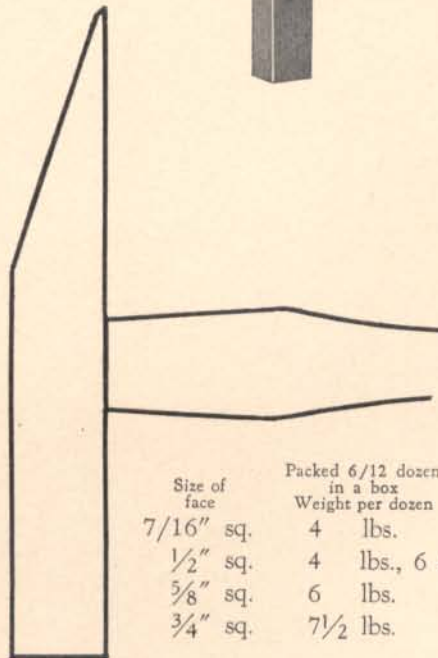
These little tools demand special attention. They must be made of steel that will remain tough after being tempered hard enough to work tile which are harder than brick.

By using Crucible Steel we are able to make the eye unusually wide and high, so that a good grip for the handle is obtained.

The handle is of second growth hickory, air seasoned.

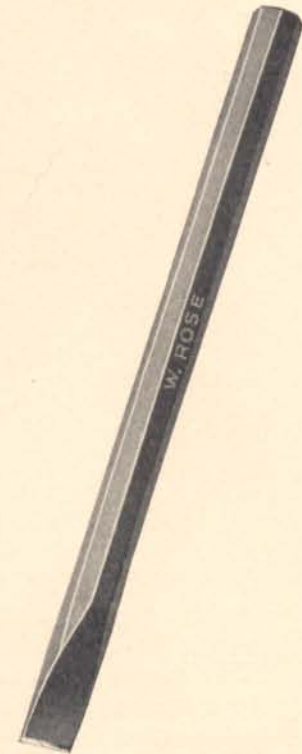


Actual Size
3/4" square



Actual Size
1/2" square

Size of face	Packed 6/12 dozen in a box Weight per dozen
7/16" sq.	4 lbs.
1/2" sq.	4 lbs., 6 oz.
5/8" sq.	6 lbs.
3/4" sq.	7 1/2 lbs.



W. Rose Tile Chisels

Made, like the Tile Hammers, after a special appeal to us for a chisel from the edge of which chips will not fly when marking tile.

Diameter of octagon	Length
3/16"	4
3/16"	5
1/4"	4
1/4"	5
1/4"	6
1/2"	6
1/2"	8

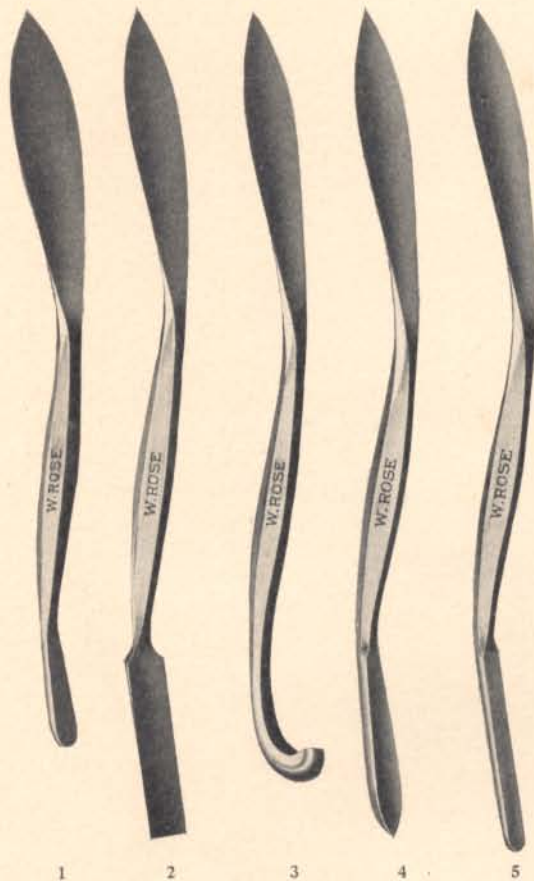
Packed 2 dozen in a box
Weight per dozen
1 lb.

W. ROSE TOOLS *Endure*

W. Rose Mitring Tools

Crucible Steel, carefully forged, tempered, ground and blades polished. The stem by which the tool is held is black to discourage rust and provide a grip which will not slip in the hand.

Tool No. 2, Leaf and Square, is made in widths from $\frac{1}{8}$ inch, increasing by eighths, to 1 inch. One dozen assorted consists of one each of Nos. 1, 3, 4 and 5, and eight of No. 2 assorted. The blades are carefully ground flexible, and are tempered so that they will not be permanently bent in use and are given a good bright polish.



W. Rose Mitring Rules



Sizes of Mitring Rules

Width	Length	Width	Length
$3\frac{1}{4}$ "	4"	4"	6"
$3\frac{1}{4}$ "	6"	4"	8"
$3\frac{1}{4}$ "	8"	4"	10"
$3\frac{1}{4}$ "	10"	4"	12"
$3\frac{1}{4}$ "	12"	4"	14"
$3\frac{1}{4}$ "	14"	4"	16"
$3\frac{1}{4}$ "	16"	4"	18"
$3\frac{1}{4}$ "	18"	4"	20"
$3\frac{1}{4}$ "	20"	4"	22"
$3\frac{1}{4}$ "	22"	4"	24"

W. ROSE Mitring Rules have straight edges. The longest, or working edge, is true and is ground with long, accurate bevels on each side to the sharpness preferred by all plasterers.

Rules are made of tool steel. Widths, $3\frac{1}{4}$ inches and 4 inches.

Lengths are shown in the table to the left.

They are heat treated properly so that they neither bend nor break in use.

They are straightened, ground, polished, and coated to protect them from rust.

Prompt shipment of all sizes can be made from stock.

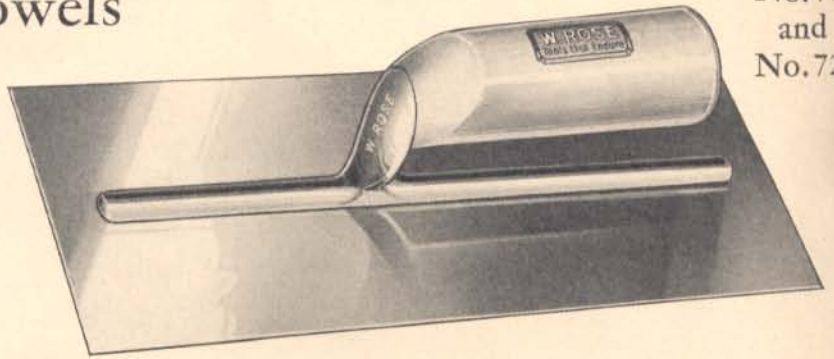
W. ROSE TOOLS *Endure*

W. Rose Plastering Trowels

Crucible Steel blades are attached by ten rivets to malleable iron mountings. The upright shield of the mounting is wide and rounded to bear comfortably upon the hand and protect it from plaster.

No. 71 Flexible Finishing Trowel 24 gauge and

No. 72 Browning 22 gauge. Stiffer than No. 71.



No. 71 and No. 72

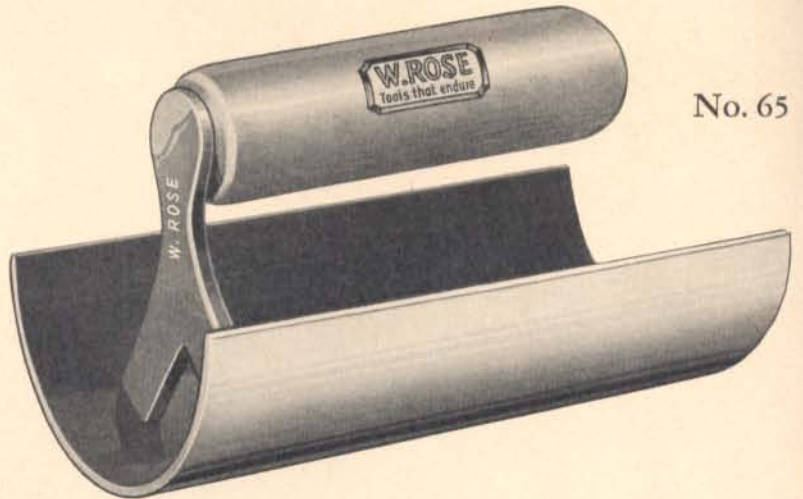
Length	Width	Packed 6/12 dozen in a box	Weight per dozen
10"	4 3/4"	15	6/16 lbs.
10 1/2"	4 3/4"		
11"	4 3/4"		
11 1/2"	4 3/4"		
12"	4 3/4"		

No. 65 W. Rose Round Corner Trowel

The tool steel blade, 6" long, is bent to 3 1/2" diameter, accurately ground and polished. Mounting is of malleable iron securely fastened to the blade.

