

CABLE ADDRESS  
"TYCOS-ROCHESTER"  
CODES USED

A. B. C. ALL EDITIONS  
WESTERN UNION ALL EDITIONS  
LIEBER'S -- BENTLEY'S

IN REPLY REFER TO  
YOUR REFERENCE  
OUR REFERENCE



# *Taylor Instrument Companies*

ROCHESTER, N.Y., U.S.A.

SALES OFFICES  
BOSTON -- NEW YORK  
PHILADELPHIA  
CHICAGO -- ST. LOUIS  
SAN FRANCISCO  
PITTSBURGH -- ATLANTA  
CLEVELAND  
CANADIAN PLANT  
TORONTO

## A LETTER TELLING JUST WHAT THIS CATALOGUE IS:

It is a condensed reference book on thermometers, hygrometers, barometers and compasses. It lists the numbers that have proven to be in demand throughout the country. From it you can select a salable stock, a well selected line, without investing a large amount of capital. This condensed catalogue will surely interest you further, for you are interested in keeping ahead, (not abreast of competition), building up trade and in effecting sales economies.

Your customers have confidence in you. You can sell any brand with special effort that you see fit--you have the confidence of your trade--yet as a merchant interpreting the times you will likely stock goods that the buying public knows and asks for. You too appreciate that it lends prestige to have on your shelves trade marked thermometers exploited in high-class magazines circulating among your best customers,--giving a stability, a prominence to your store in your community not held if dealing only in the commonplace brands.

Tycos and Taylor thermometers are a real means of profit. Don't overlook their possibilities. Practically every family can use to advantage not simply one but many--for the sick room, for the kitchen, for the bath, for the house as a whole and for outdoors. They are real economic and health factors in every home. People more and more want to know "what's the weather going to be?"--a well rounded line of Stormoguides is listed. Your outdoor trade wants compasses--two pages are listed.

We repeat, you as a merchant, at a small outlay of cash and space can have a profitable assortment always on hand. With the advertising helps we give you, you can move stock steadily and profitably.

This catalogue tells throughout the reason for the demand for Tycos and Taylor instruments today. And we feel you will not only preserve it, but order from and profit by its use.

Very truly yours,  
TAYLOR INSTRUMENT COMPANIES



# Tycos

Thermometers  
a Profitable  
Line

*Taylor Instrument Companies*  
*Rochester N.Y., U.S.A.*



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## Outdoor~ Indoor THERMOMETERS

# A

THERMOMETER for the home must not be new fangled, outlandish or bizarre. Certain conventions must be observed by the manufacturer, a conformity to custom. Certain types are orthodox, which is true of the numbers below—they incorporate quality, reliability, and suitability—that's why more hang in the well appointed homes of the country, by the thousands, than any other make, *without exception*.

### No. 5100S

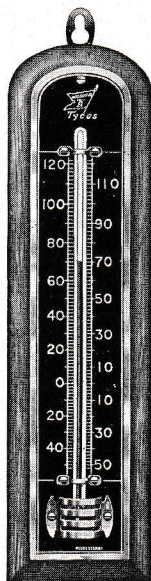
*Tycos*

#### For Outdoor Temperatures

Reflects honest materials, conscientious, careful workmanship, beautiful and substantial finishes. The tubes are first selection; red permacolor filled (easy-reading and non-fading) heavy beveled brass scales black oxidized finish, white-filled figures and graduations. Scale range 20° to 60° below zero to about 120° F. above. Gold-plated screws, tube clasps and bulb guard. Extra-finish mahogany or oak backs.

Each in a box  
½ dozen in a carton.

Size in inches	6"	8"	10"
Weight per doz.	3½ lbs.	5 lbs.	6½ lbs.
Price per doz.	\$18.00	\$20.00	\$24.00



No. 5100S

### No. 5101S

*Tycos*

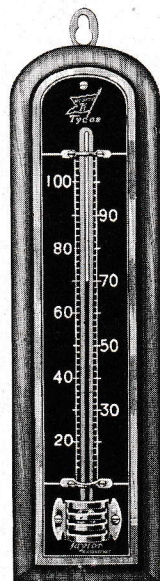
#### For Indoor Temperatures

Rich and refined, in appearance tubes are first selection filled red permacolor (easy-reading and non-fading) heavy beveled brass scales black oxidized finish, white-filled figures and graduations. Scale range approximately 20° to 100° F. above zero. Gold-plated screws, tube clasps and bulb guard. Extra finish mahogany or oak backs, finest selected kiln dried.

Made in 8" size only.

Each in a box  
¾ dozen in a carton.

Size in inches	8"
Weight per doz.	5 lbs.
Price per dozen	\$20.00



No. 5101S

### No. 5120S

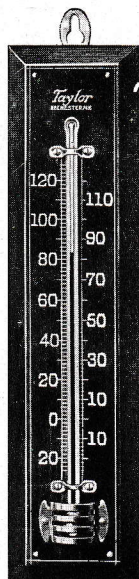
*Taylor*

#### For Outside Exposure

This number has the appearance of refinement, excellent taste and quality. Second selection tubes, magnifying front; red permacolor filled (easy-reading and non-fading). Square top, lighter weight metal than No. 5100S, black-oxidized finish, white-filled figures and graduations. All metal parts are brass plated instead of gold-plated. Natural oak or cherry finish wood backs. Scale range of 20° to 60° below zero to about 120° F., is suitable for either out-of-door or inside use.

Each in a box  
1 dozen in a carton.

Size in inches	6"	8"	10"
Weight per doz.	3 lbs.	4½ lbs.	6 lbs.
Price per doz.	\$13.50	\$15.00	\$18.00



No. 5120S

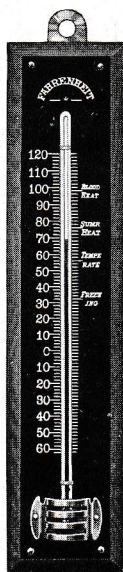
### No. 5140S

#### For Outside Exposure

Every demand must be met by manufacturers as well as by dealers, all pocket books must be suited, hence the listing of this number. The very best possible to produce at the price, and yet removed from the commonplace. Tubes are of a third selection, filled with red permacolor (easy-reading and non-fading). Black scales with white figures and graduations. Wood backs finished birch or walnut. Scale range 20° to 60° below zero to about 120° F. above, suitable for either inside or out-of-door use. Nickel-plated screws, tube clasps and bulb guard.

Each in a box  
1 dozen in a carton.

Size in inches	8"	10"
Weight per dozen	3½ lbs.	5½ lbs.
Price per dozen	\$6.00	\$9.00



No. 5140S

**MAXIMUM  
QUALITY AT  
FAIR PRICE**

Both to you as a merchant and to your customers. You have no interest in cheapness for cheapness sake. The items listed throughout possess genuine merit. *Tycos* has developed to a point "the standard by which all others are measured"—naturally widely imitated. Our trade mark protects you, it protects your customer. Further, *Tycos* products do not "freeze" on your shelves.







## Health THERMOMETERS

but stock a few and let it be known you can supply your trade.

MINENT authorities advocate every household possess a thermometer and regulate temperature to the healthful temperature of 68 degrees. Colds and diseases of the respiratory tract are caused in a large measure by overheating. Overheated homes and offices mean discomfort and impaired vitality. Fuel economy effected. Many homes now have them—many more are ready to buy if you

### No. 5106S

*Tycos*

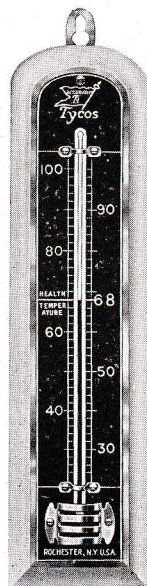
#### For Room Temperatures

Rich in the beauty of simplicity. The 70° figures are omitted from the scale; 68° and "Health Temperature" stamped in and filled with red pigment; scale back oxidized, white graduations; indoor range only; white enameled wood back to harmonize with room trimmings, size 8" x 2". Fitted with first selected magnifying tube, permacolor filled, easy reading, non-fading, triple plated gold trimmings.

Each in a box  
½ dozen in a carton

Weight per dozen  
Price per dozen

5 lbs.  
\$24.00



No. 5106S

### No. 5125S

*Taylor*

#### For Room Temperatures

Not so finely finished as the Tycos grade, but meets unconditional approval. Neatly moulded, square top oak back, natural or varnish finish; black oxidized scale, white filled figures and graduations, 68° and "Health Temperature" in red; magnifying tube, second selection; permacolor filled. Trimmings triple brass plated. 8" size only.

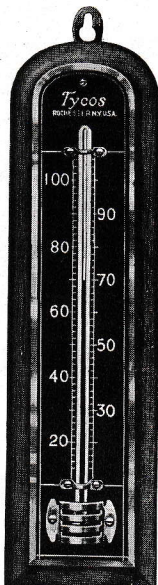
Each in a box  
½ dozen in a carton

Weight per dozen  
Price per dozen

4½ lbs.  
\$16.00



No. 5125S



No. 5110S

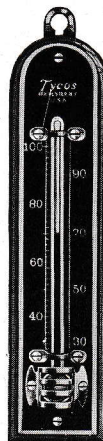
### No. 5110-S

#### Hand Rubbed Finish

Thin mahogany back, exceptional richness in design strictly in harmony with high grade house furnishings. Black-oxidized, bevel-edged brass scale; gold-plated screws, tube-clasps and bulb guard; magnifying permacolor-filled tube; silver-deposited figures and graduations; open scale range approximately 20° to 120° F.

Each in a box  
½ dozen in a carton

Size in inches	6"	8"
Weight per dozen	3½ lbs.	4½ lbs.
Price per dozen	\$27.00	\$30.00



No. 5115S

### No. 5115S

#### "Petite"

Attractively finished in white enamel especially suitable for bath and bedroom. Will call forth unqualified admiration. Black-oxidized bevel-edged brass scale with white-filled figures and graduations; mounted on white-enameled metal back; magnifying permacolor-filled tube; gold-plated screws, tube-clasps and bulb-guard; indoor range of approximately 20° to 100° F. Made in 5-inch size only.

Each in a box  
½ dozen in a carton

Price per dozen

\$20.00

## STANDARD- IZATION

The successful merchant is the man who educates his customers to use brands he can honestly recommend. Selling a health thermometer—the market is there for a fever thermometer, for the window, for the bath. The advantages to the dealer who concentrates on Tycos, the advertised line is concentrated stock, faster turn-overs and greater profit, and he contributes to home, health and comfort.







## Window THERMOMETERS

GOING out of doors on a zero morning to "feel the weather" unnecessary, as a glance through the window gives the exact outside temperature. A convenience in dressing suitably for the weather of the day, a recognized health factor. Give a touch of completeness to the modern home. Two numbers listed below that will give added impetus to your sales.

### No. 5306S

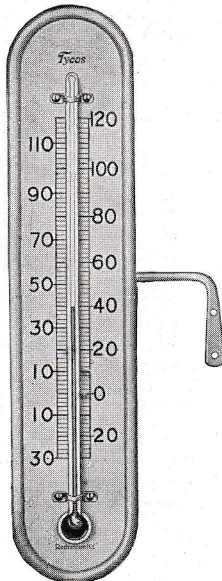
*Tycos*

#### For Outside the Window

An instrument for the most discriminating purchaser. Tube mounted on a pure white watch-dial porcelain scale, surmounted by a strong metal gray enameled rim. It is attached to the window frame by a rugged single bracket. First selection magnifying tube filled with red permacolor (non-fading and easy reading). Scale range is 20° to 60° below zero to about 120° F. above. An instrument the result of specialized skill.

*Each in a box*

Weight per dozen, about 13 lbs.  
Price per dozen, \$36.00



No. 5306S

### No. 5315S

*Taylor*

#### For Outside the Window

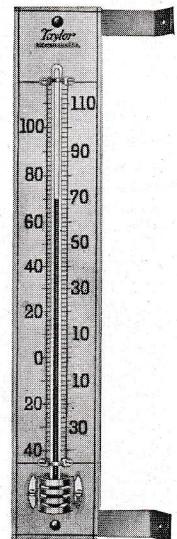
Not a commonplace, hackneyed number. At this price every family can have a window thermometer, and dress with the weather. A good leader.

The scale and adjustable arms are made of special selected zinc, to withstand the weather; magnifying tube is of a second selection; filled with red permacolor, (non-fading and easy reading).

