

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 and exclusive hinged cord protector plug that reduces cord breakage.



Buy Service—Don't be Satisfied with just Electricity

Upon the contractor you select to wire your house depends to a great extent—the future comfort and convenience of your household.

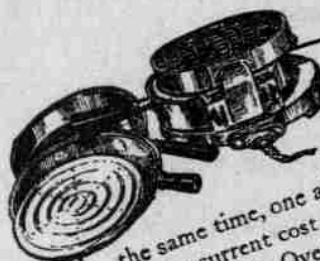
That the lights flash on when you push a button indicates nothing beyond the fact that the house has an electrical installation. It is the completeness and quality of that installation you must examine if you are to enjoy satisfactory and lasting service.

Buy service! Buy responsibility! Be sure that the contractor you hire is one who employs good workmanship, uses standard materials, and charges fair prices. Cut-rate electrical service is never economical. You may save as much as one half of one per cent,—(\$50.00 on a \$10,000.00 house) on the original bid. But in the end you are likely to find yourself spending five times that amount in replacing faulty workmanship and sub-standard materials, and installing additional convenience outlets, wall switches, etc., that are absolutely necessary in order to make efficient use of the various electrical appliances which bring so much comfort to the modern home.

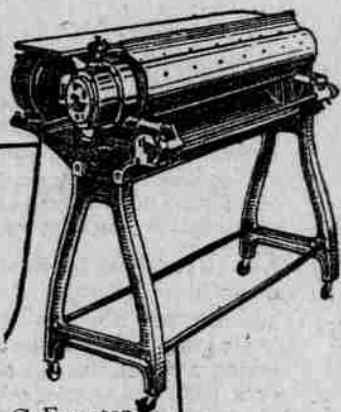
There are plenty of responsible, qualified electrical contractors and dealers, and the Pacific States Electric Company's orange and blue "check" seal is a helpful guide in finding them. This mark identifies a complete line of electrical materials and appliances, chosen by the Pacific States Electric Company from the markets of the world, inspected, and certified by them as standard. They are distributed by electrical contractors and dealers who are responsible and who are qualified in every way to give you the sort of service which 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 displaying this seal.

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 Grill also bakes and roasts. Three heat adjustment saves current. Made of steel finished in polished nickel. Guaranteed one year by Edison Electric Appliance Co.



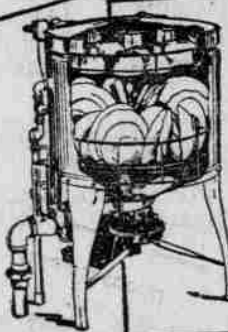
THOR ELECTRIC IRONER—Does the average family ironing in about one-fifth the time it takes to do it by hand—and does it better. Handles everything from household linen to lingerie. Costs about 5 cents an hour to operate. No special skill is required. The control is simple and automatic. Equipped with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



PREMIER VACUUM CLEANER—"First among cleaners." Half a million now in use. Cleans in two ways, by powerful suction alone or by suction plus a rubber-fingered brush. This feature is of great advantage to the housewife. Attachments include tools for cleaning mattresses, clothing, walls, furniture, pianos, etc. May be quickly attached to any convenient outlet. Has air cooled G-E motor.



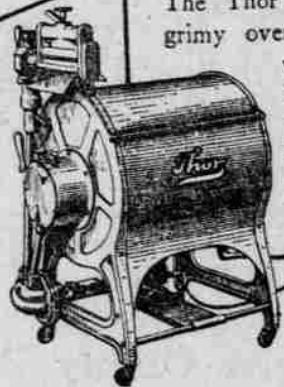
WALKER DISHWASHER—The one thoroughly practical dishwasher. On the market seven years and steadily growing in popularity. Thousands now in use. Directly connected with water supply and drain pipes. Practically eliminates the housewife's most disagreeable task and saves fully an hour a day in time. Current and soap powder cost about 10 cents per week. Has G-E motor.



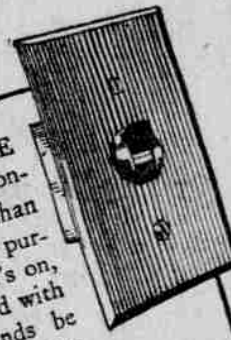
G-E ELECTRIC FANS—Types and sizes for all purposes. Turn an electric switch and you have breeze and ventilation—when and where you want it. Sturdily constructed and attractive in appearance. Works year after year, silently, dependably, economically. Supplied in both non-oscillating and oscillating types, the latter furnishing a regularly shifting supply of air.



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. Equipped with G-E motor.



G-E TUMBLER SWITCHES—The G-E tumbler switch is the latest device for controlling circuits, and 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. Any finish desired.



THE NEW HOT POINT WAFFLE IRON—The means to delicious waffles, prepared electrically, without smoke or bother—right at the table. Equipped with double aluminum plates, baking entire waffle at one time without "flipping". Heating units are enclosed sheath wire type. Convenient handles, hinges, etc. insure ease of operation and cleaning.



Look for this Seal.
T. M. REG. 1923

PACIFIC STATES ELECTRIC COMPANY

SAN FRANCISCO

LOS ANGELES

OAKLAND

PORTLAND

SEATTLE

SPOKANE

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



Look for this Seal.
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