Handle is of air seasoned hardwood, of the same excellence as the brick trowel handle.

Packed 6/12 dozen in a box, weight per dozen 15 pounds.



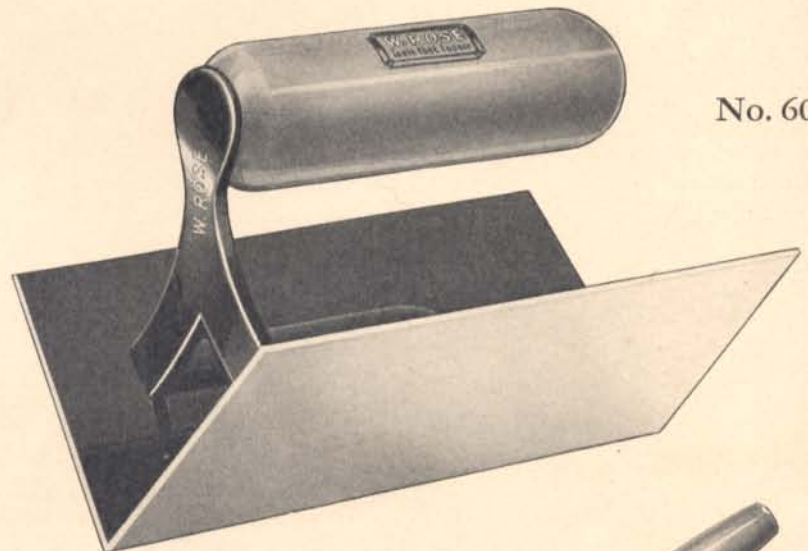
No. 65

No. 60 W. Rose Square Corner Trowel

Blade of Tool Steel carefully ground and polished, 6" long, 2 3/4" wide from corner to edge of blade. Mounting of malleable iron.

Handle of air seasoned hardwood of the same grade as the brick trowel handle.

A very substantial tool with a handsome finish. Packed 6/12 dozen in a box, weight per dozen 15 pounds.



No. 60

No. 118 W. Rose Gauging Trowels

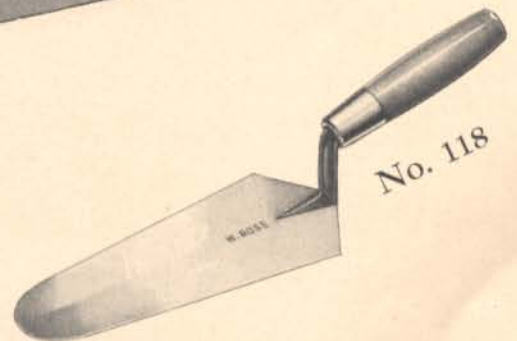
The shank is higher than a brick trowel in order to protect the hand of the user.

It is accurately forged solid from one piece with the blade, and grips the handle permanently. The handle is of air seasoned hardwood with strong ferrule and stays on. It has a large grip similar to the Tile Trowel.

The blade is Crucible Steel, accurately tempered, ground to the correct spring and polished.

Length	Width	Packed 6/12 dozen in a substantial box	Weight per dozen
6"	3 1/4"	15	6/16 lbs.
7"	3 3/8"		
8"	3 1/2"		
9"	3 5/8"		
10"	3 3/4"		

7 inch and 8 inch are the most popular sizes.



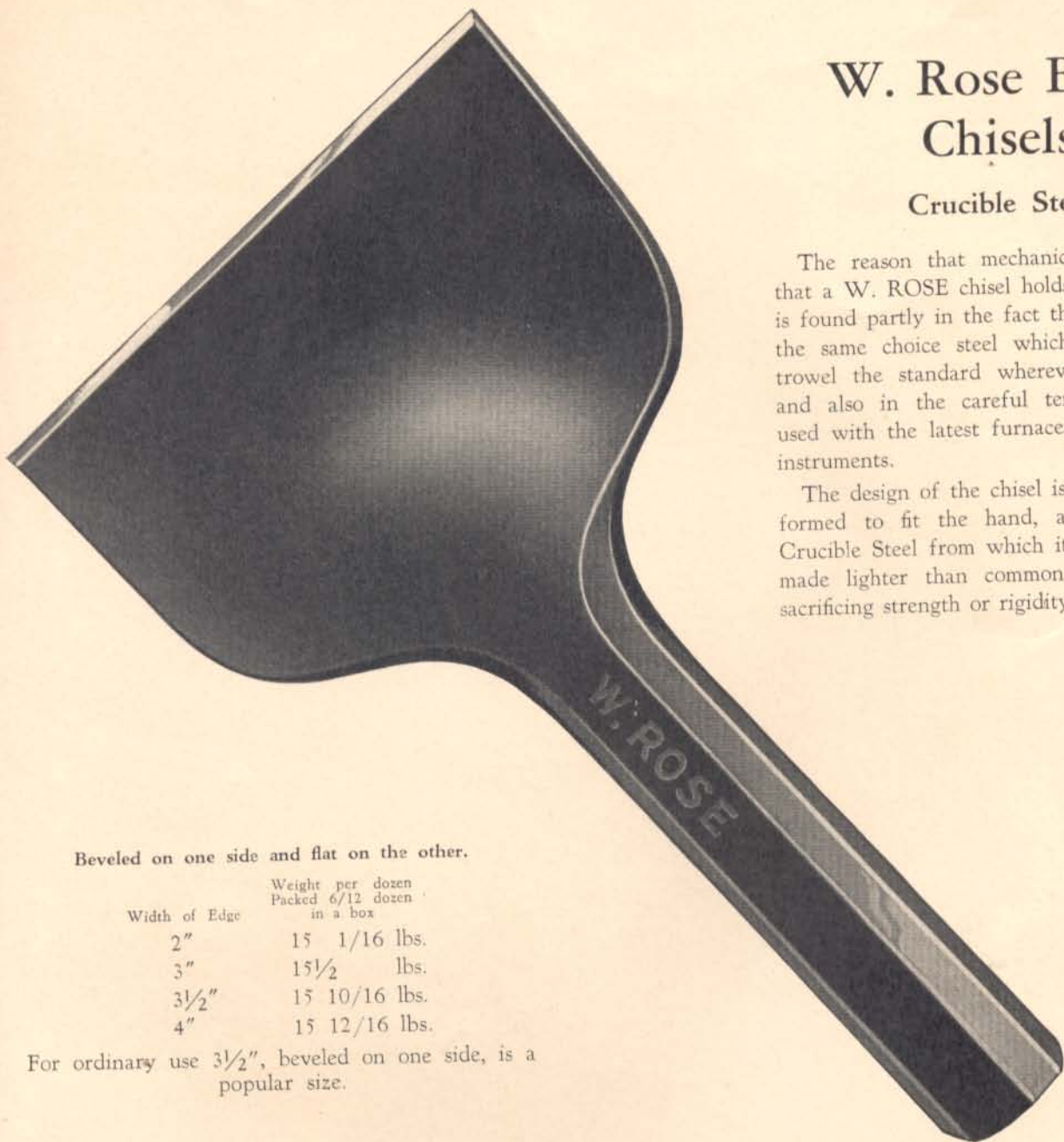
No. 118

W. Rose Brick Chisels

Crucible Steel

The reason that mechanics are reporting that a W. ROSE chisel holds its edge longer is found partly in the fact that it is made of the same choice steel which has made the trowel the standard wherever it has gone, and also in the careful tempering method used with the latest furnaces and measuring instruments.

The design of the chisel is exclusive. It is formed to fit the hand, and the unusual Crucible Steel from which it is made can be made lighter than common chisels without sacrificing strength or rigidity.



Beveled on one side and flat on the other.

