



**GREENFIELD DUCT HOT GALVANIZED CONDUIT**—Recognized as the standard by which all other galvanized conduits are compared. Hot dip galvanized inside and out. Superior in bending qualities and in durability. Specified by the foremost engineers throughout the country. Inspected and labeled under the supervision of the Underwriters' Laboratories, Inc.

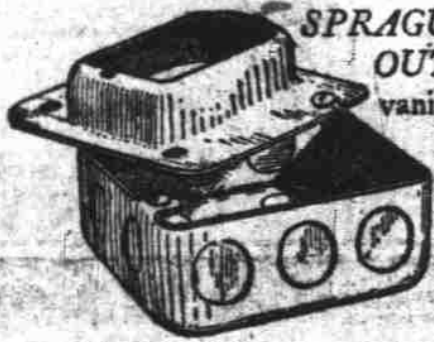
**G-E EXTERNALLY OPERATED SWITCHES**—

"Safety First" is assured by the General Electric externally operated switch, which gives Class A protection and may be handled without danger by even the most inexperienced operator. Current-carrying parts are completely enclosed and inaccessible while alive, eliminating the fire and shock hazards.



**G-E ENCLOSED FUSES**—Fuses are

electrical safety valves. The protection of your electrical equipment is dependent upon their accuracy. Economy in fuse buying is dependent upon the amount of safety which you purchase. G-E enclosed fuses are the most economical because you can depend upon their absolute reliability under all conditions.



**SPRAGUE HOT GALVANIZED OUTLETS**—Sprague hot galvanized outlet boxes represent the latest developments in design and labor-saving features. Their strong construction and hot galvanized finish gives them exceptional qualities of service and durability. They are made for use with both rigid and flexible conduits.

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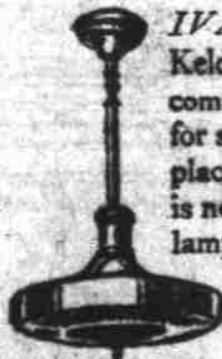
**IVANHOE TROJAN FIXTURES**—

The Ivanhoe Trojan is an enclosing unit for commercial lighting made to serve Mazda C lamps ranging in size from 75 to 500 watts. It is practically dirtproof, being made in one piece of light density Genco glass of high diffusing quality and low light absorption.



**IVANHOE KELDON UNITS**—The

Keldon is a totally enclosed, semi-indirect commercial lighting unit. It is recommended for stores, offices, schools, hospitals and other places where a diffused light of high intensity is needed. The Keldon is unique in that the lamp can be removed or replaced without disturbing the globe itself.



**MAZDA LAMPS**—MAZDA—not the name of a thing, but the mark of a service. It can appear only on lamps which meet the exacting requirements of Mazda service. The Pacific States Electric Company distributes types of Mazda Lamps for every purpose; it is one of the most important items in our complete line.



# Why General Electric Wiring Devices are sold under the "Check" Seal—

**T**HE General Electric Company and its products are universally known to represent the highest standards.

In choosing the G-E line of wiring devices for distribution throughout the Pacific Coast, the Pacific States Electric Company further demonstrates its policy of selling only standard electrical materials, devices and appliances.

As the second step in providing the electrical consumer with standard, dependable service, the Pacific States Electric Company attaches its "check" seal to the General Electric products; this means that the guarantee of the General Electric Company is further certified by the Pacific States Electric Company.

As an additional means of protection to the electrical consumer, these standard products bearing the "check" seal of the Pacific States Electric Company are distributed through qualified dealers and electrical contractors.

Standard electrical products obtained from reliable manufacturers, certified and distributed by the Pacific States Electric Company and installed by qualified contractors, insure complete and permanent electrical satisfaction. Sub-standard contracting service is usually based on sub-standard materials and such service is always expensive in the long run and never satisfactory.

The contractors and dealers operating under the policy which entitles them to use the "check" seal of the Pacific States Electric Company are entitled to the full confidence of the public.

The "check" seal shown on the products installed by an electrical contractor or sold by an electrical dealer therefore becomes a simple and helpful identification of the highest standards of materials and workmanship without which no electrical installation is worth consideration.

*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

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



Look for this Seal.