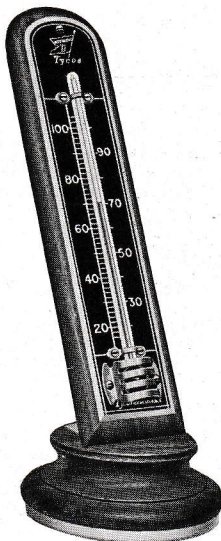
*Each in a box*

*1 dozen in a carton*

Size in inches, 8" 10"  
Weight per dozen, 4¼ lbs. 6 lbs.  
Price per dozen \$14.00 \$16.00



No. 5315S



No. 5340S

### No. 5340S

*Tycos*

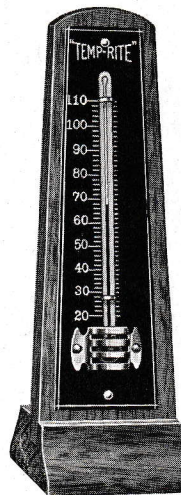
#### For the Desk or Mantel

Mahogany, six-inch, black-oxidized metal scale with silver-deposited figures and graduations; magnifying permacolor-filled tube; special hand-rubbed, piano-finish, thin mahogany back, base of same finish; approximate scale range 20° to 100° F.; base with bronze ring, on which thermometer rests; gold plated screws, tube-clasps and bulb-guard.

*Each in a box*

*½ dozen in a carton*

Weight per dozen, 15 lbs.  
Price per dozen, \$50.00



No. 5356S

### No. 5356S

*Taylor*

#### For the Desk or Mantel

"Temp-Rite" Thermometer. Is designed for use on mantel, desk, table or dresser; stands 5½ inches high; magnifying, permacolor-filled tube and black lithographed scale with white figures and graduations; mounted on wood back of Flemish, bog or mission-finished oak; approximate scale range 20° to 100° F.

*Each in a box*

*1 dozen in a carton*

Weight per dozen, 2¼ lbs.  
Price per dozen, \$6.00

## YOUR MAIN SALES EFFORT

Why not confine it to one line, the output of the largest organization in the world devoted to temperature instrument manufacture? One you can get behind with enthusiasm; a line reflecting reliability and integrity. In selling Tycos you deliver full measure of satisfaction to your particular trade.







## Metal Case THERMOMETERS

the price than any other manufacturer can.

HERE is a strong selling line of good outdoor and general purpose thermometers. Selected with a view of your trades requirements. First put out by this company in 1851, it has held top place against all rivalry for 71 years because of inbuilt merit. Even this type distinguishes our make from the monotony of competitive lines, for with our matchless manufacturing facilities we give more for

### No. 5400S

*Tycos*

Heavy tin case, heavily enameled, thoroughly baked, weather resisting; magnifying lens tube; red, non-fading permacolor filled; first selection; brass black oxidized scales, white filled figures and graduations, easily read. This number much used on many industrial applications where air temperatures are desired. Range 20° to 60° below to 120° F. above zero.

Each in a box  
½ dozen in a carton

Size in inches,	8"	10"
Price per dozen,	\$18.00	\$21.00
Weight per dozen,	4 lbs.	6 lbs.



No. 5400S

### No. 5402

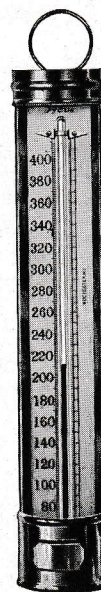
*Tycos*

#### For High Temperature

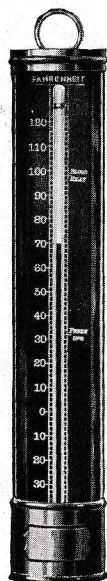
Heavy tin case, heavily enameled, thoroughly baked, weather resisting; magnifying tube, filled with pure distilled mercury, carefully tested and seasoned for permanent accuracy; scale range 50° above to 400° F. above. Black oxidized brass scale with white figures and graduations. Furnished in 12" size only.

Each in a box  
½ dozen in a carton

Price per dozen,	\$28.00
Weight per dozen,	8 lbs.



No. 5402



No. 5420S

### No. 5420S

Tin case, heavily enameled, thoroughly baked; magnifying lens tube, of second selection, filled with non-fading red permacolor; black brass oxidized scales, white filled figures and graduations, with range 20° to 60° below to 120° F. above zero.

Each in a box  
1 dozen in a carton

Size in inches,	8"	10"
Price per dozen,	\$10.00	\$12.00
Weight per dozen,	2½ lbs.	3½ lbs.



No. 5440S

### No. 5440S

#### Lithographed Tin Scale

A thermometer made to meet a price demand. Manufacturing details abridged, such as lighter weight tin case and lithographed tin scale, instead of individually graduated brass. Range 20° to 60° below to about 120° F. above. Magnifying lens tube, filled with non-fading red permacolor.

Thermometers with unknown names nationally of less value, costing you as much, require extra work to sell them.

Each in a box  
1 dozen in a carton

Size in inches,	8"	10"
Price per dozen,	\$2.50	\$3.00
Weight per dozen,	1¼ lbs.	2¼ lbs.

YOU  
PROFIT

by our national advertising when you focus the desire awakened by such publicity and reinforce our efforts as manufacturers. The merchants that sell Tycos are aggressive in going after the business. Thermometers appear in their windows, on counters and shelves. They advertise and use our dealer helps judiciously. The heaviest selling line in America is Tycos, because we have worked hardest for our dealers. Furnish your trade with serviceable thermometers.







## Maximum and Minimum THERMOMETERS

IT IS ALWAYS interesting and many times desirable to know the lowest or highest degree the temperature reached during a given period—these instruments supply it. Like all Taylor products receive careful individual attention during every step of manufacture, never rushed through in lots simply to sell and reflect structural integrity. An instrument always prized and invaluable to “weather sharps.”

No. 5452

*Tycos*

### Maximum and Minimum

No. 5452 *Tycos* best grade, steel index “set” by drawing the “index” in each side of the glass tube down to the top of the mercury-column, by use of a magnet. As the temperature fluctuates, the mercury rises in one side and falls in the other, leaving the “index” to show when the next reading is taken what has been the greatest degree of heat or cold since the last “setting”. First selection tube for mechanical perfection and accuracy; 8-inch heavy tin case black japanned, black-oxidized, brass scale, white-filled figures and graduations. Magnet and instructions for use accompany each instrument.

*Each in a box*

Weight per dozen, about 9 lbs.  
Price per dozen, \$74.00

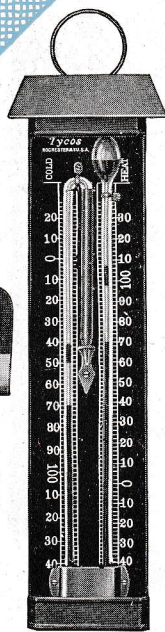
No. 5452P

*Tycos*

### Self-Registering Thermometer

Price per dozen, \$78.00

Same as No. 5452, except copper case.



No. 5452

## What *Tycos* Means

*In making our instruments there are of necessity grades of nicety in the details of manufacture, finish and accuracy. Only the very best bear our Tycos trade mark, which, wherever it appears, indicates “best quality.”*

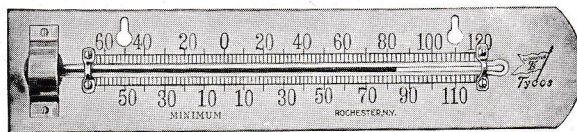
*This word Tycos—made up of the “T” and “y” from “Taylor” and the “C”, “o” and “s” from “Companies” of our name, Taylor Instrument Companies, has become generally and favorably known through our extensive advertising campaigns and the wide distribution of our product.*

## “Permacolor” - What it is

*Tycos* and *Taylor* thermometers described in this catalog as having their tubes filled with “Permacolor” may be used with the certainty that the color will remain indefinitely as when the thermometer is purchased. “Permacolor” is the result of many years of experimenting, has been put to severe tests, and is absolutely non-fading.

Spirit thermometers as ordinarily made are liable to deteriorate when in stock due to evaporation and condensation. This *cannot* occur with *Taylor Instrument Companies* “Permacolor,” the only colored liquid used by us.

Thermometers having their tubes filled with colored spirit (alcohol) have always been popular, because of the ease with which they can be read. The public is, however, in increasingly large numbers coming to recognize the fact that this easy-reading feature is more than offset by the tendency of the colored spirit to fade when exposed to strong light. If spirit-filled thermometers are bought at all, therefore, it is with the expectation that after a time they will be almost impossible to read, and so practically useless.



## Minimum Registering

No. 5498

*Tycos*

Zinc flanged scale; 10 inches long; scale range 20° to 60° below zero to about 120° F. above-magnifying tube.

*Each in a box*

*½ dozen in a carton*

Weight per dozen, 8 lbs.  
Price each, \$2.50

***Tycos* DEALERS  
ARE  
AGGRESSIVE**

Those stocking *Tycos* always find us ready to co-operate with counter signs and booklets, with sales suggestions. Check up the dealers you know—you’ll find the aggressive, the prosperous invariably handle *Tycos*. Which proves that it pays to sell the best and especially when that best is world wide advertised. Building business internationally for wide awake dealers.







## Distance Reading THERMOMETERS

OUR customer says: "I want something cheaper." You have to supply that demand as a merchant and pass it on to us as manufacturers. This page therefore lists general purpose thermometers, which prove very satisfactory to purchasers where absolutely accurate temperature knowledge is not essential. If this line did not represent full measure of value at the price wise buyers would quit buying and honest dealers quit selling them. Commonly called in the trade "Distance Reading" and "Old Standbys." The tubes are third selection, red permacolor filled.

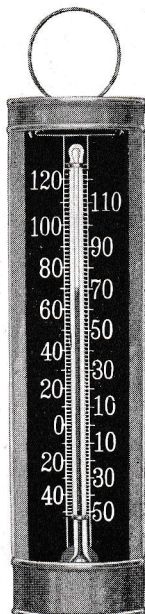
### No. 5154S

#### A Popular Number

Good all-around thermometer, always a popular number because of its wide copper-plated case, wide scale with large easy-reading white figures and graduations on black oxidized background. Scale range 20° to 60° below zero to about 120° F. above.

Each in a box  
1 dozen in a carton

Size in inches,	8"	10"
Weight per dozen,	4 lbs.	5¼ lbs.
Price per dozen,	\$8.00	\$12.00



No. 5154S

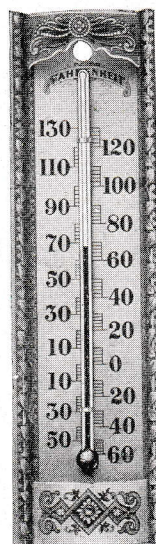
### No. 5160S

#### Fancy Design

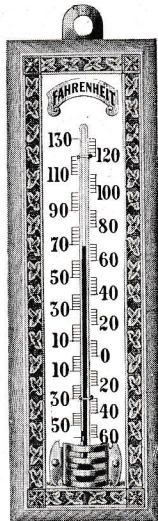
Lithographed-tin scale and back.

Each in a box  
1 dozen in a carton

Size in inches,	8"
Weight per dozen,	1¼ lbs.
Price per dozen,	\$3.50



No. 5160S



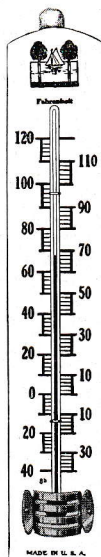
No. 5162S

### No. 5162S

Ornamental lithographed enameled tin scale mounted on varnished white wood back.

Each in a box  
1 dozen in a carton

Size in inches,	8"
Weight per dozen,	2¾ lbs.
Price per dozen,	\$4.00



No. 5170S

### No. 5170S

Assorted green, white, yellow and blue wood backs with scale printed on the wood.

Each in a box  
1 dozen in a carton

Size in inches,	8"
Weight per dozen,	1¼ lbs.
Price per dozen,	\$3.00

HELPING  
YOU  
SELL

First we sell them to you and then we help you sell them through our intensive advertising. Everlastingly advertising to send buyers to you. It is therefore no longer a question of "How many thermometers do you need", but instead, "How many thermometers can we sell for you?" The old days of stocking up dealers and then letting them get rid of the stock as best they could are over. The trend of public preference is for Tycos. Some other make will always sell for less because of lower standards.







## Storm Glasses

**T**HE STORM GLASS has its adherents who exhibit absolute faith in its indications of "fair, change and stormy," (handed down from their grandsires no doubt). They are in reality chemical thermoscopes, actuated by temperature changes and not by barometric pressure. Down through the years vast quantities have been sold and are now being sold. As to the regard they are held "ask the man who owns one." Anticipating your customers demands a few of the numbers listed should be stocked. Those desiring a storm glass will surely give their approval to these.