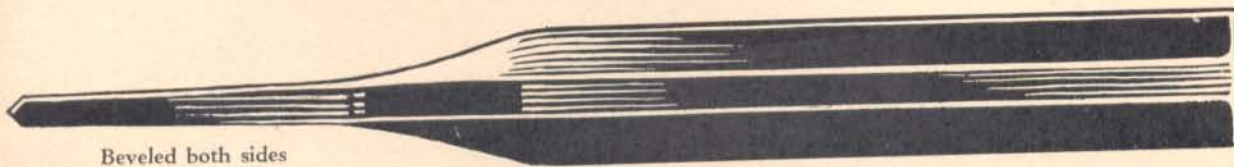
Width of Edge	Weight per dozen Packed 6/12 dozen in a box
2"	15 1/16 lbs.
3"	15 1/2 lbs.
3 1/2"	15 10/16 lbs.
4"	15 12/16 lbs.

For ordinary use 3 1/2", beveled on one side, is a popular size.

The same sizes and weights shown in the chisel, which is beveled on one side, can also be supplied in the style which is beveled on both sides.

The claim is made for chisels beveled on one side that when the flat face is placed toward the portion of brick to be used and the bevel toward the spall, a cleaner cut is possible.

More conservative mechanics prefer the double bevel because they do not need to turn the chisel to the proper side. They are a minority.



Beveled both sides



Beveled one side

W. ROSE TOOLS *Endure*

W. Rose Scutches

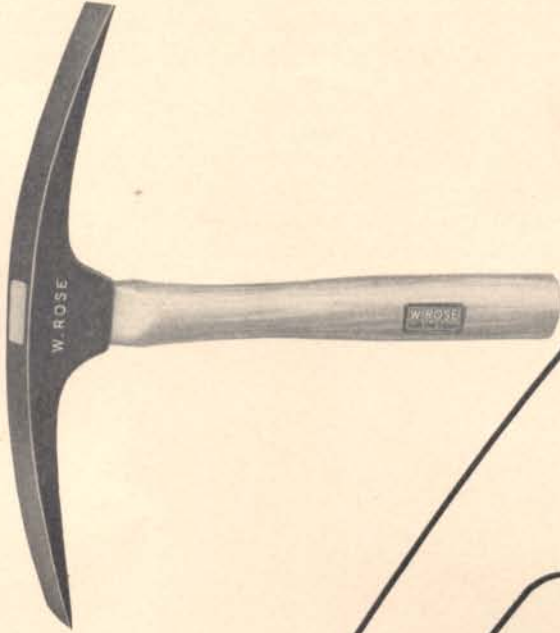
HEAVY SCUTCH

Measures 11½ inches from edge to edge.

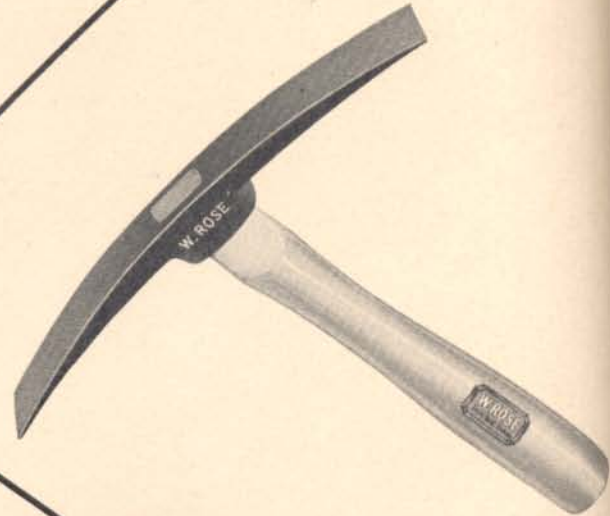
Approximate weight, 1¾ pounds.

Packed 6/12 dozen in a box; weight per dozen, 28 pounds.

Some sections prefer scutches bent further toward the hand. We carry a stock designed to please such customers.



Heavy Scutch



Light Scutch

LIGHT SCUTCH

Measures 9¾" from edge to edge.

Approximate weight, 1¼ pounds.

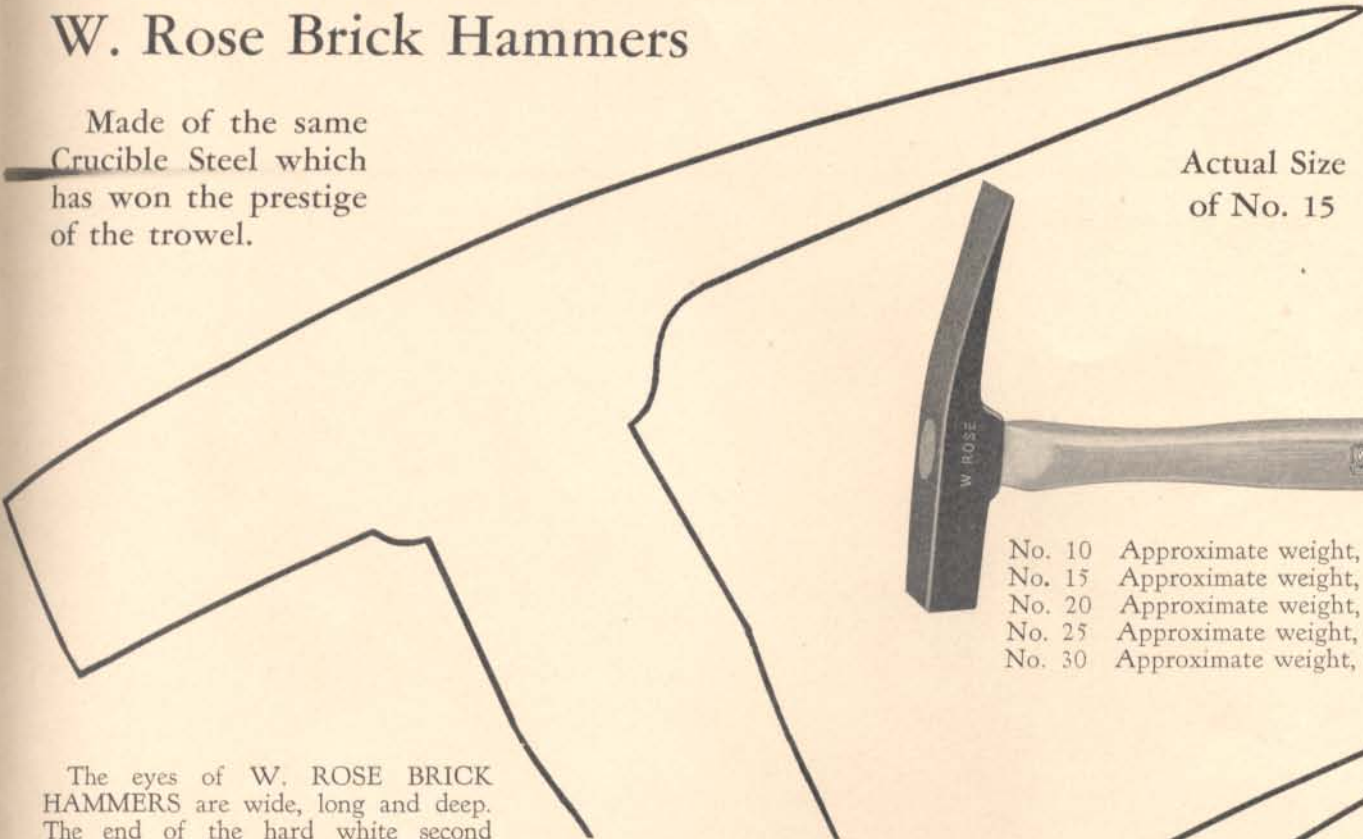
Second growth, air-seasoned hickory handle.

Crucible steel blade, designed to avoid throwing spalls against the hand of the user. Packed ½ dozen in a box; weight per dozen, 22 pounds.

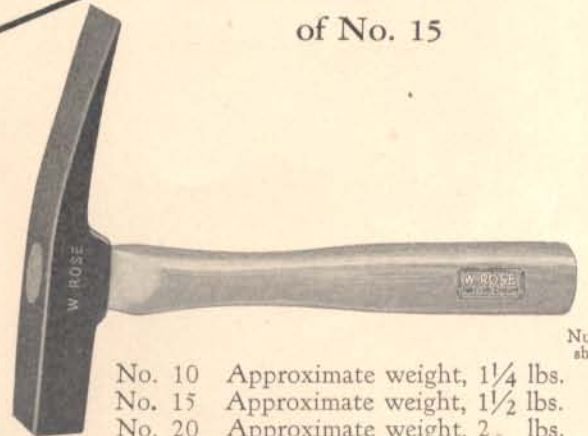
W. ROSE TOOLS *Endure*

W. Rose Brick Hammers

Made of the same Crucible Steel which has won the prestige of the trowel.



