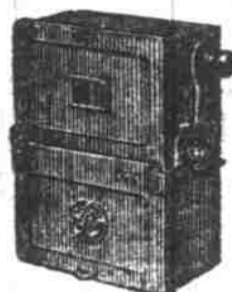
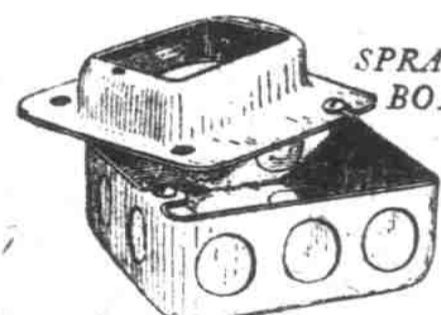


GREENFIELD DUCT HOT GALVANIZED CONDUIT—Recognized as the standard by which all other galvanized conduits are compared. Hot dip galvanized inside and out. Superior in bending qualities and in durability. Specified by the foremost engineers throughout the country. Inspected and labelled under the supervision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



They are made for use with both rigid and flexible conduits.

SPRAGUE GALVANIZED OUTLET BOX—Sprague galvanized outlet boxes represent the latest developments in design and labor-saving features. Their strong construction and galvanized finish gives them exceptional qualities of service.

G-E RED CORE WIRE—"Red Core" is a high class product used primarily for house wiring and conforms to the requirements of the National Board of Fire Underwriters. It may be identified by one red and one black thread woven parallel in the braid. All braided wires and cables, if so specified, can be furnished without extra charge with a coating of talc to facilitate installation in the conduit.



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 of our complete line.



The "Check" Seal on Industrial Wiring

The electrical system is the backbone of the modern industrial plant.

If that system is imperfect, if it becomes paralyzed at any point, some productive unit suffers, profits decrease, overhead piles up. Your investment in motors and other equipment returns profit only so long as the productive machinery is reliably served by your electrical installation.

Hence the importance of securing a qualified contractor to electrify your plant. The qualified contractor does his work with an eye to the future as well as the present, and supplies adequate provision, so that you don't have to tear out and replace portions of your installation when expansion becomes necessary. He charges a fair price, employs only good workmanship, and uses standard materials guaranteed by manufacturers of unquestioned standing, such as the General Electric Company, The Sprague Electric Works and others.

The Pacific States Electric Company, the largest distributor of electrical merchandise on the Pacific Coast, distributes such standard materials through contractors and dealers of known responsibility and competence. These products are inspected by us and identified with our "check" seal which thus becomes a helpful guide to the reliability of electrical materials.

From among the responsible and qualified contractors who use the standard "check" seal products, choose one who specializes in industrial wiring and who is familiar with all of the requirements of industrial installation.

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