### No. 5362S

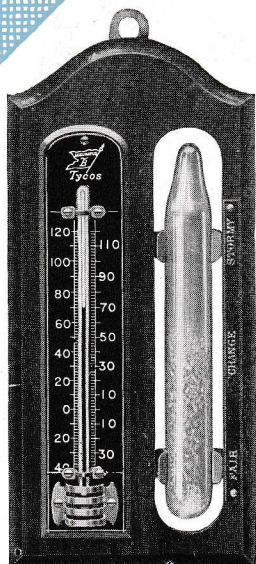
#### *Tycos* Storm Glass

Rich and refined in appearance. The tubes are of a first selection for mechanical perfection and accuracy, magnifying front filled with red-permacolor (non-fading and easy-reading). Range is 20° to 60° below zero to about 120° F. above for either inside or out-of-door use. Heavy bevel edged brass, black-oxidized scale with white figures and graduations and oval top; gold plated screws tube clasps and bulb guard the "storm glass" is recessed in the 8" by 3 3/4" extra finished ebonized wood back and held firmly by two gold-plated brass clips.

"Fair" "Change" and "Stormy" engraved on a metal plate at the side of the "storm glass".

Each in a box  
1/2 dozen in a carton

Weight per dozen, 6 1/2 lbs.  
Price per dozen, \$26.00



5362S

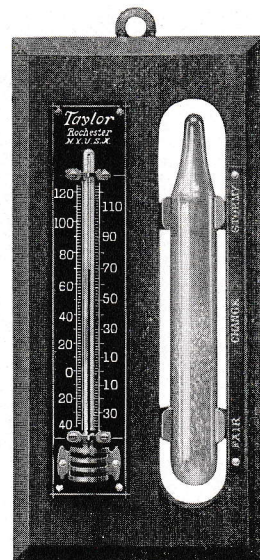
### No. 5364S

#### *Taylor* Storm Glass

Tubes are of a second selection for mechanical perfection and accuracy; black oxidized brass scale with white-filled figures and graduations, light oak wood back 8" x 4", square top, "storm glass" bottle is recessed in the wood back and held firmly by two brass clips; "Fair," "Change" and "Stormy" engraved on a metal plate at the side of the "storm glass." Brass screws, tube clasps and bulb guard.

Each in a box  
1 dozen in a carton

Weight per dozen, 7 3/4 lbs.  
Price per dozen, \$18.00



5364S

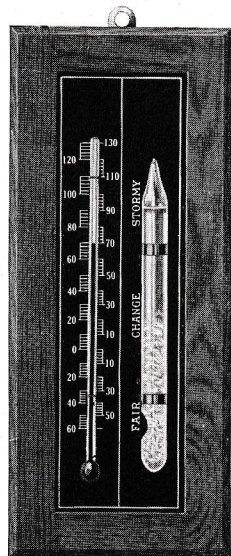
### No. 5378S

#### Storm Glass

Similar to No. 5370-S, but thermometer tube, "storm glass" bottle and lithographed tin scale all mounted on wood back instead of in japanned tin case. Assorted finished; brown, green and mission stain wood backs, and are about 8" by 3 1/2" in size. Scale 7 inches long.

Each in a box  
1 dozen in a carton

Weight per dozen, about 4 1/2 lbs.  
Price per dozen, \$7.50



No. 5378

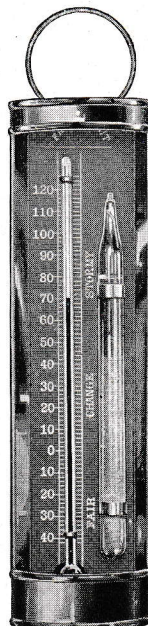
### No. 5370S

#### Tin Case Storm Glass

The "storm glass" bottle and thermometer tube has 8-inch black-oxidized engraved brass scale, white filled figures and graduations; weather resisting; magnifying front; red permacolor (non-fading and easy-reading). Black-japanned tin case 8" x 2 1/4".

Each in a box  
1 dozen in a carton

Weight per dozen, about 4 lbs.  
Price per dozen, \$10.50



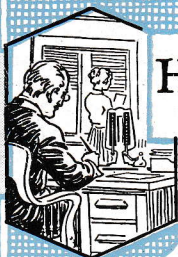
No. 5370S

## THE DEMAND FOR OUR THERMOMETERS

is as constant and as certain in relation to the total population as is the demand for other commodities. People know the weather is hot, but how hot is what they want to find out. The same way when the weather is cold. Thermometers assist in the regulation of the temperature of the home, and save coal. As the late Charles Dana, editor of N. Y. Sun, used to say, "what can you name more vitally interesting to the people than weather?" We cannot escape it or ignore it.

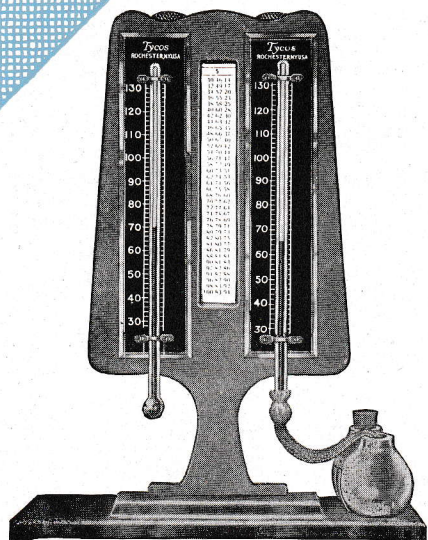






# Hygrometers

**H**YGROMETERS in the home, school, office or factory, indicate whether the air contains a healthful amount of moisture, to be healthful for throat and lungs, or drier than a desert valley. By their use fuel economy is also affected, for it has been demonstrated that a room with proper percentage of moisture is comfortable at several degrees lower in temperature than with high temperatures and moisture evaporated. The press and schools are rapidly educating people to the possession and study of the hygrometer and the beneficial results obtained.



No. 5558

No. 5558

*Tycos*

## Hygro-Autometer

This instrument works on the same principle as the No. 5532 described but has an easy-reading feature making reference to separate tables unnecessary. To find the relative humidity and dew point, merely turn the roll (set back of an opening between the two thermometers) until the number at the head of the column corresponds with the difference of the readings of the wet and dry-bulb thermometers; then follow the first row of figures down the column to that number corresponding with the reading of the dry bulb. The figures on the same line in the second row will indicate the relative humidity and those in the third row the dew point. No tables are necessary with this instrument.

*Each in a box, with directions for use*

Weight each, about  $4\frac{1}{4}$  lbs.  
Price each \$10.00

Extra thermometer tubes and scales for No. 5558 price each \$3.00.

Extra silk wicks for No. 5558, per dozen \$1.50.

No. 5532

*Tycos*

## Hygrometer

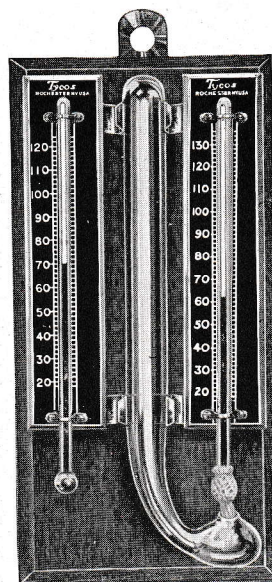
The two magnifying-front thermometer tubes of the first-selection, filled with distilled mercury; mounted on heavy bevel-edged brass scales with white-filled engraved figures and graduations. Scales and water-bottle which keeps the silk wick (and through it the "wet bulb" thermometer) moist are all mounted on a rich mahogany-finish bevel edge back  $4\frac{1}{2}$  by  $8\frac{1}{2}$  inches. Thermometer scales and water-bottle are mounted on brass supports, offsetting from the wood back for free circulation of air. Gives a finished touch to the living room or library.

Accompanied by U. S. Weather Bureau tables, and directions for determining humidity, etc.

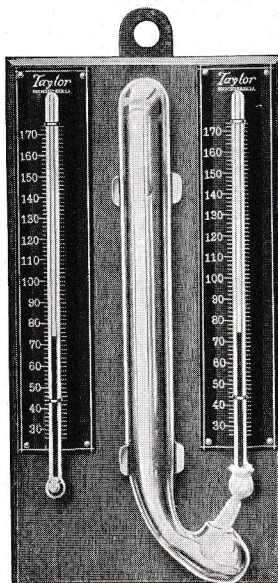
*Each in a box*

Weight per dozen  
Price per dozen

12 lbs.  
\$60.00



No. 5532



No. 5536

No. 5536

*Taylor*

## Hygrometer

An example of what can be produced in a good design, efficient performance at a moderate price. The two magnifying lens front tubes are second selection mercury filled, mounted on medium weight, brass scales, white-filled engraved figures and graduations; oak backs.

Water-bottle mounted on brass supports; scales convex in shape so tubes are offset from the back for free circulation of air.

Accompanied by U. S. Weather Bureau tables and directions for determining humidity, etc.

*Each in a box*

Weight per dozen, about  $10\frac{1}{2}$  lbs.  
Price per dozen, \$48.00

Extra silk wicks for No. 5532 or 5536, per dozen \$1.50.

**CONCENTRATE  
ON Tycos**

Too many brands mean big stocks and slow turnovers. Most of your customers will want Tycos—why not concentrate on the leader and speed up your profits. Our intensive advertising means that the prospective customer will not be side-tracked—will insist on Tycos. Take advantage of our efforts to make sales for our dealers. Display Tycos prominently. Let the public know you sell Tycos.







## Display Assortment

AS AN EXPERIENCED salesman you know that it is twice as easy to sell a prospect if he can be induced to handle, weigh and play with an article. Get the thermometer into the customer's hands—that's the cardinal principle in selling. These display boards therefore give a helpful service and overcome sales resistance on the part of the diffident buyer—speed up sales in a satisfactory way. Constantly before your customers, the power of suggestion to make sales is at once apparent.

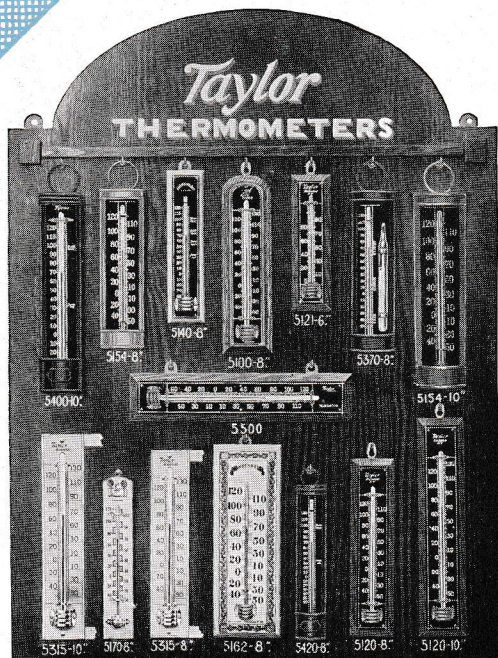
### No. 1 Show Board Assortment

Not tying up of a lot of capital. An order for this assortment means you have started after the thermometer business right—it meets the biggest part of your customers' needs.

Includes 37 thermometers of 12 different styles and a stained oak board 24x32 inches in size, lettered in red and gold and with brass hangers for suspending the board and brass hooks for displaying the individual thermometers. The magnifying tubes of all thermometers in this assortment are filled with red permacolor (non-fading and easy-reading) and are as follows:

1/4 dozen	No. 5162-S	8", see page 6.
1/2 "	No. 5170-S	8", see page 6.
1/2 "	No. 5140-S	8", see page 1.
1/4 "	No. 5420-S	8", see page 4.
1/4 "	No. 5370-S	8", see page 7.
1/4 "	No. 5154-S	8", see page 6.
1/6 "	No. 5154-S	10", see page 6.
1/6 "	No. 5121-S	6", not illustrated.
1/4 "	No. 5120-S	8", see page 1.
1/12 "	No. 5120-S	10", see page 1.
1/12 "	No. 5315-S	10", see page 3.
1/12 "	No. 5315-S	8", see page 3.
1/12 "	No. 5500-S	10", not illustrated.
1/12 "	No. 5100-S	8", see page 1.
1/12 "	No. 5400-S	10", see page 4.