Actual Size of No. 15

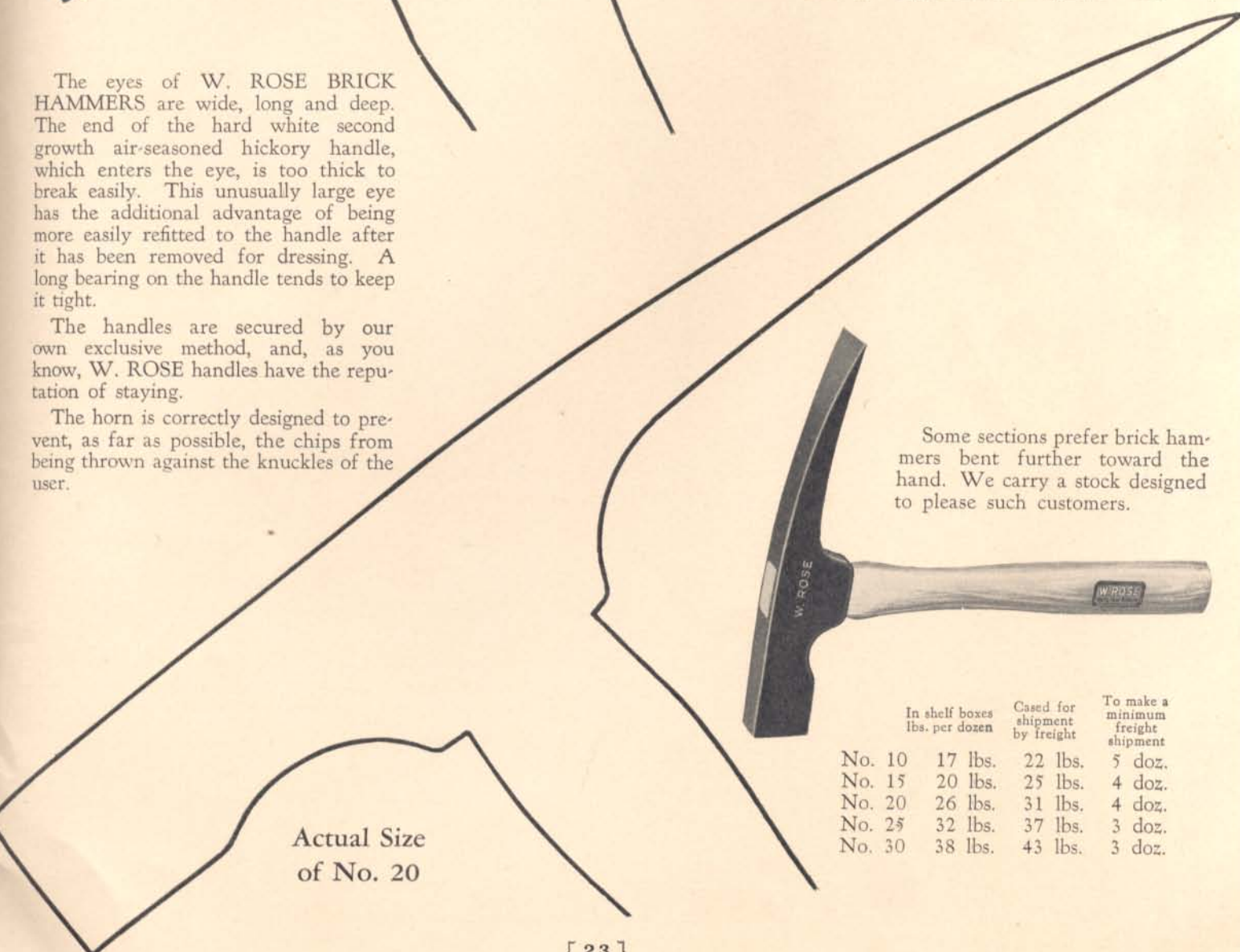


		Number in shelf box
No. 10	Approximate weight, 1 1/4 lbs.	6
No. 15	Approximate weight, 1 1/2 lbs.	6
No. 20	Approximate weight, 2 lbs.	4
No. 25	Approximate weight, 2 1/2 lbs.	4
No. 30	Approximate weight, 3 lbs.	4

The eyes of W. ROSE BRICK HAMMERS are wide, long and deep. The end of the hard white second growth air-seasoned hickory handle, which enters the eye, is too thick to break easily. This unusually large eye has the additional advantage of being more easily refitted to the handle after it has been removed for dressing. A long bearing on the handle tends to keep it tight.

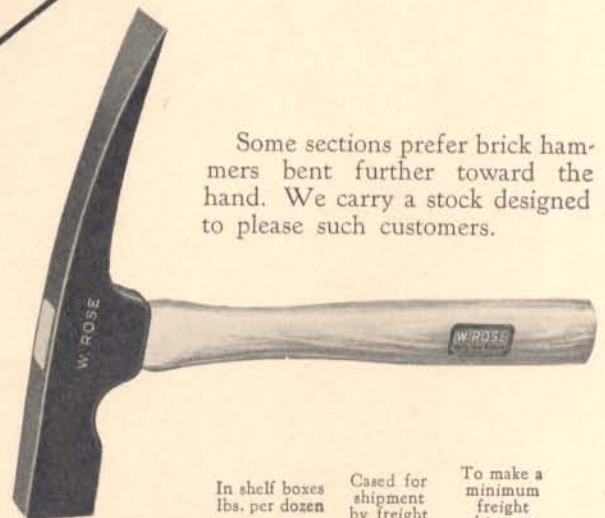
The handles are secured by our own exclusive method, and, as you know, W. ROSE handles have the reputation of staying.

The horn is correctly designed to prevent, as far as possible, the chips from being thrown against the knuckles of the user.



Actual Size of No. 20

Some sections prefer brick hammers bent further toward the hand. We carry a stock designed to please such customers.



	In shelf boxes lbs. per dozen	Cased for shipment by freight	To make a minimum freight shipment
No. 10	17 lbs.	22 lbs.	5 doz.
No. 15	20 lbs.	25 lbs.	4 doz.
No. 20	26 lbs.	31 lbs.	4 doz.
No. 25	32 lbs.	37 lbs.	3 doz.
No. 30	38 lbs.	43 lbs.	3 doz.



Concave

Convex

Flat

Bullhorn

W. Rose Brick Jointers

Trowel bar ends are used as the raw material for Brick Jointers. The "forging-down" gives the Crucible Steel a fine, dense structure, and this is thoroughly heat treated (not case hardened) so that it will not easily wear or leave stain on the joint.

The faces are ground and polished.

Concave or Hollow Ground

Packed 6/12 dozen in a box.

One End	Other End
1/4"	3/8"
3/8"	1/2"
1/2"	5/8"
5/8"	3/4"
3/4"	7/8"

Flat

Packed 6/12 dozen in a box.

One End	Other End	Weight per Dozen
1/8"	1/4"	4 5/16 lbs.
1/4"	3/8"	6 lbs.
3/8"	1/2"	7 1/2 lbs.
1/2"	5/8"	8 1/2 lbs.
5/8"	3/4"	10 lbs.

3/8" and 1/2" are popular widths of joints.

Convex or Crowned Faces

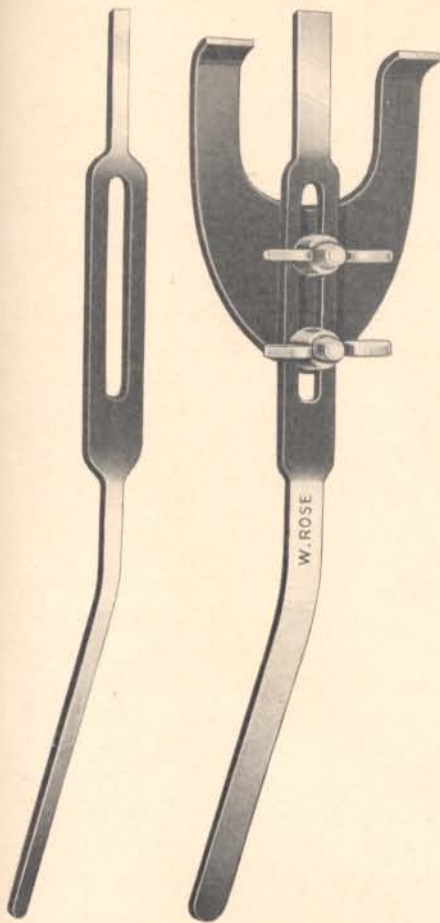
One End	Other End
1/8"	1/4"
1/4"	3/8"
3/8"	1/2"
1/2"	5/8"

They are packed 6/12 dozen in a box. The weights are the same as those of flat faced jointers shown opposite.

