

Look for this Seal.

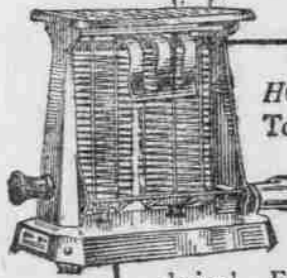


A single standard for all your electrical equipment

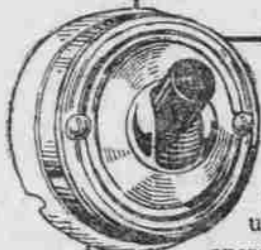


HOTPOINT RADIANT GRILL—Boils, broils, fries and toasts—any two operations at the same time, at the cost of one. Used with the Hotpoint Ovenette, it also bakes and roasts. Three heat adjustment. Made of steel, finished in polished nickel.

HOTPOINT ELECTRIC IRON—Achieves perfect results with least expenditure of energy. The cantilever handle, found only on the Hotpoint relieves the arm and wrist, eliminating the tense grip and bodily strain required in using old style irons. Heel stand attached. Hinged protector plug reduces cord breakage.



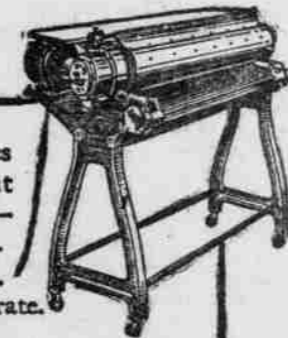
HOTPOINT ELECTRIC TOASTER—Toasts two slices of bread at one time. Coffee, tea or cereal may be kept hot on top at the same time the bread is toasting, or a handy toast rack may be fitted upon the top if so desired. Ebonized handle, always cool.



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.



THOR ELECTRIC WASHING MACHINE—Washes everything, no hand rubbing or rinsing. It does the week's wash in half the time required by hand. The Thor is solidly made; seldom gets out of order. There are over 750,000 now in use. Equipped with G-E motor.

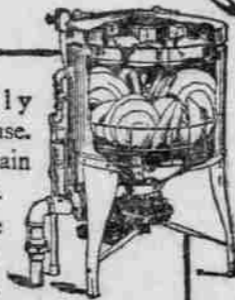


THOR ELECTRIC IRONER—Does the average family ironing in about one-fifth the time required by hand—and does it better. Handles everything from household linen to lingerie. Costs about 5 cents an hour to operate. It is equipped with G-E motor.

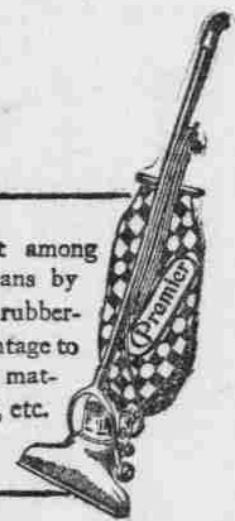


GENERAL ELECTRIC CO. CONVENIENCE OUTLETS—A complete line of standard outlets, distinguished for appearance and for ruggedness and durability of construction. Finished in brushed brass or in special finishes. Receives all standard plugs, furnishing connections for various appliances.

WALKER DISHWASHER—Steadily growing in popularity; thousands in use. Directly connected with water and drain pipes; easily cleaned. Practically eliminates the housewife's most disagreeable task. Fragile china may be safely entrusted to the Walker. It has G-E Motor.



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 a great advantage to the housewife. Attachments for cleaning mattresses, clothing, walls, moldings, upholstery, etc. Equipped with G-E air cooled motor.



No householder who gives the subject a moment's thought really wants to buy sub-standard electrical materials and appliances, or hire incompetent contracting service.

Only the best is worth buying, in the electrical field—but the layman does not always find it easy to determine in advance just what is best.

The orange and blue "check" seal by which the Pacific States Electric Company identifies a complete line of standard electrical materials and appliances, is designed to simplify this problem. It establishes a single standard—the highest known to the electrical industry—to which every product sold under the "check" seal must conform.

These products, chosen from the markets of the world, inspected and certified as standard, are sold through responsible contractors and dealers who are qualified in every way to give you the kind of service you have a right to expect.

The "check" seal thus serves as a helpful guide both to quality in electrical merchandise and competence in electrical contracting service.

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.

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