Weight, packed ready for shipment, - - - about 41 pounds.  
Price per assortment - - - - - \$32.00



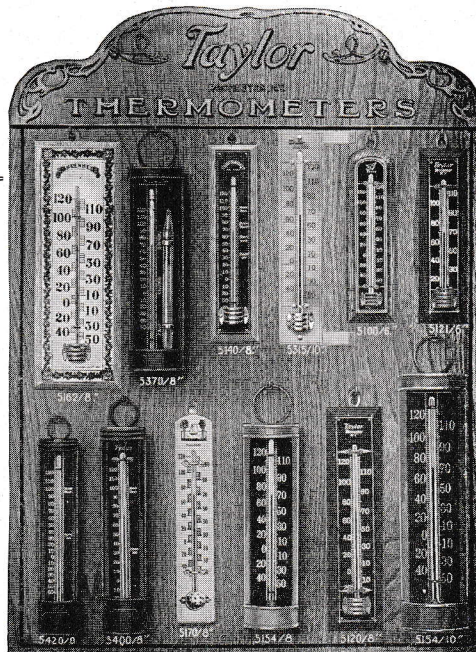
No. 1 Assortment

### No. 0 Display Assortment

Includes 19 thermometers of 11 different styles, with a price range to meet all pocket-books, and an attractive cardboard, imitation wood, 25 by 18 inches, for display purposes. Tubes of all thermometers in this assortment are filled with red permacolor (non-fading and easy reading), and are as follows.

1/6 doz.	No. 5162-S	8", see page 6.
1/4 "	No. 5170-S	8", see page 6.
1/4 "	No. 5140-S	8", see page 1.
1/6 "	No. 5420-S	8", see page 4.
1/12 "	No. 5370-S	8", see page 7.
1/12 "	No. 5154-S	8", see page 6.
1/12 "	No. 5154-S	10", see page 6.
1/6 "	No. 5121-S	6", not illustrated.
1/12 "	No. 5120-S	8", see page 1.
1/12 "	No. 5315-S	10", see page 3.
1/12 "	No. 5100-S	8", see page 1.
1/12 "	No. 5400-S	8", see page 4.

Weight, packed ready for shipment - - - about 15 pounds.  
Price per assortment - - - - - \$17.00.



No. 0 Assortment

## DON'T HIDE FROM VIEW

To sell more you should show more. A constant reminder—people will buy as they had intended but forgotten. This display is designed for that purpose. Our counter and window material together with assortments are credited with wonderful results according to reports from our extensive sales organization. Not only reports from large cities but from small towns also. The thermometer requirements are great in just that proportion as in cities.

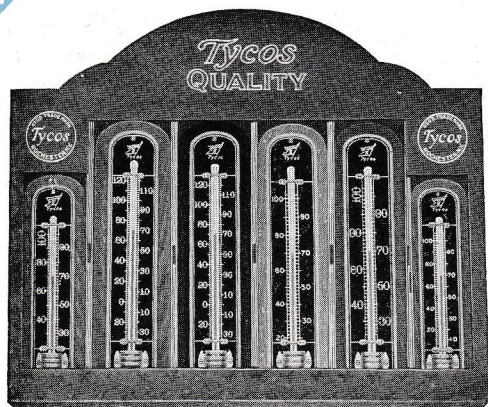






## Counter Packages

OUT IN THE OPEN, saves customers time as well as salesmen's. Sets up on counter, show-case or in window. Your customers know then that you stock *Tycos* thermometers, the well known and advertised line. It will not stampede your store, but it will mean satisfactory turnover. And when a merchant thinks in turnovers he begins to grow. *Tycos* thermometers—turnovers—get that order off to us today.



No. 300S

### No. 300S

*Tycos*

#### Counter Display Assortment

Finest selected kiln dried wood used in the backs; beauty greatly intensified by the fine finishes used bringing out the beauty of the grain; assorted mahogany, weathered natural and golden oak. Harmonize with and give a charm of refinement to the living room, library or den. Consists of a handsome red-imitation-leather-covered display box, lettered in gold and embossed, containing one-half dozen *Tycos* (best grade) thermometers, two 6-inch and four 8-inch; three for outdoor use with scale range 20° to 60° below zero to about 120° F. above and three for indoor use only with scale range approximately 20° to 120° F. The brass scales are black oxidized with white figures and graduations and the thermometer glass tubes have magnifying front and are filled with red permacolor (non-fading and easy-reading).

One package to a box  
With each thermometer individually boxed

Weight about 3 pounds.  
Price per package, \$13.00

### No. 200S

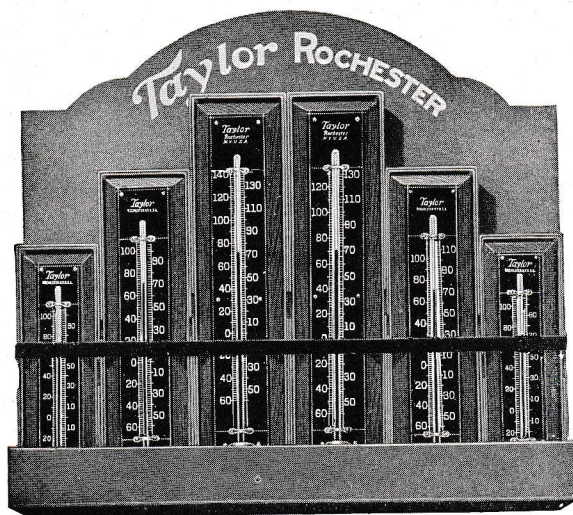
*Taylor*

#### For Counter Display

Consists of an easel-back display box about 14 inches high and wide and covered with dark green imitation leather lettered in gold, containing one dozen Taylor (medium grade) cabinet (wood back) Thermometers; four 6-inch, four 8-inch, and four 10-inch. Assorted natural-oak and red-cherry finished wood backs; black oxidized brass engraved scales with white filled figures and graduations; magnifying tubes filled with red non-fading permacolor. Scale range 20° to 60° below zero to about 120° F. above. Suitable for either indoor or outdoor use.

One package to a box  
With each thermometer individually boxed

Weight about 5½ pounds.  
Price per package, \$16.50.



No. 200S

THEY WILL  
TRADE AT  
YOUR STORE

if you will let them know you stock *Tycos*. For years we have been pounding *Tycos*. Of the millions of readers of international publications a percentage live in your town and trade at your store. Why push unknown, maverick brands? With a volume output, economies of manufacture and marketing methods we offer more for the price than any other manufacturer could possibly give.

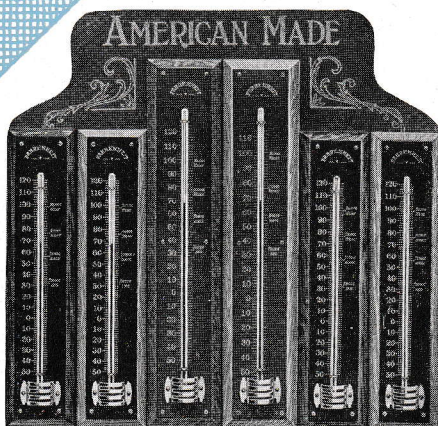






## Counter Displays

**T**HERMOMETERS tucked away in drawers will not sell. It is a physiological fact that a buyer will purchase a counter displayed article when he will not ask for it if it is not in sight. This card reminds. While we recommend the package on preceding page for better trade, there is a certain trade for restricted price range. To such this line appeals and is a good value at the price listed.



No. 100S

### No. 100S

#### Easel Back Display

Includes a half dozen ordinary-grade cabinet (wood back) thermometers, four 8-inch, and two 10-inch. The scales are black with white figures and graduations and are mounted on birch and walnut finish wood backs. The scale range (20° to 60° below zero to about 120° F. above) makes them suitable for either indoor or outside use. The six thermometers are mounted on an easel-back display card as illustrated, serving as a silent salesman. The tubes are filled with red permacolor (non-fading and easy-reading).

*Each package to a box*

Weight per package about 2 pounds.  
Price per package, \$4.00.

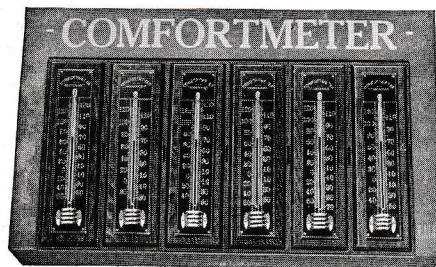
### No. 5151S

#### Red Display Package

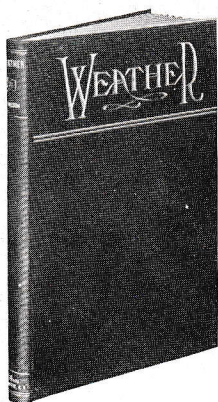
The twelve 8-inch thermometers have their metal scales finished in assorted colors, to harmonize with the bog, mission and Flemish finish wood backs. The tubes are filled with red permacolor (non-fading and easy-reading). Size of the display package is 11" by 8 inches, with easel-back.

*One package to a box  
With each thermometer individually boxed*

Weight about, 3¼ lbs.  
Price per package, \$9.00



No. 5151S



## Weather and Weather Instruments

For the Amateur

By P. R. JAMESON, F. R. Met. Soc. F. R. G. S.  
Third and Revised Edition

A simple, non-technical compilation of data and materials to aid both the layman and the amateur weather forecaster to understand the fundamentals of meteorology. One-hundred forty pages profusely illustrated.

Bound in Fabrikoid — Price \$1.00

The Weather Book made up of the following 24 page books by P. R. Jameson, which are bound separately.

- "Practical Hints for Amateur Weather Forecasters."
- "Humidity, Its Effect on Our Health and Comfort."
- "The Mountains of Cloudland and Rainfall."
- "The Thermometer and Its Family Tree."
- "The Barometer, as the Foot Rule of the Air."
- "The Compass, the Guidepost of the World."

Price each 15 cents

**WHY  
DO THEY  
BUY Tycos**

Years of advertising has put over the Tycos idea. The scope of Tycos, the ramifications of a line paramount in industry, science, is a great influence in specifying Tycos. In selling Tycos satisfaction is delivered to your trade. Concentrating on the complete line of Tycos, dealers find that quality and reputation means extra sales for them.







## Bath THERMOMETERS

ESSENTIAL to both health and comfort. The doctor will tell you water at a definite temperature is either stimulating or a sedative; that from a psychological and therapeutic standpoint the most important characteristic of a bath is its temperature since a few degrees may entirely change the effect on the bather. The daily bath taken at proper temperature safeguards health. "A bath every day keeps you fit every way" is a propaganda now pushed in this country. The numbers listed incorporate convenience, durability and accuracy. Proper bath temperatures stamped on each.

### No. 5592S

#### Tycos Bath Thermometer

Suggest this to your customers for their bathroom—call attention to its many uses.

Has magnifying tube, is filled with red permacolor (non-fading and easy-reading); of a first selection for mechanical perfection and accuracy; nickel-plated scale with large easy-reading engraved figures, graduations and bath words; 12-inch white-enameled wood frame with shaped handle.

Each in a box  
½ dozen in a carton

Weight per dozen, about  
Price per dozen,

6¾ lbs.  
\$22.00



No. 5592S

### No. 5607S

#### Taylor Bath Thermometer

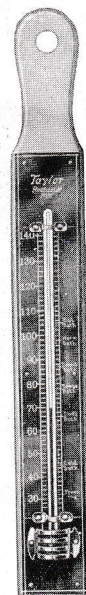
Similar to No. 5592-S but with second-selection glass tubes, which are however, filled with red permacolor (non-fading and easy-reading), magnifying front.

Bath temperatures engraved on scale.

Each in a box  
½ dozen in a carton

Weight per dozen, about  
Price per dozen,

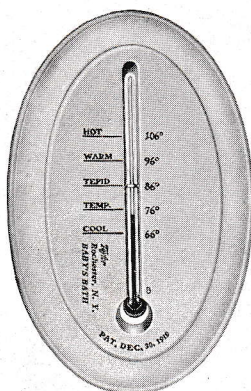
4½ lbs.  
\$16.00



No. 5607S

### No. 5610S

#### Baby's Bath



No. 5610S

As this number is finished in pure white enamel it is difficult, through lack of contrast printed on white paper, to do justice in these illustrations to its high grade sanitary appearance. Tube has magnifying front and is filled with red permacolor (non-fading and easy-reading), sunk in a white-enameled wood block 4½" x 3" x 1½" thick, the shape of an oval cake of soap and with a baby's picture on one side and black figures, graduations and bath words on the other.

Each in a box  
1 dozen in a carton

Weight per dozen, about  
Price per dozen

3 lbs.  
\$9.00

### No. 5612S

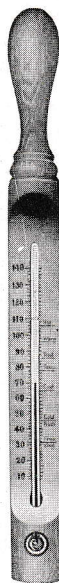
#### Bath Thermometer

The second-selection tube has magnifying front, is filled with red permacolor (non-fading and easy-reading); mounted on the flattened side of a 12-inch round turned wood frame with bath words. Conveniently shaped handle.