Bullhorn

One End	Other End Tapers Down To
5/8"	1/8"

W. ROSE TOOLS *Endure*



W. ROSE ADJUSTABLE SLICKER AND RAKER

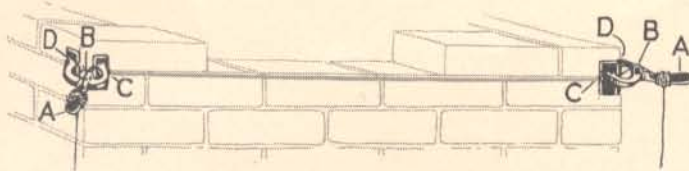
The tongue can be set for any depth of rake desired.

The holder arches to let the mortar drop free. There are no moving parts to get out of repair or to wear out.

The other end of the tongue can be used as a slicker for the same width of joint as the raker fits.

Two tongues are furnished with each raker suitable for $\frac{3}{8}$ " and $\frac{1}{2}$ " joints respectively.

Weight, packed 6/12 dozen in a substantial box, 3 $\frac{1}{16}$ pounds per dozen.



W. ROSE CORNER BLOCKS (Patented)

To hold the line.

Around the stem at "A" the line is wrapped. It is carried through the slot at "B" at the forks and then between the wall and the flat face through the slot at "C." The pull of the line draws the other face, "D," against the brick face at right angle to the line.

Of course, the mate of this corner block is hooked in the same manner against the corner at the other end of the line and keeps it taut.

Weight, packed one dozen pair in box, $4\frac{1}{2}$ lbs. per dozen pair.

W. ROSE LINE PINS

Stiff and long enough to hold the lines required by modern building operations. $\frac{5}{8}$ " x $\frac{1}{8}$ " x 7" Tool Steel, tempered, ground and polished.

Packed 1 6/12 dozen pair in a box, weight per dozen pair, 4 lbs.



W. ROSE SLICKER AND RAKER Not Adjustable

Tool steel, tempered, ground and polished.

Made in the following sizes:
 $\frac{1}{4}$ " and $\frac{3}{8}$ " Made from stock
 $\frac{1}{2}$ " and $\frac{5}{8}$ " $\frac{1}{8}$ " thick

Packed 6/12 dozen in box; weight per dozen, $2\frac{1}{2}$ lbs.

W. ROSE SLICKER

$\frac{1}{8}$ " thick. The working faces are ground and polished. It is made of tool steel. One end is for $\frac{5}{8}$ " joint and the other $\frac{1}{2}$ " joint.



W. Rose Slicker



W. Rose Line Pin

W. ROSE TOOLS Endure

How to Handle the Returned Tools Nuisance

(By George K. Goodwin, Proprietor of Wm. Rose & Bros.)

How to deal with the returned tools nuisance?

What should be done with the fraudulent claim?

Courage and self control will prevent the unjust claim swindler from looting your shelves.

I remember too well on the first day I took charge of our claim department neither of these essential qualities had been too liberally bestowed upon me. I was like a recruit going into his first battle. Yes, worse than that. A claim made me shake like a November leaf.

However, since then I have seen a score of birthdays, a score of hairs more or less have fallen from my scalp and I have learned that mankind, even customers, admire courage and are governed by those who have self control. When you look a workman in the eye and tell him courteously his claim should not be granted, he knows in his heart you are a man.

The admiration we all have for a real man is your ally on the other side of the counter.

From the very start I found we had other allies outside the factory fence. The average mechanic is no swindler. One workman was decent enough to warn us that six tools had been deliberately broken on the operation on which he had been employed in a single week. He described how it had been done to deceive the maker. And this is not an exceptional incident.

This fraudulent claim question which has run from one end of the country to the other has been brought on by a conspiracy among an exceedingly small percentage of your customers. At least nine out of ten are our potential allies if we only know how to enlist their sympathies. But no one ever won sympathy by cringing—yes, that is the word—cringing before a fraud.

Courage and Self Control

Easy Boss Tom Platt up in New York had courage and self control. It was said that he could refuse a favor so tactfully and graciously that one felt as if Platt had granted him a favor.

I am no Tom Platt but there is one anecdote I always relate with pleasure. I felt compelled to decline a demand and it looked as if I were in for a rough time but I took my time about the proceedings. I let the man into my confidence a little, told him of our struggles, hopes and successes and pointed out some things we were doing to give him satisfactory tools until he bade me a courteous farewell saying, "I will never forget your kindness."

Yes, more than nine in ten will be our allies if we only hang together and have self control as well as courage.

An Analysis of Mr. Black

A workman warned me to keep my eye on a certain Black, "He breaks his tools." Let's spend a little time on Mr. Black. He deserves it for his time brings him a dollar and a quarter an hour and yet he will spend two hours to and from your store and half an hour in lying for the sake of beating you out of about \$2.50.

Mr. Black is not mercenary. He is an idealist. He wants to feel that he can rise above the common herd and be a diplomat.

And now let us see how Mr. Black propagates his species. If the hardware store he visits is conducted by one of our weaker brethren and Mr. Black succeeds in demonstrating that he has more courage and self control than the so called "business man" behind the counter, Mr. Black will not hide his light under a bushel. He will boast of his prowess. His heroism will infect his weaker comrade, the young apprentice whose habits are forming and the "hard guy" who is generous enough with his dollars but who, you know, will feel that since the store has admitted that Mr. Black's claim is just, his own should also be granted. It is easy for any of us to be convinced that we should get something for nothing.

Good Trade to Lose

Now, just suppose if you will that Mr. Black had found behind the counter a "stand-patter." And suppose further the exceptional case in which Mr. Black is so hard boiled that self control and patience fail to win him over. What does the merchant lose?

The trade of Mr. Black? Surely! He loses the trade of Mr. Black. That is to say, he denies himself the glory of replacing the tool he has refused to give Black as soon as it has outlived its usefulness to the workman.

Let the Manufacturer Decide

But the timid fellow behind the counter will stutter, shaking in his boots, "If I do not give Mr. Black everything he wants, I am in for an argument." Now that is where I, the manufacturer, come in. I say to the man behind the counter, "Shift the argument to me—to the manufacturer."

Be courteous to Mr. Black but tell him that the manufacturer insists on deciding every claim in his own factory before replacement is made to the mechanic. Some dealers keep a letter from each manufacturer to this effect to show to their customers.

W. ROSE TOOLS *Endure*

HEAD OF HISTORIC TOOL MAKING HOUSE

George K. Goodwin, author of this interesting article and maker of these helpful suggestions on the returned tools nuisance, is proprietor of Wm. Rose & Bros., one of the historic and pioneer manufacturing firms in the hardware industry.

The original William Rose began making bricklayers' tools in 1798, shortly after the Revolutionary War. The original site was on the south side of Market Street in Philadelphia near what is now the site of the Pennsylvania Railroad Station. War between England and France had cut off the importation of tools and encouraged the new industry.

For nearly a century the business continued in the Rose family and carried on in a limited and locally known way. After the death of the last surviving son of William Rose in 1893, O. B. Goodwin purchased the large factory which had been established in Sharon Hill, Pennsylvania. Mr. Goodwin had been a native of Maine and moved to Pennsylvania at the time of the discovery of oil in the Allegheny Valley.

The present proprietor, G. K. Goodwin, started as a boy in the finishing department in 1894. After his subsequent graduation from Lehigh University as mechanical engineer and after three years in industry with the Illinois Steel Company and the Pennsylvania Steel Company he returned to the executive direction of the manufacture of W. Rose tools when his father's health failed in 1907 and the following year he inherited the business on the death of his father.

Price of a New Tool as Deposit

Of course Mr. Black will have considerable to say about this. He must have his tool at once to go to work. I recommend that you accept the price of his tool as a deposit to be refunded if his claim is found to be just.

But I beg of you, never accept Mr. Black's worn tool in part payment for a larger blade. If you do, Mr. Black will never make a complete purchase as long as he lives, unless he moves to a neighborhood where dealers have courage and self control.

Conspiracy to Get Something for Nothing

Every word draws into your mind a companion word. If I say America, you think United States. If I pronounce the word nails of course you think "penny." For too many years we manufacturers have been associating the words "reputation" and "guarantee." Every time one admits a fault that is not really his, his good name suffers. Let us therefore learn to associate with reputation, courage and self control.

