

Is Yours a Stepladder Electrical Installation?

Whether you rent, buy or build a house, you have a right to expect a satisfactory electrical system.

Climbing up and removing a light bulb each time the percolator or vacuum cleaner is connected, is neither satisfactory or necessary. It is one of the costs of cut-rate electrical work that isn't mentioned in the bid.

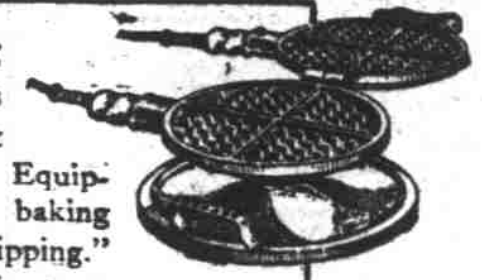
Cut-rate electrical contracting service is never economical. When the bid is too low the householder pays. He pays not only in inconvenience, but in repairing faulty material and workmanship that helped make the low bid possible.

And what does the low bid amount to in dollars and cents? Usually there is only a difference of about one-half of one per cent—(\$50.00 on a \$10,000.00 house)—between the bid of the qualified, responsible contractor who provides a complete and satisfactory installation, employing standard materials and good workmanship, and the bid of the irresponsible, slipshod contractor. Knowing this, and knowing, too, that its success, as well as the welfare of the entire electrical industry, depends upon the electrical consumer, the Pacific States Electric Company, the largest distributors of electrical merchandise on the Pacific Coast, distributes its standard materials and appliances through electrical contractors and dealers who are qualified as to responsibility and technical competence.

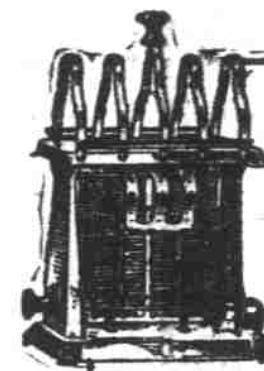
These standard products, chosen from the markets of the world, are inspected and certified with the "check" seal, which thus becomes a helpful guide not merely to quality in electrical merchandise, but also to reliability in electrical service. Look for the orange and blue "check" seal.

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.

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. insures ease of operation and cleaning.



GENERAL ELECTRIC COMPANY CONVENIENCE OUTLETS—A complete line of standard receptacles, distinguished both for appearance and for ruggedness and durability of construction. Finished in brushed brass or in special finishes, if desired to match woodwork or color scheme of furnishings and decorations. Will receive all standard plugs. General Electric convenience outlets are recognized as standard by Underwriters and technicians.

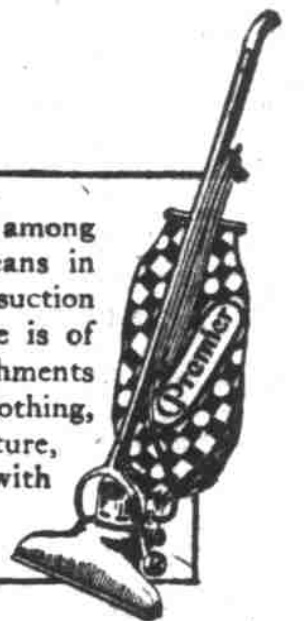


HOTPOINT ELECTRIC TOASTER—Toasts two slices of bread at one time, quickly and evenly. Coffee, tea or cereal may be kept hot on top of the toaster at the same time the bread is toasting. Or, if desired, a toast rack may be attached to the top of the toaster, providing a handy receptacle for passing the toast. Ebonized handle; always cool.

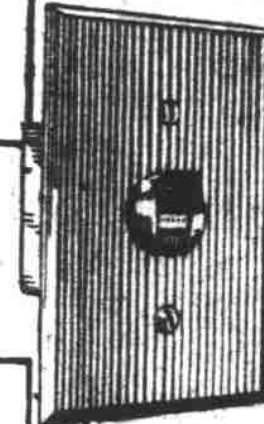
HOTPOINT ELECTRIC IRON—Achieves perfect results with least expenditure of energy. The cantilever handle, found only on the Hotpoint Electric Iron, carries the pressure of the arm and wrist on a direct line to the ironing, eliminating the tense grip and bodily strain required in using old style irons.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



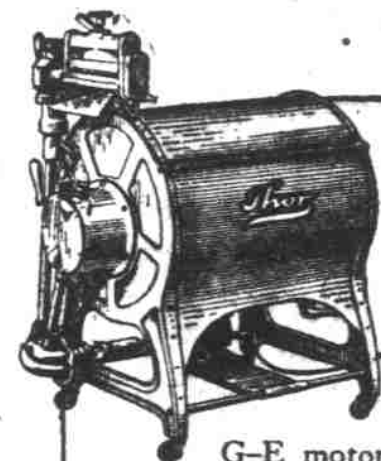
PREMIER VACUUM CLEANER—"First among cleaners." Half a million now in use. Cleans in two ways, by powerful suction alone, or by suction plus a rubber-fingered brush. This feature is of great advantage to the housewife. Attachments include tools for cleaning mattresses, clothing, walls, moldings, pillows, upholstery, furniture, pianos, etc. The Premier is equipped with G-E air cooled motor.



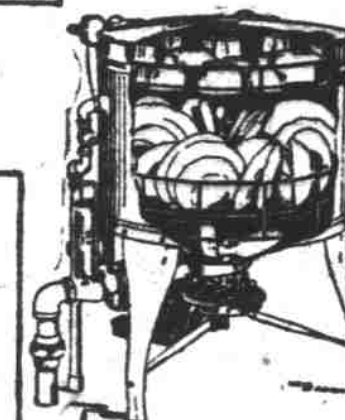
G-E TUMBLER SWITCHES—The G-E tumbler switch is the latest device for controlling circuits, and stands up better than any other device made for a similar purpose. It is self-indicating—up and it's on, down and it's off. It can be operated with the arm or elbow should the hands be full and is supplied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



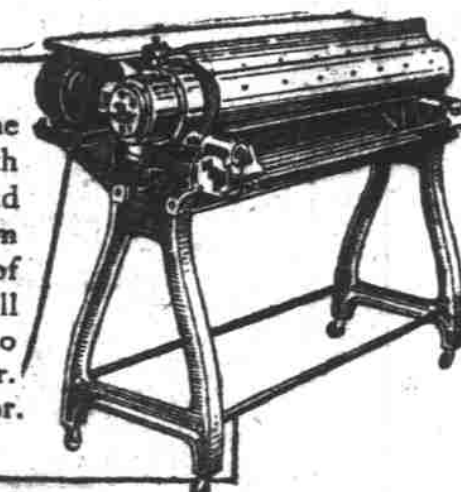
THOR ELECTRIC WASHING MACHINE—The Thor washes everything from fine laces to grimy overalls without any rubbing. It does the week's laundry in half the time required by hand and eliminates all the hard work of rubbing and rinsing. The Thor is scientifically constructed. Has G-E motor. Over 750,000 now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



WALKER DISHWASHER—The one thoroughly practical dishwasher. On the market seven years and steadily growing in popularity. Thousands now in use. Can be directly connected with water supply and drain pipes. Practically eliminates the housewife's most disagreeable task. You may safely entrust the Walker with your fine china. Equipped with G-E motor.



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. It handles everything from household linen to lingerie at a cost of about 5 cents an hour. No special skill is required to operate and there is no complicated mechanism to get out of order. The control is automatic. Has G-E motor.



Look for this Seal.
T. M. 888-101

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.
T. M. 888-101