Each in a box  
1 dozen in a carton

Weight per dozen, about  
Price per dozen,

2¼ lbs.  
\$8.00



No. 5612S

Hot water bottles frequently scald patients because a bath thermometer was not used to test water in filling.

In the washing of flannels, blankets and woolen garments it is essential to have the water at the same degree of temperature. The bath thermometer is invaluable, for testing by the hand is mere guess work. Its useful sphere is therefore extended to the laundry.

## PURPOSE AND RESULTS

The high standards of Tycos is traditional and like every other superior product, reputation was gained as the result of intelligent effort and continuous purpose to attain perfection. Believing that quality is the only sure foundation for commercial success, we have never deviated from this original policy. The appreciation of this policy is proved by the constant and rapid growth of our business.

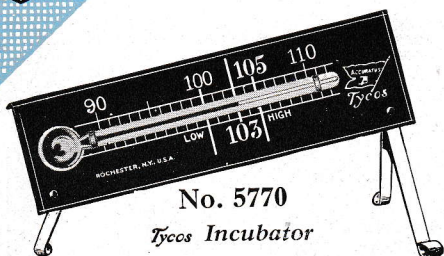






## Incubator THERMOMETERS

THE HEN has not gone entirely out of business yet, but a better use is found for her in laying eggs. Men who make a business of producing eggs for market have found it more profitable to hatch their chicks in an incubator. The incubator is measured in efficiency largely by the accuracy and honesty of its thermometer. A lying thermometer will decrease or destroy the efficiency of the incubator. The numbers we manufacture and list below are of high character; not simply a commercial product to sell at a price.

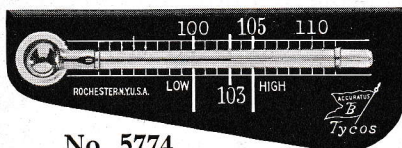


No. 5770

*Tyco's Incubator*

The tube and scale may be made to assume any desired position, by manipulation of the flexible brass legs, which stand among the eggs.

Price per dozen, \$8.00



No. 5774

*Tyco's Incubator*

Same finish and quality as No. 5770, but without legs and angle-shaped scale, as illustrated.

Price per dozen, \$7.50

### Predominating Features of *Tyco's* Incubator Thermometers

#### Tubes

*Tyco's* Incubator Thermometer glass tubes are filled with the purest of mercury and every particle of moisture is "roasted" out before the tube is sealed, to guard against the mercury clinging to the inside of the bore, which would result in inaccurate readings. The mercury column will, therefore, always remain intact, regardless of the position in which the thermometer is used, from perpendicular to horizontal. After being filled with mercury and sealed, the tubes are laid away in a vault to "season" until the shrinkage which always results from extreme heating of the glass has taken place; then, when "pointed" and "scaled" they are permanently accurate.

#### Scales

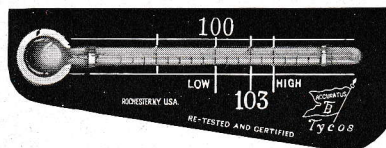
The four-inch brass scales of *Tyco's* Incubator Thermometers are black-oxidized, with white figures and graduations, and are made in several styles, as illustrated, to suit the convenience of the user. The possessor of any one of these thermometers can be sure of maximum results from his incubator.

#### Packing

All *Tyco's* Incubator Thermometers are packed each in a box, 1 dozen in a carton. Weight per dozen, about 1½ pounds.

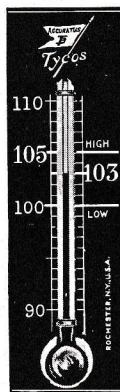
No. 5782

*Tyco's Incubator*



Same style and finish scale as 5774, but every single degree graduation engraved directly on the glass tube and every fifth line and figures stamped on the metal scale. Each in a box, with certificate.

Price per dozen, \$10.50



No. 5780

*Incubator*

Same finish and quality as No. 5770, but without legs. Intended to stand on end among the eggs.

Price per dozen, \$7.50

No. 5794

*Brooder*

This 4½-inch black lithographed scale with white figures and graduations and mercury-filled plain glass tube is intended to be hung in the brooder, in plain sight, and is a most important factor in keeping the little chicks comfortable and happy. Three dozen in a box.

Weight per dozen, about 1½ pounds.

Price per dozen, \$6.00



BACK  
THE BIG  
HATCHES

of husky chicks, always will be found a record of continuously correct temperature. That means that a highly-sensitive, accurate, thermometer has been used. Incubator temperature indicated exactly right by the dependable *Tyco's* Incubator Thermometer. "*Tyco's* tells the truth". This accuracy is due to the most careful and scientific methods of manufacture. Nothing is slighted in either materials or workmanship. The result: thermometer precision.







## Brooder THERMOMETERS

Our ADVERTISING in the poultry and farm press, together with their educational text matter, has educated the chicken raising public to the importance of looking carefully to the selection of their incubator and brooder thermometers. We are continuing this advertising work and are convinced that our dealers will profit still more this season. Remember each Tycos thermometer is accompanied by our booklet "Incubator Facts Worth Knowing" and dealers stocking our line are furnished with limited quantities bearing their imprint.

### No. 5792

#### Taylor Brooder

Designed to be inserted through a hole in the top of the brooder, the bulb being in the actual brooder temperature, and the scale outside for easy reading. The black-lithographed tin scale with white figures and graduations and the mercury-filled magnifying glass tube are mounted on the flat face of the half-round wood frame. A tin guard protects the bulb.

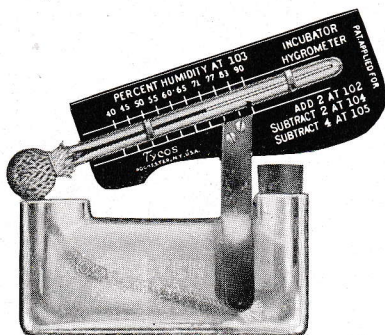
Each in a box  
1 dozen in a carton

Price per dozen, \$6.50  
Weight per dozen about 1 3/4 lbs.



### No. 5796

#### Tycos Incubator Hygrometer



Millions of chicks die in the shell every year, for want of proper moisture conditions. The importance of a correct percentage of moisture during incubation makes the incubator hygrometer as necessary as the incubator thermometer, and its accuracy just as important. Neither takes the place of the other, but together they give the practical poultry raiser the facts required for successfully regulating the heat and moisture of the incubator.

The Incubator Hygrometer is *not* a regulator of moisture, but, in conjunction with an incubator thermometer, it is an indicator of moisture present in the incubator, showing exactly what the conditions are, so that if not correct they may be made so.

Takes the space of one egg in the incubator, thus showing conditions actually surrounding the eggs. Each in a box with booklet "Incubator Thermometer Facts".

Price per dozen \$18.00  
Weight per dozen, about 5 lbs.

### No. 5981

#### Tycos Hot Bed or Soil

The use of the Soil Thermometer is of very considerable value, inasmuch as a seed planted when the temperature of the ground is too high will lose its germinating power, while at too low a temperature the seed will be destroyed. There is an increasing demand each year for an accurate, durable thermometer for taking the temperature of mushroom beds, hot beds, etc. That the instrument here listed is meeting this demand is evidenced by its increasingly large sale. It has a strong, pointed, metal end-piece; the glass tube and V-shape metal scales are sunk in the wood back; length including shaped handle, is 15 inches.

Each in a box

Price per dozen, \$24.00  
Weight per dozen, about 5 lbs.



The original Taylor line of 8 thermometers in the "Fifties."  
Today this company manufactures 8000 types and styles of temperature instruments.

## CONSUMER ACCEPTANCE

The advertising of Tycos has familiarized the buying public with Tycos products—when they see them in your store, when you offer it they are prepared to accept it as of recognized value. Your time is saved. The consumer knows something of Tycos when offered; of the quality and unusual features make it easy for you to sell—make the cream of the business yours.







## Domestic Science THERMOMETERS

**T**EN YEARS ago "cooking by temperature" was unheard of. The capable housekeeper served cakes, pies, biscuits baked just to proper turn and doughnuts crisp and unsoaked by the unborn sixth sense "cooking sense." Those without this sense served failures in a large proportion of cases because of no exact rules. This is changed. The modern housekeeper knows the help mechanical devices offer, such as listed on this page. She secures uniform results, saves materials and fuel. The owner of any of the tested instruments does not guess, but knows.

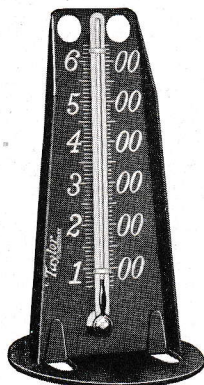
### No. 5928

#### *Taylor Home Bake Oven*

The round base and the 5-inch flanged metal scale are sand-blast finish; the magnifying-front glass tube is filled with mercury under nitrogen pressure to prevent separation; approximate scale range is 100° to 600° F. Each in a box with *Taylor* book of recipes.

½ dozen in a carton

Per dozen \$24.00  
Weight per dozen 6 lbs.



No. 5928

### No. 500 Home Set

Contains one No. 5928 Taylor Home Bake-Oven Thermometer; one No. 5908 Taylor Candy and Jelly-Making Thermometer; one Taylor Sugar-meter, for determining the density of sugar syrups in canning and jelly making. The *Taylor* Recipe Book gives full directions for the use of each of the three instruments of the set, more than 100 tested recipes for jellies, jams, preserves, marmalades, preserves, canned fruits, baking and roasting, candy making, deep-fat-frying, etc., besides much other valuable information for the cook. An ideal wedding, anniversary or Christmas gift.

Each in a box

### No. 500

#### *Taylor Home Set*



Per assortment, \$5.25  
Weight 1 pound

### No. 5908

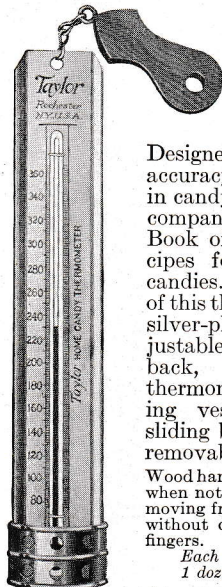
#### *Taylor Candy and Jelly Making*

Designed to promote accuracy and success in candy making. Accompanied by *Taylor* Book of 53 tested recipes for home-made candies. All metal parts of this thermometer are silver-plated. The adjustable clip on the back, for attaching thermometer to cooking vessel, and the sliding bulb-guard, are removable for cleaning. Wood handle for hanging up when not in use and for removing from cooking vessel without danger of burning fingers.

Each in a box  
1 dozen in a carton

Accompanied by *Taylor* Book of recipes.

Per dozen \$24.00  
Weight per dozen 4 lbs.



No. 5908

### No. 7261

#### *Sugarmeter for Jelly Making*

In Home Canning of Fruits the use of a Syrup Hydrometer is necessary. It eliminates guess work as to the density—thickness—of the syrup. Eliminates also waste in sugar. The *Taylor* Sugarmeter is a reliable Hydrometer specially designed for the use of the housewife in canning and preserving.

Per dozen \$10.50



No. 7261

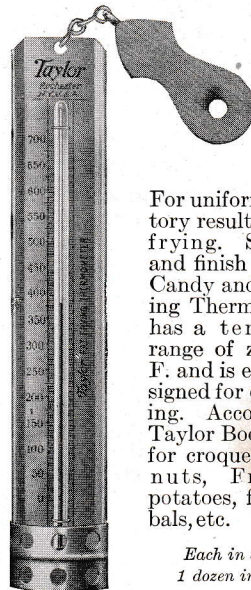
### No. 5910

#### *Taylor Deep Fat Frying*

For uniformly satisfactory results in deep-fat frying. Same style and finish as No. 5908 Candy and Jelly-Making Thermometer, but has a temperature range of zero to 650° F. and is especially designed for deep-fat frying. Accompanied by *Taylor* Book of recipes for croquettes, doughnuts, French-fried potatoes, fritters, timbals, etc.

Each in a box  
1 dozen in a carton

Per dozen \$24.00  
Weight per dozen 4 lbs.



No. 5910

## MAKING A FAIR PROFIT

and adding to the reputation of your store every time you sell a *Taylor* thermometer. People have confidence in the store that handles high grade, guaranteed goods rather than those less carefully made and unknown. We are not selling you more stock, more dead weight, more liabilities—we produce customers for you and that means profits. Why carry a lot of brands and slow up your turnover? Why not standardize on the brand that outsells all others?—*Tycos*.