I feel that I am here to represent not only my own industry but all leading manufacturers. We are like sailors in the same boat with the same rocks to face and not one of us can afford to ignore the logic of the situation. We are facing a conspiracy to get something for nothing which must be met with courage and self control.

DISCUSSION AND ANSWERS

Question: I find on your display cards advertising brick trowels the statement "Every tool guaranteed." Would it not be better to discontinue emphasizing the guarantee to the customer?

Mr. Goodwin: Yes. The advertising we get out now never mentions a guarantee.

From a recent article by Mr. Goodwin, who had been requested to comment on "The Future of the Retail Hardware Dealer," a summary by Professor Charles J. Miller, College of Business Administration, University of Washington, Seattle, Wash.

"On one point I wish Professor Miller would enlighten us a little further. If, for instance, a mechanic's tool selling for, say, \$2.50, brings a clear net profit of 20%, is it not more profitable for the retail merchant to bank the fifty cents cleared on the sale than the forty cents which may be cleared on an inferior tool selling for \$1.60 and carrying a net, clean profit as high as 25%, 5% higher than the finer article?"

"The satisfactory tool carries no higher freight, takes up no more room, and will keep the seller's name in the mind of the user possibly ten times as many years of usefulness. Should not the author's favored "blue tag" encourage the sale of the quality article which will put one more dime to the dealer's credit and one more friend on his mailing list?"

"Hardware World," May, 1929

Question: Would it not be well to insist on every claim being accompanied by a questionnaire giving among other things the name of the owner and the manner in which he broke the tool?

Mr. Goodwin: Often an apprentice will be sent to your store with a collection of tools from a number of mechanics of whom he knows nothing but their nicknames. You would have a fearful time making out questionnaires for all this junk.

Comment from a Dealer: Some of our customers are so ignorant that when we want their names we have to ask them to bring their gas bills.

Why Guarantees Are Made

Question: Would it not be well to withdraw entirely your guarantee?

Mr. Goodwin: There is one phase of the subject we must not overlook. When a genuine imperfection does develop in one of his tools, not only Wm. Rose & Bros. but any leading manufacturer is more anxious to inspect it and make it good than you are to return it or even than the workman is to get another. Such claims are brought to my personal attention and I make a bee line for the department responsible. Then someone is hunting an alibi right away. For instance when the edge of a brick trowel separates into two layers as if it were made of two sheets rolled together, it is positive evidence that the bar had been sheared without having been properly heated. When we erected our present furnace to do this we eliminated instantly more than one-fourth of the total number of genuine defectives. All such claims have had a powerful influence with us in the selection of improvements to our equipment and I do not see how a factory could maintain a leading position without them.

W. ROSE TOOLS *Endure*

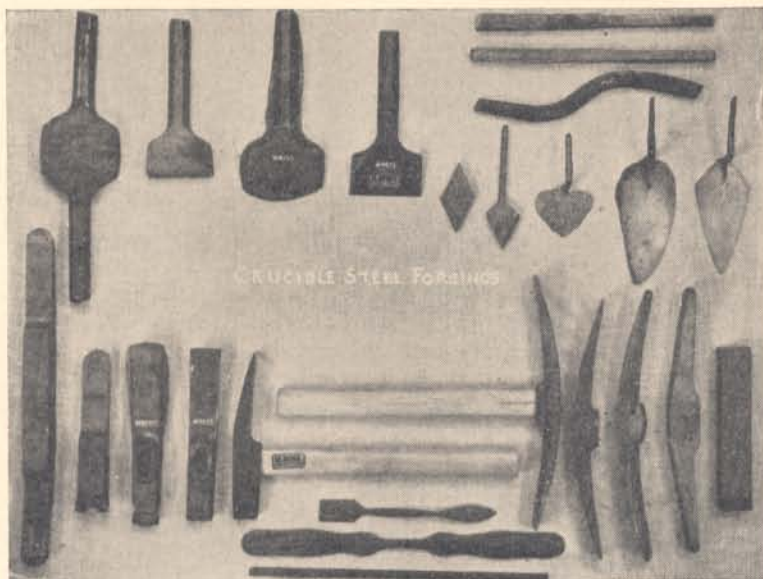


Fig. 1



Fig. 2

Forging Tools for Bricklayers and Masons

By GEORGE K. GOODWIN

Wm. Rose & Bros.

“TWO-THIRDS of anyone’s success depends on ability to educate others.” It came back to me when a clerk in a first rate hardware store said, “Try in the Gift Shop next door” after he had been floored by a request for “something for a College Girl.” On my way out I passed skates, skis, toasters, chafing dishes, an electric waffle iron, percolators, flash lights, sleds. The proprietor had managed one-third of his job with genius.

To educate the men behind your counters; doubtless a clumsy volume would result from cross indexing your entire stock with a heading of the sex, age and occupation of each class of trade above a column of the items such a customer can use; but cannot some handbook be devised for your retail salesmen to remind

them, for instance, that a mechanic in a lime encrusted jumper who is eager for a trowel will also need a brick-hammer and, probably, a washing machine for his wife?

Are you teaching your assistants that these fellows in the building trades are among the best paid employees in North America? That the plaster on their shoes and the absence of starched collars are badges of men who have high wages to spend? I know one who has invested in twenty-eight garages. Another is extravagantly fond of fishing and will spend more time at it than the most successful banker in your city. When your banker wants a job done, he calls in a mechanic who buys whatever is needed for the work. Would not you enjoy selling these tools and supplies more than furnishing to the capitalist his trifling per-

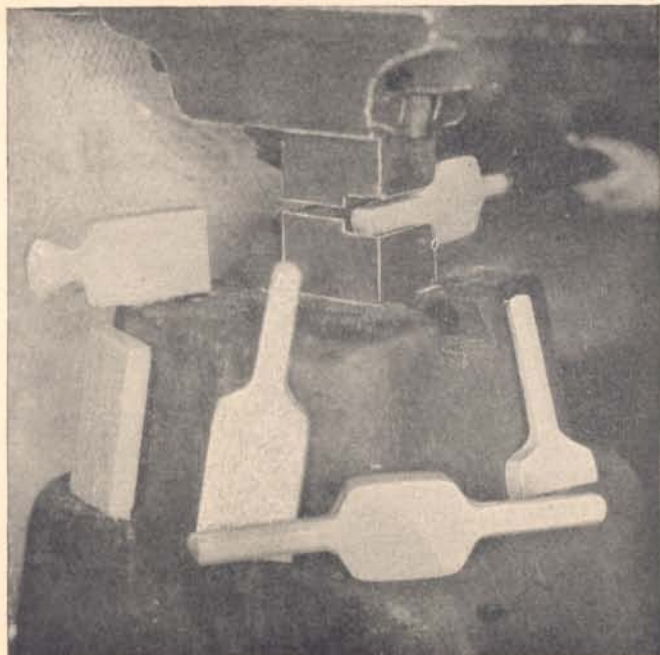


Fig. 5



Fig. 1—Crucible Steel Forgings. Fig. 2—Forging a Brick Jointer on a Bradley Strap Hammer. Fig. 3—General View of Shear Room. Fig. 4—General View of Helve Hammer Forging a Brick Hammer. Fig. 5—Detailed View of Shanking a Brick Chisel. Fig. 6—Drop Forging a Brick Hammer. Fig. 7—Press Trimming a Brick Chisel. Fig. 8—Rough Grinding and Polishing

