



Look for the Seal of Good Faith

You will find many kinds of electrical materials and appliances displayed in your local shops. Only the best of these are economical; give lasting satisfaction. To assist the householder in making a choice that is often difficult, the Pacific States Electric Company, the largest distributor of electrical merchandise on the Pacific Coast, has adopted the "check" seal method of identifying every item of its complete line of electrical materials and appliances. The "check" seal means that the article upon which it appears is made and guaranteed by a manufacturer of known responsibility, and that it has been inspected and certified as standard in every respect.

This standard electrical merchandise is distributed through responsible contractor-dealers who employ good workmanship, use standard materials, and charge fair prices. Furthermore, you may depend upon contractor-dealers of this character to provide an electrical installation that is complete and satisfactory in every detail. You can rest assured that they will provide enough outlets for connecting floor lamps, vacuum cleaners, irons, etc., to enable you to enjoy every convenience and economy that electricity and electrical household appliances provide. Hence the "check" seal serves as a helpful guide both to the quality of electrical merchandise and the competence of the contractor-dealer who makes the installation.

Look for the "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.

PACIFIC STATES ELECTRIC COMPANY

SAN FRANCISCO

LOS ANGELES

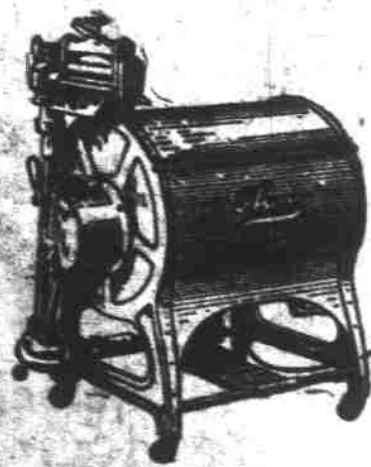
OAKLAND

SEATTLE

PORTLAND

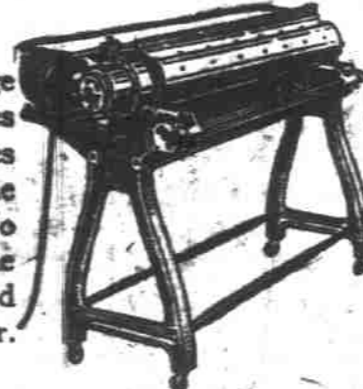
SPOKANE

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

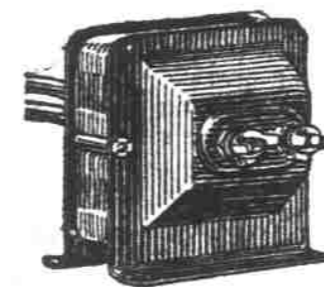
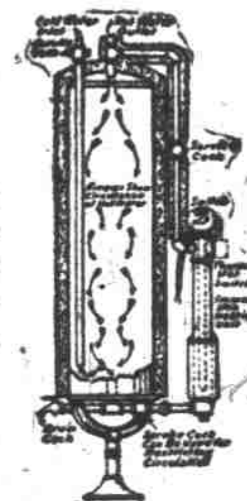


THOR ELECTRIC WASHING MACHINE—The Thor washes everything from fine laces to grimy overalls without any rubbing. It does the week's washing in half the time required for hand washing and eliminates all the hard work of hand rubbing and rinsing. The Thor is scientifically constructed and solidly made. Always ready and seldom gets out of order. On the market 14 years. Over 750,000 in use. 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. The cost of current is about 5 cents an hour. No special skill is required to operate the Thor. The control is automatic and there is no complicated mechanism to get out of order. Has G-E motor.

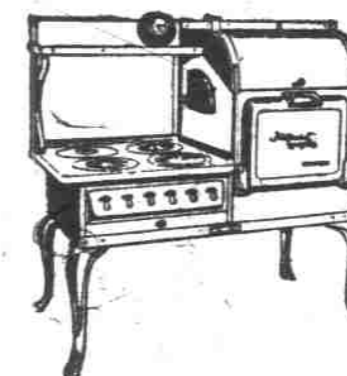


HOTPOINT HUGHES ELECTRIC WATER HEATER—Adapted for either storage or intermittent water heating. May be easily installed and does not require a special tank. Sheath wire heating unit transmits heat to water with 100% efficiency. Easily cleaned, solidly built—will last for years.



WAYNE ELECTRIC BELL RINGER (TRANSFORMER)—The Wayne Bell ringing transformer, a General Electric product, eliminates dry batteries. It is connected with the household light circuit and adapts the current to the requirements of electric bell service. The Wayne Bell Ringer is easily installed and functions continuously and satisfactorily at a negligible cost to the owner.

GENERAL ELECTRIC COMPANY CONVENIENCE OUTLETS—A complete line of standard outlets, distinguished for appearance, ruggedness and durability of construction. Finished in brushed brass or in special finishes to match wood work or color scheme of furnishings and decorations. Will receive all standard plugs, thus furnishing connections for all types of appliances. Recognized as standard by underwriters and technicians.



"SUPER" AUTOMATIC HOTPOINT HUGHES—This range has an automatic time and temperature control, eliminating the housewife's close confinement to the kitchen. Equipped with replaceable heating units, either open coil or sheath wire. The oven has two units for broiling and roasting. The Hotpoint-Hughes is electricity's answer to good and easy cooking.

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. It 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.

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.