## Dairy THERMOMETERS

**T**HE DEALER must anticipate the specific wants of his farm trade. Farm publications are educating their readers that firm, smooth fine grained butter commands the highest price and that temperature conditions are a vital factor in such production. The use of an accurate churn and pasteurizing thermometer is invariably recommended as the butter maker's constant companion.

Recognizing that few food supply industries play a more important part than dairying and butter making, we manufacture the following, which you will admit are unequalled.

### No. 5705

#### *Tycos* Flange Churn and Pasteurizing

This thermometer has a scale range (zero to 220° F. (suited to all dairy applications, including pasteurizing. The 10-inch metal scale is electro-silver-plated and the screws and tube-clasps are gold-plated. The sliding bulb-guard is removable for cleaning. First selection magnifying-front mercury filled tubes.

Each in a box  
1 dozen in a carton

Weight per doz. about 2½ lbs.  
Price per dozen \$18.00



No. 5705

### No. 5700

#### *Tycos* All-Glass Churn

The 10-inch shot-weighted glass cylinder floats upright in the milk, showing the temperature reading above the surface. For use at temperatures from 10° to 110° F. The perfectly smooth outside surface is readily cleaned after use.

1 dozen in a carton

Weight per doz. about 2½ lbs.  
Price per doz. domestic  
make.....\$15.00  
Imported..... 12.00



No. 5700

### No. 5701

#### *Tycos* Floating Pasteurizing

Same as No. 5700, except with scale range 30° to 220° F. Designed for processes in the care and handling of milk and cream where higher temperatures are required than in ordinary butter making.

1 dozen in a carton

Weight per doz. about 2½ lbs.  
Price per doz. domestic  
make.....\$15.00  
Imported..... 12.00



No. 5701

### No. 5730S

#### Flange Metal Dairy

Black-oxidized brass scale with white-filled figures and graduations; sliding bulb guard removable for cleaning; white back; permacolor filled tube; (non-fading and easy reading); approximate scale range 20° to 220° F.; length 8 inches.

Each in a box  
1 dozen in a carton

Weight per dozen about 1¾ lbs.  
Price per dozen \$11.00



No. 5730S

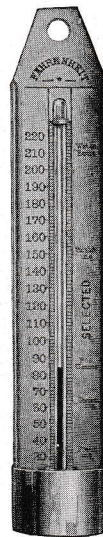
### No. 5740S

#### Flange Dairy

The 8-inch brass scale is nickel-plated and has engraved figures and graduations. The sliding bulb-guard is removable for cleaning. The white-back magnifying-front tube is filled with permacolor (non-fading) making it easy to take readings.

1 in a box  
1 dozen in a carton

Weight per dozen about 1¾ lbs.  
Price per dozen \$9.00



No. 5740S

### No. 5715

(Not Illustrated)

Imported all glass Dairy Thermometer; range 0 to 150° F. 8" long, mercury filled tube.

Price per dozen \$2.50

## INCREASING YOUR TURNS

The importance of your thermometer business is measured, not by the average percent of profit on the individual thermometer but the number of times you turn over your initial investment. Our advertising campaigns give you every possible assistance in increasing your turnovers. So send in that trial order. Content are we to start on that basis, well knowing the final outcome of the initial transaction.







## Fever THERMOMETERS

Display the items listed on the two pages. Explain how they are read, proper temperature for health, care of manufacture. Such semi-scientific sales talk will result in a sale.

### No. 5000

#### *Tycos Fever*

Stands pre-eminently at the head of all fever thermometers. The reason the open range of scale, perfect proportion in size, of tube and bulb; perfection of the magnifying lens front and the ease (consistent with safety) with which the mercury column may be shaken down after use. Guaranteed against everything except breakage. Permanently accurate. Thoroughly seasoned before sealing, can't shrink as common green glass thermometers do. Prestige for you in every one you sell.

Each in *Tycos* Safety Pocket carrying case, described in next column. In folding box with certificate.

$\frac{1}{2}$  dozen in a carton

Price per dozen		
2-min.	1-min.	$\frac{1}{2}$ -min.
\$24.00	\$27.00	\$30.00

### No. 5002

#### *Tycos Fever*

Identical with No. 5000, except supplied in hard-rubber case as illustrated. Each packed with certificate in folding box.

$\frac{1}{2}$  dozen in a carton

Price per dozen		
2-min.	1-min.	$\frac{1}{2}$ -min.
\$21.00	\$24.00	\$27.00

AS THE DEALER you appreciate the importance of a fever thermometer in sickness, but it is natural that many of your customers do not appreciate the necessity of one in their home. You can arouse this latent demand, supply it and gain the appreciation and goodwill of your customers in supplying something they really need. To many, a fever thermometer is a mysterious piece of apparatus.



#### *Tycos Safety Carrying Case*

*Tycos* safety carrying case embodies appearance, sanitary construction and convenience, is of metal, white celluloid covered, nickelled trimmings. The sectional cut shows the patent inside fitting with spring bottom, relieving thermometer of all shock, avoiding necessity of cotton at bottom to relieve shock, unsanitary feature of old container. Impossible for thermometer to fall out, therefore prolongs length of service. Patent clip attachment holds case firmly in the vest or nurses pocket, cannot fall out when leaning over. No misplacing or losing cap as with ordinary cases—Will not roll on smooth surface. The *Tycos* Safety Case is supplied only with *Tycos* grade fever thermometers.

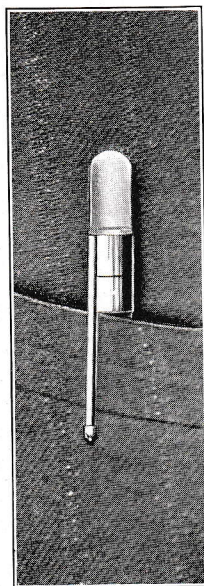
### No. 5001

(Not illustrated)

#### *Tycos Fever*

In all glass aseptic case with pocket clip.

2-min.	1-min.	$\frac{1}{2}$ -min.
\$36.00 doz.	\$39.00 doz.	\$42.00 doz.



### No. 5004

#### *Taylor Clinical*



While not possessing all the manufacturing refinements of 5002, a thoroughly reliable and satisfactory offering. Our reputation too valuable to jeopardize by marketing anything that might prove unsatisfactory. Comes in hard rubber case only, Each in folding box with certificate.

$\frac{1}{2}$  dozen in a carton

Price per dozen		
2-min.	1-min.	$\frac{1}{2}$ -min.
\$16.00	\$18.00	\$21.00

### Hospiclinic No. 5006

Meets the demands of the hospital trade. Nurses appreciate its full value. Further the cost of replacement is comparatively small, as breakage is an item they must personally meet.

In hard-rubber cases, each in folding box with certificate.

$\frac{1}{2}$  dozen in a carton

Price per dozen		
2-min.	1-min.	$\frac{1}{2}$ -min.
\$11.00	\$12.00	\$14.00

### Hospiclinic Rectal No. 5030

2-min.	1-min.
\$14.00 doz.	15.00 doz.

**THERMOMETERS  
NOT SOLD  
AS LUXURIES**

They render a service, i. e., comfort, health and economy. No off seasons. If a dealer complains of no sales the chances are he does not adequately push them (granting he stocks *Tycos*). They perform a service in the home. But remember, no matter how good or necessary thermometers are, the public insists on requiring education, information and assistance in buying—the reason of salesmanship and advertising. **DO YOUR PART.**







## Fever THERMOMETERS

**Y**OU CAN SELL twice as many, even four or five times as many if you go at it the right way. The right way is in impressing people how important fever thermometers are and that you handle the *Tycos* line. More people each day are realizing the need of an accurate fever thermometer. Physicians are recommending their patients to buy them. Writers on health topics are urging their readers to get them. We advertise nationally, educating people to their use. We also advertise to physicians and nurses in their own publications. The *Tycos* line, people are asking for.

### No. 5015 *Tycos* Mouth and Rectal Fever

In *Tycos* Combination Pocket case Contains 1 No. 5000 *Tycos* 1-minute Fever Thermometer and 1 No. 5022 *Tycos* 1-minute Rectal Fever Thermometer, with green back and pear-shaped bulb. Both thermometers are absolutely clear at all points and perfect as human skill can produce.

Price per dozen \$57.00

### No. 5028 *Taylor* Rectal Thermometer

Taylor (second grade) Rectal Fever Thermometer. These are a second selection of the green-enameled back, pear-shaped bulb rectal thermometer tubes. In hard-rubber carrying case.

1-min. 2-min.  
Price per doz. \$24.00 \$21.00



### No. 5022

#### *Tycos* Rectal Fever

*Tycos* (first grade) Rectal Fever Thermometer. Has green-enameled back and pear-shaped bulb. The bulb comes in direct contact with the tissues, (the temperature thus being correctly taken) without any danger of perforation of inflamed, tender tissues, as is always possible when the ordinary cylindrical bulb is used in this way. In green-enamel *Tycos* Safety Carrying Case.

Price per dozen  
2-minute 1-minute  
\$27.00 \$30.00

### No. 5024

*Tycos* (first grade) Rectal Fever Thermometer. Same as No. 5022, except in hard-rubber carrying case.

Price per dozen  
2-minute 1-minute  
\$24.00 \$27.00



### No. 5040

#### *Tycos* Veterinary

*Tycos* (best grade) Veterinary Thermometer. Same as No. 5002 *Tycos* Fever Thermometer, except 5 inches long and with pear-shaped bulb and ring top. In hard-rubber carrying case.

Price per dozen \$27.00

### No. 5042

#### *Taylor* Veterinary

Taylor (second grade) Veterinary Thermometer. Same as No. 5040 except that the tubes are of a second selection for mechanical perfection. In hard-rubber case.

Price per dozen \$24.00



## Pocket Cases — Fever Thermometers

### Goodgrip Case—Style F

As name implies, a good grip case, aluminum. More convenient than a chain case, clings to the pocket. Is an attractively finished case. Add to list of thermometers in hard rubber case 75 cents per dozen.

### Style "A"

Style "A" Slip-Nickel case for 4-inch clinical thermometer. Will be supplied in place of hard-rubber case, if specified, at same price.

### Style "HR"

Style "HR" Hard-rubber case with pocket clip as regularly supplied with Nos. 5002 and 5004 4-inch clinical thermometers.

### Style "X"

*Tycos* Sterling Silver (plain) Safety Pocket Case for 4-inch *Tycos* Fever Thermometer. Add to list of thermometers in hard rubber case extra per dozen \$60.00.

### Style "Y"

Style "Y" *Tycos* Sterling Silver (chased) Safety Pocket Case for 4-inch *Tycos* Fever Thermometers. Extra per dozen \$72.00.



Style F



Style A



Style HR



Style X



Style Y

### *Tycos* Urinalysis Glassware

Quality in Urinalysis Glassware is essential to a physician's success in diagnostic work. Free bulletin with reagent recipes sent on request with illustrated and descriptive folder on Urinalysis Glassware

## ADVERTISED GOODS

A merchant says, "I favor advertised goods because there is a valuable prestige in being linked up with advertised goods: time saved in selling—less selling expense to move off my shelves quickly; people buy other goods on the same visit. Sell ten to one of the non-advertised." That's why he is the leading merchant in his town.







## Who buys Stormoguides?

of readings, cannot fail to build up a new contingent of buyers who possibly would never be buyers if left to themselves.

The puzzling words, *rain, change, fair*, so unsatisfactory to the amateur forecaster, are no more. In their place simplified weather indications—refer to illustration.

**Simplicity**—Set the brass index hand, over the black indicating hand. Observe the direction, *i.e.*, rising or falling of the black indicating hand—the dial tells the rest. Adjustable to altitude.

**Advance information of coming weather** contributes to comfort and pleasure. Farming, motoring, traveling, social engagements, country excursions depend on the weather for success.

What the player piano is to the "still" piano, the Stormoguide is to the old style barometer—anyone without meteorological knowledge can "read" coming weather indications on the dial.



No. 2256X

**Brass-Case Tycos Stormoguide**

Has compensated movement, 5-inch metal dial, antique-finished brass-case, with folding feet.

Price Each \$25.00

No. 2256X

Revolving back for setting to give sea-level readings at points from 0 to 3500 feet above sea-level.

Revolving back for use in localities 3500 to 7000 feet above sea-level, at an additional cost of \$3.00.

**A MASTER  
BUILT  
PRODUCT**

that will open real profits to you. Backed by three million dollar organization, founded in 1851. The Stormoguide is the "last word" in weather indicators. It will almost sell itself. Show your customers a Stormoguide. Let them see how simply it works, how easy its forecasts—and the sale is made, and one sale will lead to another to their friends. Remember the dial tells the whole story. The Stormoguide is building business throughout the land for wideawake dealers.

