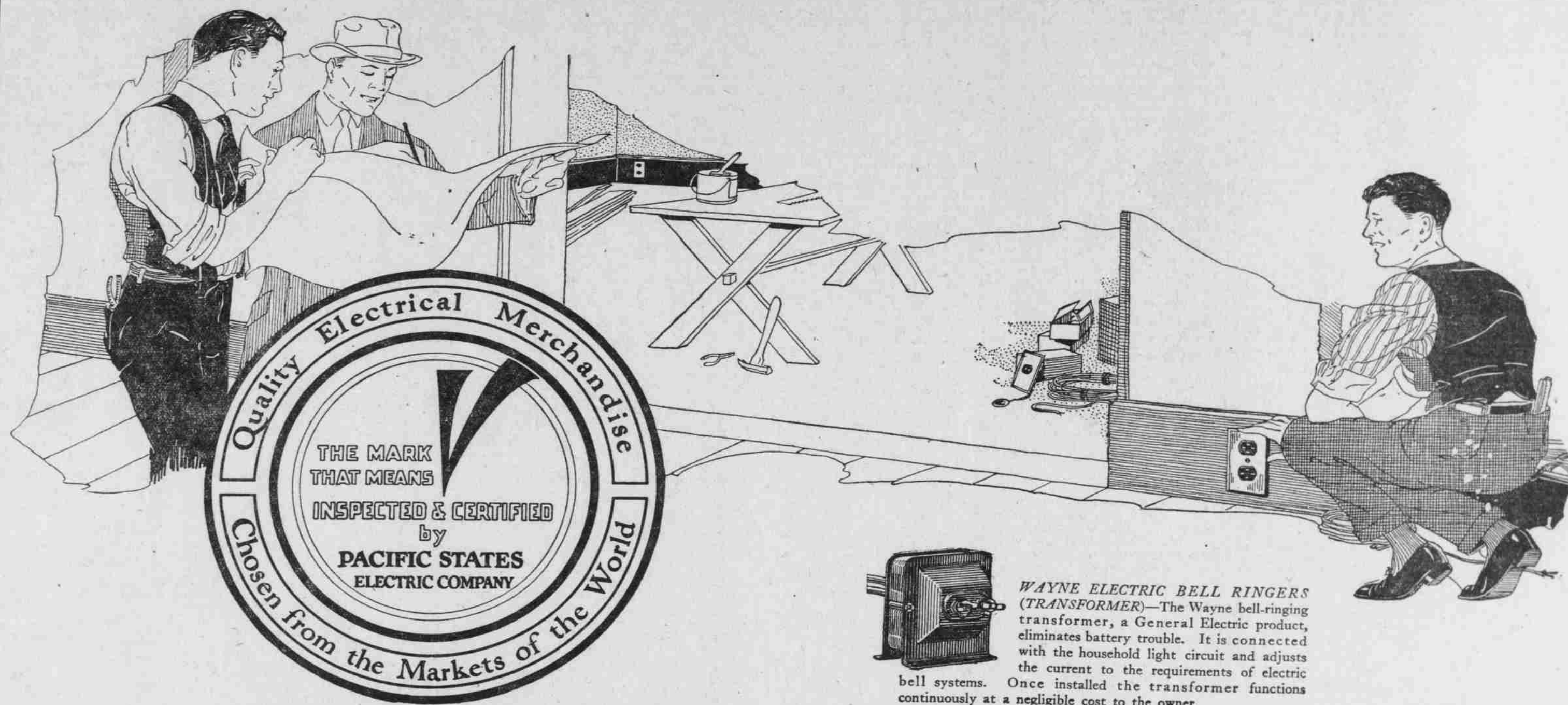




The Qualified Electrical Contractor

Electricity is constantly making life easier, more convenient, and more comfortable for everybody. But in electrifying your home nothing should be left to chance. In order to secure the gains of comfort and convenience which electricity brings, specialized service is necessary.

There has to be a man who knows, and the community has to have some means to find him. The man who knows electricity, so far as it applies to the modern household, is the qualified electrical contractor, who is in close touch with the latest developments in the electrical field, who employs good workmanship, uses standard materials and charges fair prices.

Nowhere is responsibility and technical competence more important than in the electrical field. Cut-rate, irresponsible electrical contracting service is always expensive and frequently disastrous. You seldom save more than one half of one per cent on the bid (\$50.00 on a \$10,000.00 house), and you are likely to spend five times that amount in replacing poor workmanship and sub-standard materials and in supplying the needed "convenience outlets" and wall switches whose omission made the bid possible.