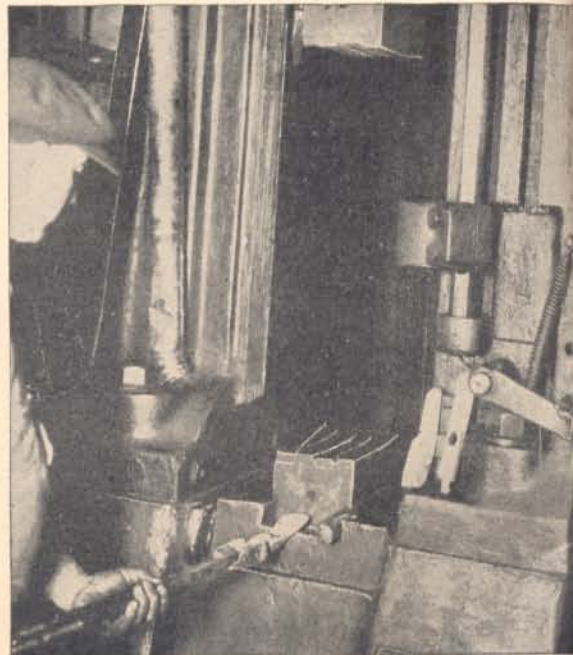


Fig. 6

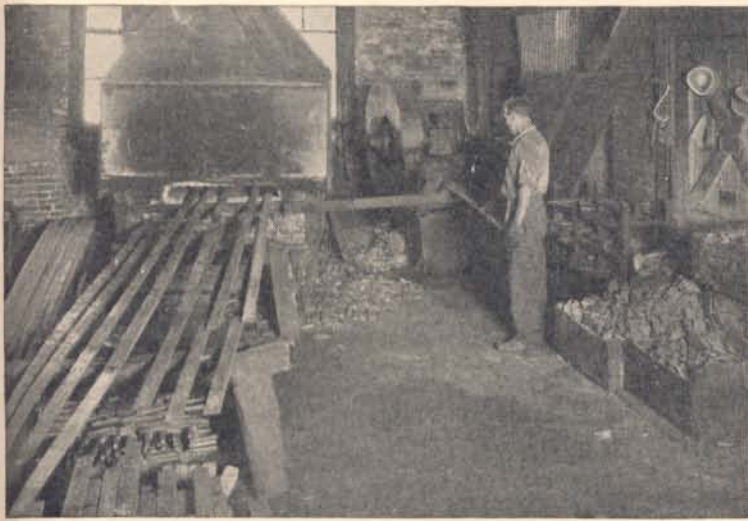


Fig. 3

sonal requirements? In the fellow who works with his hands you really have two customers in one for he needs your hardware in private life as well as for his trade. If these pictures of brickhammers, scutches and chisels help you to interest good spenders in your tool stock, *HARDWARE AGE* will not have published them in vain.

Each of those tools is made from a bar of cross sectional area slightly greater than the thickest section of the completed piece. The only possible exception to this is the hub-like projection around the adze eye of a brickhammer or scutch. Into this, hot metal may be gathered by blows of drop hammer dies but this is of doubtful advantage. (Fig. 6). Forging at the proper temperature from a soft furnace atmosphere refines the grain and leading manufacturers find that they are better equipped to produce these conditions than the steel mill which would hammer or roll the smaller bar. As an example of this refinement: up to seven years ago we made brick jointers from bars no larger than their wider end and never were able to obtain the same fine, slatelike texture that we get on other tools. As soon as we began to hammer the jointer down from a brick trowel bar end (Fig. 2) the tempering difficulty disappeared and the glistening, sandy, coarse appearance that had come from the bar mill, was no longer to be seen when a fractured specimen was examined.

When hammers or chisels are to be forged, the steel bars are sheared square across into lengths each large enough to make twin forgings. (Fig. 3). The tongs grip more conveniently the blank for two.

On a machine like a giant's hand hammer with wooden helve seven feet six inches long swung by a cast iron wrist, (Fig. 4) shanks of chisels or horns of brickhammers are drawn out from both ends of the blank. For



Fig. 4

hammering each tool, the pair of dies used is designed especially for that tool, to coax out the metal while the forging is being given a quarter turn by the operator after each alternate blow of which the force is controlled by his foot upon the treadle. Thus the forging is reduced roughly to its shape and to within an eighth of an inch of the finished dimensions. The twin tools are then sheared apart. (Fig. 5).

Their final size is assumed between the impressions of a pair of dies in the drop-hammer. (Fig. 6). Pile-driver like, it strikes with six times the force of the helve hammer and gives our forging the intricate details of the die impressions in five or six blows. Any surplus steel squeezed out beyond the die impressions forms between the flat faces of the dies a fin shaped "flash" which must be trimmed off beneath a press while still hot. (Fig. 7). A punch also pierces the brickhammer under the same press to complete the eye and receive the handle.

The rough grinding by which these tools are smoothed before tempering, is more interesting than would appear on the surface. In reality the abrasive used is broken rubies, corundum, which lacks only the color to be termed a jewel. Picture a disk whose surface is composed of the projecting angles of an enormous number of tiny gems traveling a mile a minute and each scratching the surface of our forging. (Fig. 8).

When the points of these jewels become dull, a dresser of soft star shaped steel is forced against the surface to remove smooth particles and uncover fresh angles. This iron will dislodge the ruby grains but when a fine finish is desired, as on plastering trowel blades, the most prominent of the projecting points which would scratch too deeply must be cut off with a diamond dresser. Nothing but the diamond will cut the ruby.

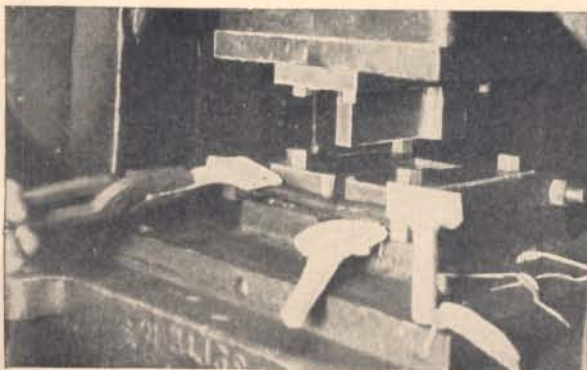
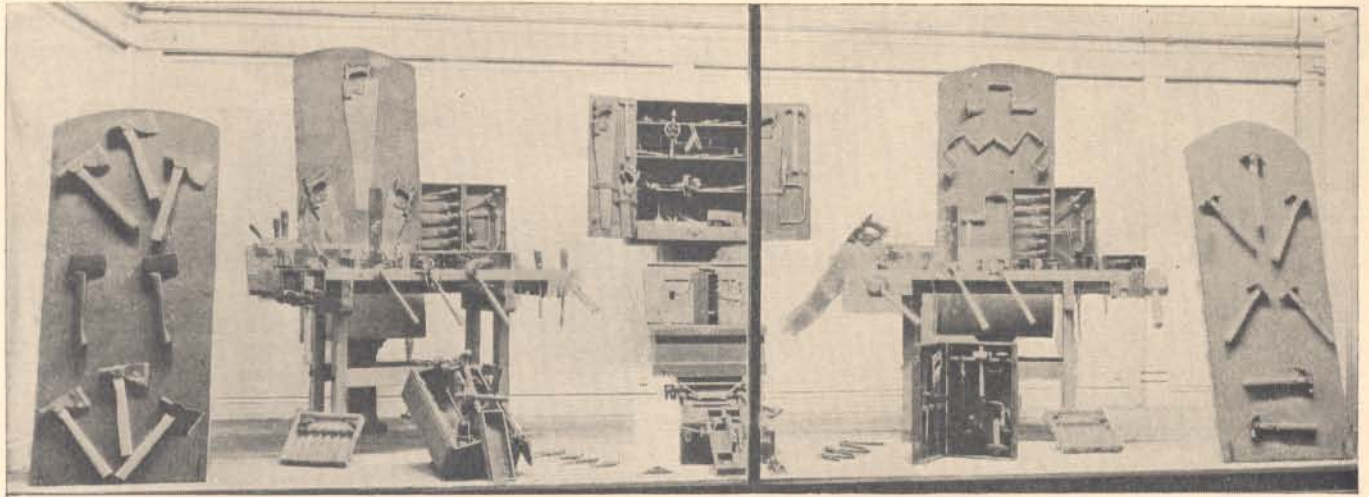


Fig. 7



Fig. 8



"An appeal must be made to the eye and the hand of a retail customer," was the text of a program for travelling men, mentioned in the accompanying article. In the above display of tools the hardware dealer adopted a window arrangement which is attractive to the eye. The panels are used very effectively.

Winning the Tool Trade of Men Who Receive High Wages

Interesting Merchandising Suggestions Are Given in This Article by One Who Has Studied the Modern Trend and Its Application to Tool Selling

Written specially for Hardware and Metal by GEORGE K. GOODWIN,
Wm. Rose and Bros., Sharon Hill, Pa.

AGUEST of Hibbard, Spencer, Bartlett was treated to a surprise. He had expected to find a salesmen's convention devoted to the promotion of wholesaling. Instead, for two days he listened to little else than the latest developments in retail methods. Almost the entire discussion would have been as valuable to a grocer as to a hardware merchant.

And why not? It was pointed out that 85 per cent of the money is obtained from women. No one will contend that one class of either women or men with one set of faculties buys hardware, and that another widely different class buys groceries, or drugs, or furnishings. "An appeal must be made to the eye and to the hand of a retail customer. Your job is to carry this message to the dealer," was the text of that entire programme for travelling men.