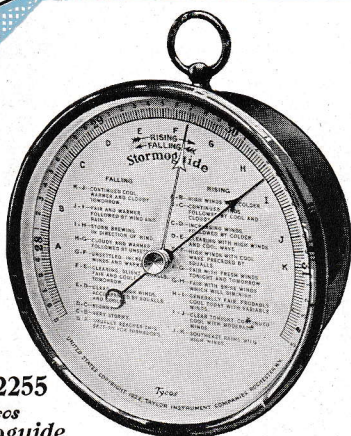






## The Stormoguide

EVERY advantage of having a Tycos Stormoguide in the home, be it city or country, is being made known to the public through our comprehensive advertising campaign consistently carried out. (Specimens of ads on request.) More and more people are fast learning that they do not have to guess at the weather or depend upon doubtful signs such as clouds or "feel" of the atmosphere. Tycos Stormoguides are easiest to sell because every piece is guaranteed unqualifiedly.



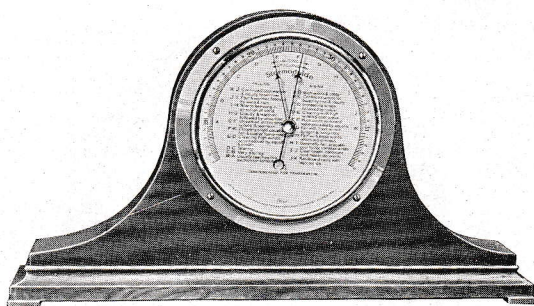
**No. 2255**  
*Tycos*  
**Stormoguide**

Brass-Case, blue-bronze finish, good-grade movement (not compensated), 5-inch white enameled card dial, without folding feet.

Revolving back for setting to give sea-level readings at points from 0 to 3500 feet above sea-level.

Price each \$18.00

Revolving back for use in localities 3500 to 7000 feet above sea-level, at an additional cost of \$3.00.



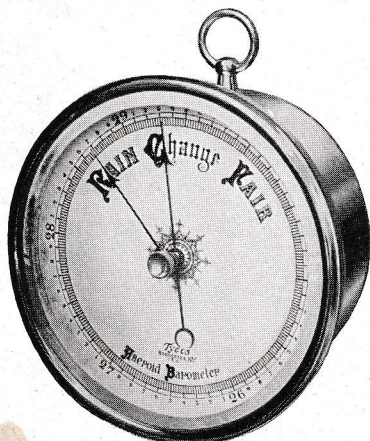
**No. 2554**  
*Stand Tycos Stormoguide*

Round 8-inch satin-finished mahogany frame mounted on a stand 14½ inches wide; 5-inch silvered metal dial; an ornament to any bank, office or home. Compensated movement to overcome changes in temperature.

Revolving back for setting to give sea-level readings at points from 0 to 3500 feet above sea-level.

Price each \$50.00

Revolving back for use in localities 3500 to 7000 feet above sea-level, at an additional cost of \$3.00.



**No. 2200**  
*Brass Case Aneroid Barometer*

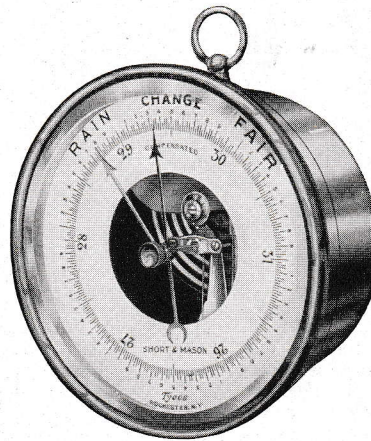
Five-inch lacquered-brass case, glass cover, closed, moisture-proof untarnishable enamel dial; good grade movement. Weight 22 ounces. Packed in cardboard box.

Price each, \$12.00

**No. 2202**

Same as No. 2200, except better grade movement and open-center enamel dial. Movement finished in brass lacquer.

Weight 22 oz. Price each \$13.50



**No. 2250**  
*Brass Case Aneroid Barometer*

Non-corrosive compensated movement, insuring accurate barometric readings, regardless of temperature changes; lacquered-brass case; open-center silvered metal dial, divided with great accuracy. Packed in cardboard box. Weight 24 ounces. Used by the U. S. Government and many scientific and educational institutions.

Weight 24 ounces

Price each, 5", \$20.00, 6", \$25.00

IN  
SELLING  
BAROMETERS

you are not only selling an instrument but a guarantee of satisfaction also. Quality that is quality not only talks but makes sales. "No, we don't stock them," then your prospective customer turns away disappointed and surprised because you have not Tycos Barometers in stock. Don't let some one else make the sale that should be yours. Your trade reads our advertising. We know we have the strongest barometer line offered and seek to add your name to our list of customers.

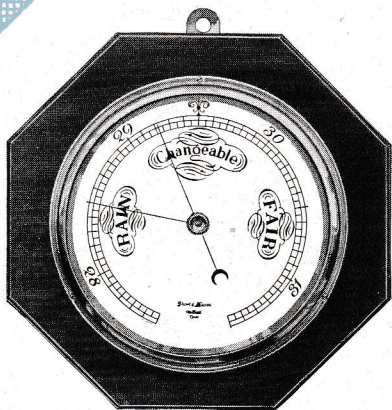






## The Cyclo Stormographs

**T**HE WEATHER. That's it. They want to know, "what's the weather going to be"? All right then, put the weather to come in your window, and you won't have any trouble getting people to stop at your store. Put this Tycos Stormograph in your window. Then letter a card "This Stormograph foretells the weather, step in and find out about it." Such a window display will attract people to your store. The result—sales you otherwise might miss.



No. 2555 1/2

### No. 2555 1/2

A Barometer of distinction. The frame is of mahogany, 9 1/4" in diameter, with inlaid boxwood edge. This line will be particularly suitable where economy of space is important. The dial has the weather words engraved in old English style, and is finished in gold to match bezel, movement is of good quality non-corrosive.

Weight 3 lbs. 6 ozs.  
6" Dial, Price Each \$30.00

### No. 2555 1/2 A

As above but fitted with best quality compensated movement. Price Each \$32.00

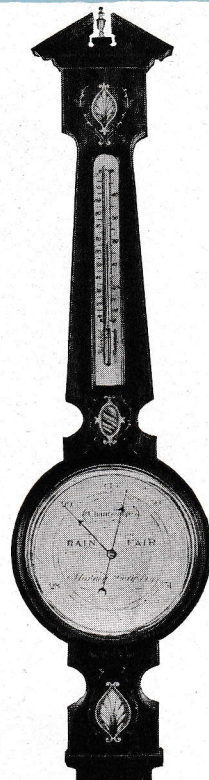
### No. 2390

The early Italian Barometers were made with very choice frames. Here is one on similar lines, but fitted with an aneroid movement instead of a tube of mercury. This makes it very easy to ship.

This Barometer will add a tone to the home, club room, hotel lobby or office. Its refined lines are irresistible.

Inlaid solid mahogany frame (size 39" by 11") silvered metal dial 8" in diameter, old style engraving, red spirit tube to thermometer, best quality compensated movement.

Weight 7 lbs.  
Price Each \$66.00



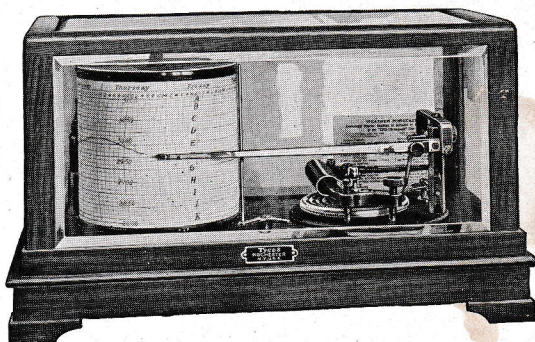
No. 2390  
Registered Design

### No. 2314 Tycos Cyclo-Stormograph

This is the instrument you should have in your store. It will give you and your customers Weather information in a very simplified manner. You can sell these to your local bank and clubs—especially the golf clubs. The only attention necessary is once a week when you change the chart and wind the clock.

Mahogany case, 12 1/2" long by 7" wide, by 7 1/4" deep, beveled glass top and sides, choicely finished movement, high grade clock with jeweled movement. Each instrument furnished complete with set of forecast cards and stand for displaying them at the side of the instrument, showing the weather probabilities, also a year's supply of charts and a bottle of ink.

Weight 8 1/2 lbs.  
Price Each \$60.00



No. 2314

## THE CONSUMER KNOWS

When the consumer comes in for a Stormoguide or Barometer he knows Tycos as soon as you mention it—the selling is partly accomplished for you. The unknown brands take your time in explaining. You have to prove that it is really as good as Tycos and then there will be unbelief. People brought to you by our advertising are good customers to have—conservative, solid straight-thinking people—genuine assets to your business.

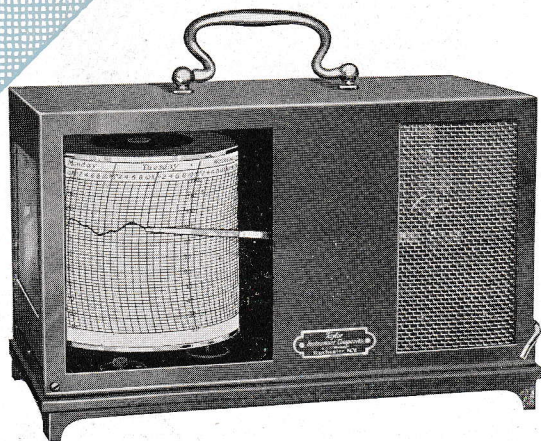






## Tycos THERMOGRAPH

**K**EEPING a record of temperature is often necessary out in the open, in a nursery, in an office building, in a warehouse. This is a portable Thermograph that can be used for a variety of applications. The bi-metallic coil is very sensitive and extremely durable. Nothing to get out of order or give trouble. Simple construction easy to run. It is arranged to give upon a chart a continuous 7-day record of temperature.



No. 2350

### No. 2350 Tycos Thermograph

The charts are divided into days and two-hour subdivisions of each day. Horizontally the dividing lines are in degrees of temperature.

An arm carrying the recording pen is connected directly with a bi-metallic coil, which changes as the temperature rises or falls. This causes the arm, with the recording pen attached, to move vertically over the chart.

The pen, filled with a prepared ink, traces the variations on the chart, thus creating the record.

Metal non-corrosive case, 10 inches long, 8 inches high, 5 inches wide, complete with year's supply of charts No. 84 (0° to 100° F.), charts No. 85 (20° to 120° F.) or charts No. 86 (minus 10° to plus 90° F.), bottle of ink and full instructions. Weighs about 8 pounds.

Price

\$60.00

## A Super-Grade Pocket Barometer No. 2000

(Short & Mason Make)

Pocket Barometers have been on the market for forty years, or so. This is the finest one that Short & Mason have made so far.

A Pocket Barometer is indispensable to the tourist. It will tell him the altitude of all the wonderful mountain resorts he visits. He can take it with him on his automobile trips. When he is not traveling he can use this instrument as a weather indicator. It can thus be of use every day in the year.

When a man wants a pocket barometer why not sell him the best?

Carefully selected movement. Compensated for temperature. Certificate supplied with every instrument.

**No. 2000 — S. & M. Tycos Super-Grade Watch-Size Aneroid Barometer.**  
Gold-plated case, 1 3/4" in diameter; silvered metal dial; altitude scale to 8000 feet in 50 feet divisions; compensated for temperature; certified; in best morocco case.

Each

\$42.00

**No. 2000B — S. & M. Tycos Super-Grade Watch-Size Aneroid Barometer.**  
Same as No. 2000, except reading to 3000 feet in 10 feet divisions.

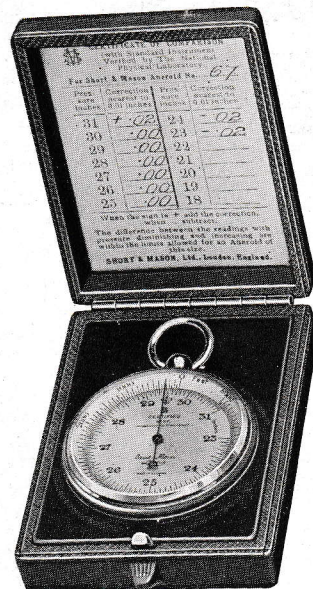
Each

\$45.00

**No. 2000E — S. & M. Tycos Super-Grade Watch-Size Aneroid Barometer.**  
Same as No. 2000, except reading to 12000 feet in 100 feet divisions.