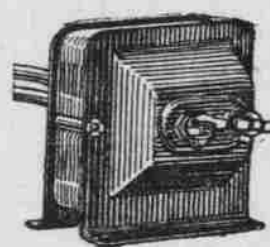
The Pacific States Electric Company, the largest distributor of electrical merchandise on the Pacific Coast, has established the "check" seal as a helpful guide in finding the "man who knows", and in identifying standard electrical merchandise. This mark appears on a complete line of electrical materials and appliances, selected from the markets of the world, inspected and certified as standard. They are distributed through contractor-dealers qualified in every way to give you the sort of service you have a right to expect.

The electrical appliances shown on this page, together with other standard electrical products, certified by the "check" seal, are described in our new booklet, "The Electrical How for Householders". You will enjoy this booklet, with its many practical suggestions for the convenient and economical utilization of electricity in your home. It may be obtained free from any electrical contractor or dealer displaying this seal.

PACIFIC STATES ELECTRIC COMPANY

SAN FRANCISCO LOS ANGELES OAKLAND SEATTLE PORTLAND SPOKANE

Go to dealers and electrical contractors who display the "Check" Seal



WAYNE ELECTRIC BELL RINGERS (TRANSFORMER)—The Wayne bell-ringing transformer, a General Electric product, eliminates battery trouble. It is connected with the household light circuit and adjusts the current to the requirements of electric bell systems. Once installed the transformer functions continuously at a negligible cost to the owner.



G-E TUMBLER SWITCHES—The G-E tumbler switch stands up better than any other device made for a similar purpose. It is self-indicating—up and it's on, down and it's off. It can be operated with the arm or elbow should the hands be full. Supplied in both flush and surface types.



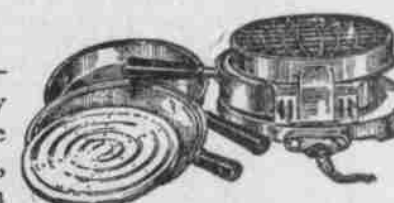
DUPLEXALITE FIXTURES—The house "light to live with" for both health and comfort. Provides a soft, diffused light for living-room, dining-room or bedroom, which nevertheless utilizes efficiently all the brilliance of the powerful Mazda light source. Made in a variety of attractive styles which can be adapted to any scheme of interior decoration.



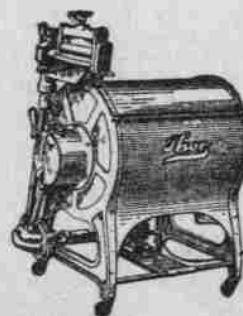
PREMIER VACUUM CLEANER—"First among cleaners." Half a million now in use. Cleans by powerful suction alone or by suction plus a rubber-fingered brush. This feature is of great advantage to the housewife. Attachments for cleaning mattresses, clothing, walls, moldings, upholstery, furniture, pianos, etc.



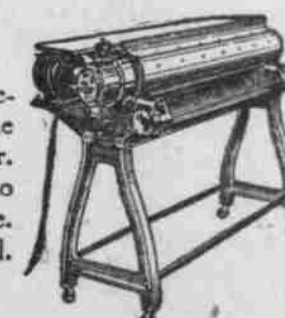
HOTPOINT ELECTRIC IRON—Achieves perfect results with least expenditure of energy. The cantilever handle, found only on the Hotpoint Electric Iron, carries the pressure of the arm and wrist on a direct line to the ironing, eliminating the tense grip and bodily strain required in using old style irons. It is equipped with attached heel stand.



HOTPOINT RADIANT GRILL—Boils, broils, fries, and toasts—any two operations at the same time; one above and the other below the coils, at the current cost of one. Used in combination with the Hotpoint Ovenette, the Hotpoint Radiant also bakes and roasts. Three heat adjustment economizes current. It is a complete table range.



THOR ELECTRIC WASHING MACHINE—The Thor washes everything from fine laces to grimy overalls without any rubbing. It does the week's washing in half the time required by hand methods and eliminates all the hard work of hand rubbing and rinsing. The Thor is scientifically constructed. Over 750,000 now in use.



THOR ELECTRIC IRONER—Does the average family ironing in about one-fifth the time it takes to do it by hand—and does it better. Handles everything from household linen to lingerie. Costs about 5 cents an hour to operate. No special skill is required. Automatic control.