Public Like to Handle

Not for one hour did those in charge forget that the bitter competition is not among hardware jobbers but between the hardware fra-

ternity as a unit and the merchandisers alien to it who have led the way by carrying their stock on tables and encouraging the public to wait on itself.

The most successful tool stores have been pioneers who have boldly adopted such methods as a result of their own experience. The general public prefers to see and handle your stock. The mechanic positively insists on it. In most of the stock items the average customer does not recognize so many minute differences between any two articles in the same box. At least of the members of the building trades, it is safe to say that they rarely find any two implements identical. To the hand of the skilled man, a difference of five degrees in the inclination of a handle or a thousandth part of an inch variation in blade thickness is a consideration.

If the uninstructed retail salesman disputes the importance of these minute details, or of the trade mark, the workingman may listen politely — and go to another store for his next purchase.

That next store will be the one where the mechanic can gain access to the largest stock of the preferred item without the use of words. He is a man of deeds but not of words. Often he does not use the same terms to describe what he needs and you know how impatient we all get watching a puzzled clerk fruitlessly opening one drawer or shelf after another.

Shop-Lifting

I can see you are "on pins and needles" to ask, "What can a manufacturer know of the shop-lifter?" Yes, from Atlantic to Pacific we have her with us and not always in skirts. (I understand they are still called "skirts." My cannie Highland grandfather would have said "kilts.")

To your objection I might reply that even the tool laid away out of reach behind the counter must run the gauntlet of theft in order to be sold. Does your high-priced salesman always know how many tools are on the counter when he turns his back to get another box? There are a number of obstacles to the

trade of thievery which set tools apart from smaller, softer merchandise which yields itself more easily to quick fingers. But the convincing argument which decides the question is that the students of retail sales, who have made fortunes putting the most easily stolen articles where all sorts of people can examine them, have figured the loss by thievery as accurately as the census.

If the rims around display tables are too high, their sales drop fifty per cent. If the barriers are too low, the loss rises to a prohibitive fifteen per cent. The proper design of retail fixtures has become a science and there are straight hardware men who, I am sure, will be only too glad to open up the subject to any reader of *Hardware and Metal*.

And the fact remains that before the investigation of this art had been carried so far as to formulate statistics, the tool stores that had hit on the idea of giving skilled mechanics access to their stock had reaped a harvest of customers far beyond that which any cut price could have brought.

Store Methods

The building trades, you know, get high hour rates so that it would not pay one of them to travel far for even the most drastic price sacrifice any merchant might be unwise enough to make.

One successful store hangs brick trowels on a rail beside the aisle. Another keeps the paper boxes open on tables to the right of the passage from the front door.

Brick hammers, chisels and jointers have been offered in the same manner but jointers slip easily into the pocket of the professional thief. One successful dealer displays jointers, line pins, corner blocks and the various patterns of pointing trowels, all the smaller tools, on boards which form the fronts of wall cases.

Please note that samples are wired to these boards. Tacks, staples or clips are not considered secure.

"Knights of Labor"

Those "words, words, words" about fixtures are misleading. Although the finest triumph with tools cannot be achieved without the proper arrangements, they will never serve as substitutes for those other essential elements of success, your tool stock and, above all, comprehension of your customer's nature. That is the "sine qua non," "without which, nothing." The worst dubs I have found muffing along at the tool game could not understand that they could get a pretty good idea of the interior of a skilled mechanic by studying the man who signed their own cheques. They thought of themselves as experts, there to tell the workman

what he should buy. The fellows from the scaffolds thought of the men behind the counters as novices who could not stay with such a job for one sweaty hour. The unwary dealer thinks of these men as "laborers." They think of themselves as "Knights of Labor."

Hit the Nail

The most interesting letters have come to this factory from mechanics. One dated April 11, 1929, reads in part:

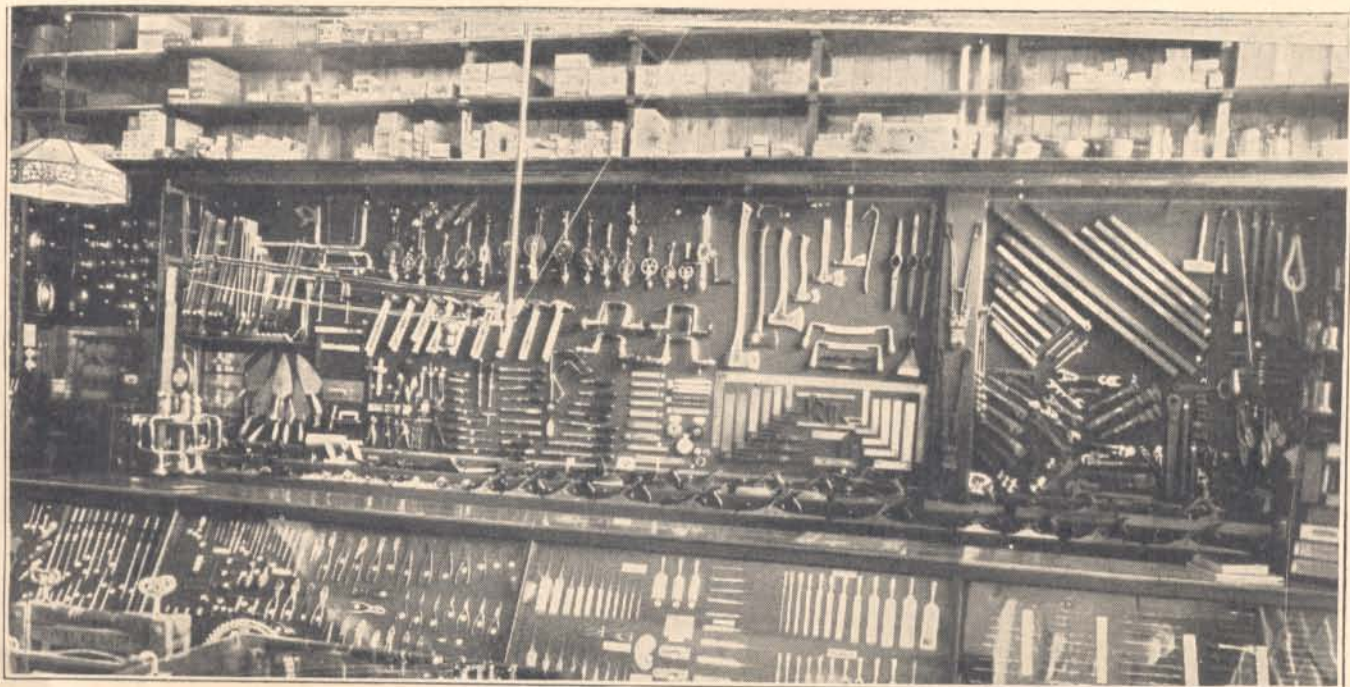
"You have created a warm spot in me, in your talk to the hardware dealers July 5, 1928. I will just quote a few words:

"Are you teaching your assistants that these fellows in the building trades are among the best paid employees in North America? That the plaster on their shoes and the absence of starched collars are badges of men who have high wages to spend?"

"You have hit the nail on the head with those words.

"There are a few hardware dealers I am sorry to say who don't seem to welcome a mechanic, with plaster on his shoes and the absence of the starch collar, into their store."

Once an entire store organization understands the skilled mechanic, he is the easiest fellow in the world to get on with—least exacting and cheapest to sell in actual capital.



Here is a tool department in which experienced mechanics would glory according to the writer of this article. No counters obstruct the approach to the tool cases, and the tools are placed so that the customer may handle and balance them. The cases are arranged in an orderly manner, and apparently adequate stock is carried to meet the demand.

Features Which Will Help You To Sell More W. ROSE Tools

ALL W. ROSE Tools are made of a rather unusual material known as Crucible Steel, the only grade of steel which is protected by a solid container while it is being made.

All W. ROSE Tools are heated and tempered with approved furnaces, several of them exclusively evolved in our organization.

The blades of W. ROSE Tools are forged and finished on machines of modern design which add present-day accuracy to the principles developed by an organization 131 years old.

The heat treatment alone of each W. ROSE blade now requires a little over *ninety minutes* in order to make it as tough as possible. This is *three times as long* as the period generally allowed heat treating when a more commercial process is used.

The handles of W. ROSE Tools are of second growth hardwood, air-seasoned for two years.

Handles are fastened on W. ROSE Trowels by our own exclusive process, which binds blade, ferrule and handle as one piece.

W. ROSE TOOLS *Endure*