Each

\$45.00



No. 2000

Tycos  
BAROMETERS

and Thermographs are satisfactory sellers because every instrument bearing our trade name is all that science, skill organization, system, research, infinite pains and 71 years of experience can make them. Your market is industrial plants, railroads, telephone companies, farmers, produce dealers and many other, by no means overlooking thousands of individual householders — dealers building rapidly and permanently will stock.







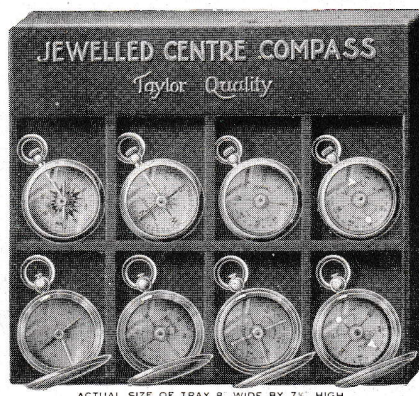
# Compasses

**A**UTOMOBILISTS, travelers, tourists, fishermen, hunters, pedestrians, motor cyclists, boy scouts, girl scouts, campers, woodmen, farmers, represent your markets. *Taylor* Compasses are the result of years of study and research in our factory with 71 years experience in the manufacture of meteorological instruments and with every possible device for the improvement of our product. *Taylor* Compasses sell, not only to the customer our advertising in outdoor publications brings to your door, but to a good share of your regular customers who drop in for other things.

## No. 2909 *Taylor* Compass Assortment

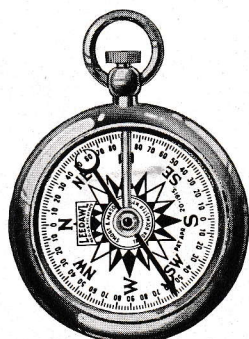
The handsome velvet-lined easel-back tray is lettered in gold and contains one each of the Leedawl, Magnapole, Flodial, Litenite, Gyrawl, Aurapole, Meradial and Ceebynite, keeping them before the buying public, in show-case, on the counter or in the window, whereas, if the individual compasses were displayed in the usual haphazard way they would be likely to be passed unnoticed.

Weight of assortment, about 1¼ lbs.  
Price per assortment \$20.00



ACTUAL SIZE OF TRAY 8" WIDE BY 7½" HIGH

No. 2909



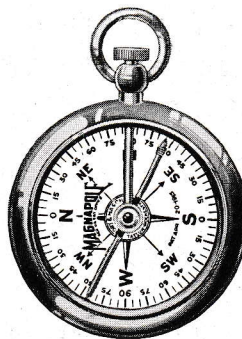
No. 2910

### No. 2910

#### *Leedawl Compass*

Untarnishable silvered-metal dial; heavy tempered-steel point on which the needle operates; screw top (no dirt or moisture can get inside with this style stop); white metal case (cannot tarnish); snap-in beveled crystal glass; open face.

Price per dozen \$15.00



No. 2911

### No. 2911

#### *Magnapole Compass*

Open-face white-metal case; solid and delicate bar needle carefully tempered and magnetized; jewelled center carefully adjusted; white-enamel dial. The arrangement for lifting the needle off the bearing point when not in use prevents dust and moisture getting to the inside.

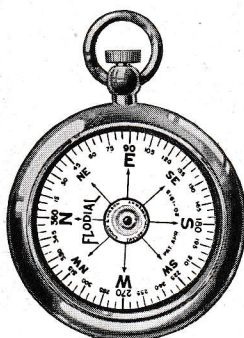
Price per dozen \$15.00

### No. 2912

#### *Flodial Compass*

Floating aluminum dial, plainly figured and lettered; same case construction as Nos. 2910 and 2911. The floating dial when it settles, points accurately to all directions, whereas with the dial-and-needle style the dial has to be "set" accurately under the needle, and if the observer moves, the compass needs resetting.

Price per dozen \$18.00



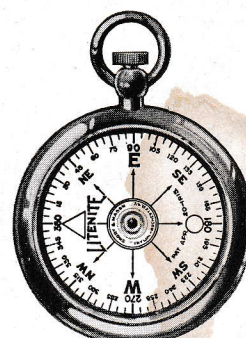
No. 2912

### No. 2913

#### *Litenite Compass*

visible at night without the aid of matches or flash light. The North and South points are prepared with a radioactive compound, permanently luminous and plainly seen in the dark. The dial is of floating design, the magnetic needle being attached to its under side. Same case material and construction as Nos. 2910, 2911 and 2912.

Price per dozen \$21.00



No. 2913

## THE TREND OF PUBLIC PREFERENCE

is for *Taylor* American made Compasses. It is too positive, too pronounced to admit of pushing unknown brands. These two pages are our sample trunk, the Compasses displayed and the story here. This line attracts customers to your store and holds continued goodwill, because they will be satisfied with their purchase of any of the *Taylor* Compasses, and pleased—tell their friends, more sales, quick turnovers. The sale made through a sale—the recommend of one to a friend.







# Compasses

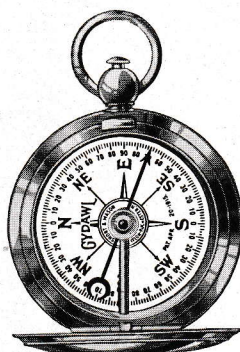
THE WAY to sell Compasses is to concentrate on this American made line, the line that gives assortment without duplication, backed by a manufacturer of reputation—that's Taylor, and then display them. Their refreshing distinctiveness will be apparent to the prospective purchaser. The assortment illustrated and described on preceding page starts you off with a small initial investment. No heavy stock—no persuasion to over-buy with us—simply an influence to buy right—a directing council for our common benefit.

## No. 2914

### Gydawl Compass

Same in all respects as No. 2910 Leedawl Compass, except that it has a hunter style case.

Price per dozen \$36.00



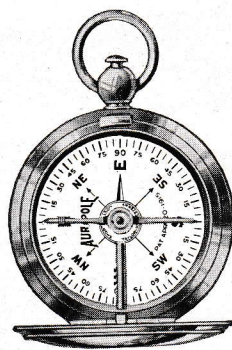
No. 2914

## No. 2915

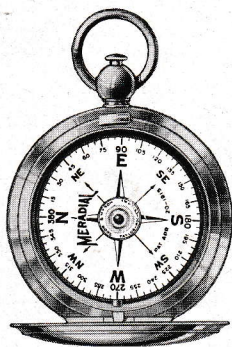
### Aurapole Compass

Same as No. 2911 Magnapole, except that it has a hunter-style case.

Price per dozen \$36.00



No. 2915



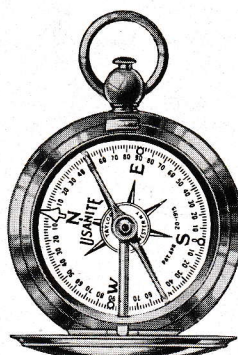
No. 2916

## No. 2916

### Meradial Compass

Same as No. 2912 Flo-dial, except that it has a hunter style case.

Price per dozen \$42.00



No. 2918

## No. 2918

### Usanite Compass

Similar in all respects to No. 2915 Aurapole, except that it has its North, South, East and West points on the dial treated with radioactive compound, making them permanently luminous in the dark. North point of needle almost entirely covered with radio-active compound, also south point partially covered, making needle luminous also.

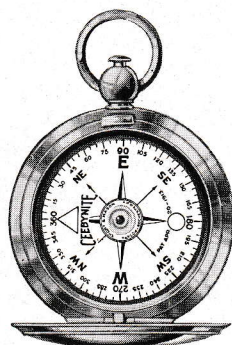
Price per dozen \$42.00

## No. 2917

### Ceebynite Compass

Same as No. 2913 Lite-nite, except that it has a hunter-style case.

Price per dozen \$45.00



No. 2917

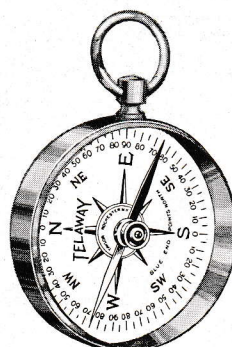
Any of the Hunter Case Patterns shown on this page, i. e., 2914G, 2915G, 2916G, 2917G, 2918G, are available in gold-filled cases at a special price of \$5.25 each.

## No. 2905

### Teleway Compass

Case of black bronzed brass is fitted with ring at top, for fastening to chain or guard; dial of heavy enameled card, accurately divided, and figured in the principal cardinal points; needle of flat design, the north pointing end being blued; jeweled center insures freedom of movement; beveled crystal glass fits into the case like a watch crystal.

Price per dozen \$9.00



No. 2905

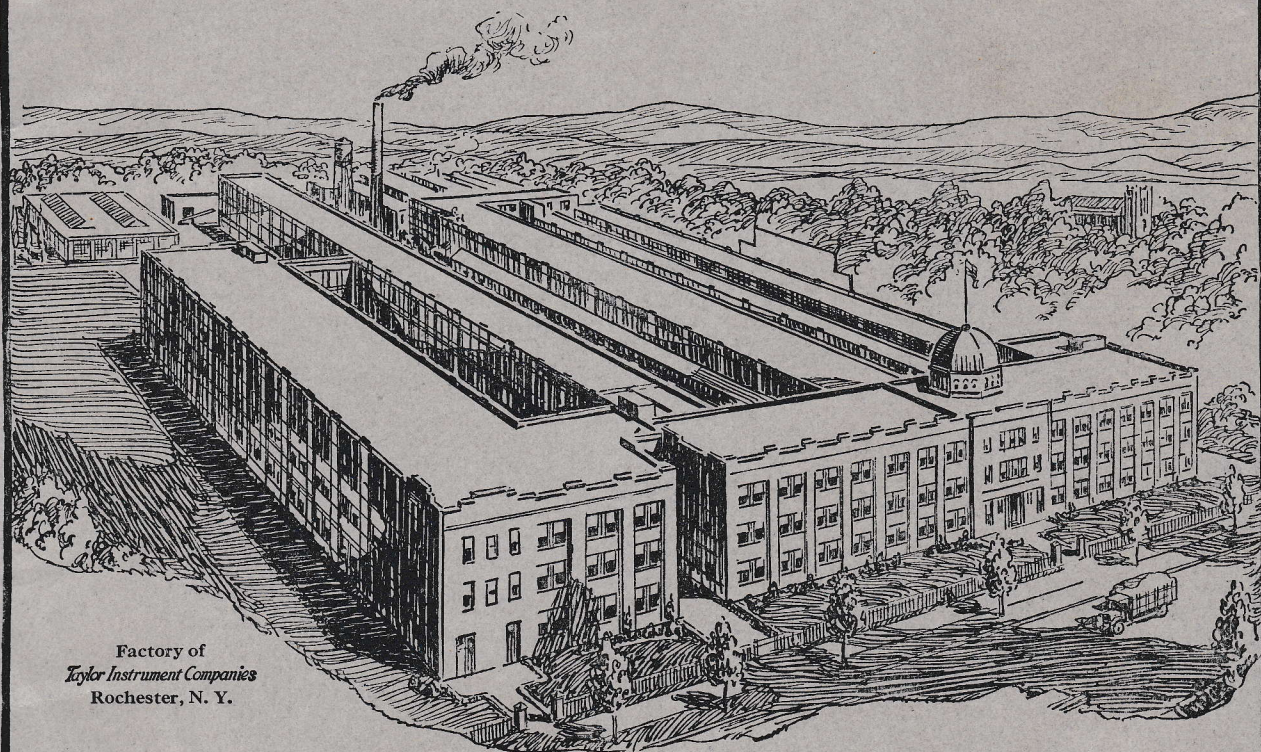
MARK YOU  
IT ISN'T LUCK

nor good times, nor entirely a matter of push which makes a successful season—it is stocking the best line such as our made in America Compasses. Won't you read the details and prices and consider the prospective purchasers—it will give you a new slant on compasses. Don't let business go elsewhere—sell the above line and get it yourself. Dealers everywhere are enthusiastic over the gratifying sales volume on Taylor compasses.





*Taylor Instrument Companies - Rochester N. Y. - U. S. A.*



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To the Automobilist, Traveler, Camper, Hunter, and Fisherman, the compass is a necessity for learning directions. Carry a

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and you can always tell directions, day or night. It has float aluminum dial, permanently luminous north and south points showing brightly in darkness. Hunting case, full jeweled. Jewel cap automatically lifts off point when case is closed, eliminating all unnecessary wear. Guaranteed accurate forever.

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