

Towers of Service

EVERYONE who knows the West, knows its electrical transmission towers. Spanned by gleaming strands of copper wire, they lead from mountain sources, over foothills and across valleys, bearing the forces of light, heat and motion to factories, farms and homes. They are Towers of Service, and their constantly increasing numbers are visible evidence of how well the power companies are fulfilling their obligation to supply energy to the consumers of the Pacific Coast.

That these Power Companies are furnishing abundant and economical energy is beyond question. But how well this power serves industry, commerce and the home depends largely upon the type of installation made by electrical contractors and upon the quality of electrical materials, devices and appliances used.

If the full measure of service is to be available, homes, factories and stores must be wired with standard materials. Enough outlets must be provided to permit the full use of electrical appliances and these appliances must likewise be of standard manufacture.

To secure such an installation go to a "Check" Seal contractor-dealer. These men operate on the basis of good workmanship, standard materials and fair prices. They know the latest electrical developments and are qualified to make an installation which conforms to these requirements in every respect.

"Check" Seal contractor-dealers are identified by the orange and blue "Check" Seal of the Pacific States Electric Company, the largest distributor of electrical merchandise on the Pacific Coast. The same mark appears on a complete line of electrical materials and appliances which are inspected and certified as standard.

Ask for the "Check" Seal

Various items of a complete line of standard electrical materials and appliances certified by the "Check" Seal and sold by qualified electrical contractor-dealers, 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 use of electricity in your home. It may be obtained free from any electrical contractor or dealer displaying this seal or by writing to one of our offices.

PACIFIC STATES ELECTRIC COMPANY

SAN FRANCISCO LOS ANGELES OAKLAND SEATTLE PORTLAND SPOKANE

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

