

**THE HOUSE ELECTRICAL,  
BEING A BRIEF DESCRIPTION  
OF THE IDEAL HOME AND  
HOW TO PLAN AND EQUIP IT**

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The house electrical, being a brief Description of The Ideal Home And How To Plan And Equip It by Carroll Westall

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**CARROLL WESTALL**

**THE HOUSE ELECTRICAL,  
BEING A BRIEF DESCRIPTION  
OF THE IDEAL HOME AND  
HOW TO PLAN AND EQUIP IT**





*Light seeking light doth  
light of light beguile* *Shakespeare*

**THE SITE OF THE OLD BOSTON TEA PARTY**



*The above tablet has been placed by the Sons of the Revolution near the main entrance of the building of Pettingell-Andrews Company, to commemorate the Boston Tea Party, and to mark the spot (then "Griffin's Wharf," but long since filled-in land) where, on that memorable night of December 2, 1773, the liberty-loving men of Boston struck the first blow for freedom*

# THE HOUSE ELECTRICAL

*Being a Brief Description*

*of*

The Ideal Home  
And How To  
Plan And Equip It



By  
CARROLL WESTALL  
Manager of Publicity

PETTINGELL-ANDREWS COMPANY  
PEARL ST. ATLANTIC AVE. PURCHASE ST. BOSTON



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Business School.

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*To all who would achieve  
The Ideal Home  
and all that it represents  
in greater freedom and happiness  
this book is dedicated*

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NOTE.—The interior views in this book are from photographs of typical installations, planned, designed, and executed by Pettingell-Andrews Company. Pages ten, eleven, twenty-eight, and thirty-one, present reproductions from photographs taken by no other light save that of the "indirect" fixtures.



# *The Significance of "The House Electrical."*

## CHAPTER I.

*"We live in deeds, not years; in thoughts, not breaths;  
In feelings, not in figures on a dial."*

BAILEY.



### *THE Ideal Home!*

What pictures the very thought conjures up in the minds of the man and woman of to-day! Pictures of beauty—health—convenience—comfort—safety—true utility. Yes, and of the union and blending of these and other qualities in the one supreme essence we call happiness. For the ideal home may be a cottage or a mansion; but, small or large, it must be dedicated to the principle of providing the greatest possible degree of happiness for life within its walls.

The home! Happiness! How they are linked together in our minds! Happiness,—when considered by itself, a quality ethereal, independent of material things. Yet in this age, when linked with the home, dependent to quite a degree on creature comforts and conveniences—the comforts and conveniences which in many cases owe their very existence to the magic of electricity.

"Magic," we say, for it is the application of electricity to household needs which has revolutionized the modern home. *Just consider:*

*The Convenience of "The House Electrical"!* The economy of time and of labor made possible by switches and electrical appliances; the abolishing of matches; the satisfying certainty of results.

*The Comfort of "The House Electrical"!* The saving of steps and of bother; the healthfulness of an atmosphere not exhausted by gas or filled with dust; the

### *The Significance of*

coolness of the electric fan; the eye comfort of adequate light directed where it is needed.

*The Economy of "The House Electrical"!* The saving of light by switches that quickly turn on and off; the turn-down lamps with their minimum use of current;



RESIDENCE A. F. GOODWIN, COMMONWEALTH AVE., BOSTON

the saving of coal in cooking light meals on electric disc stove, grill, or fireless cooker; the saving of labor by washing machine or vacuum cleaner.

*The Satisfaction of "The House Electrical"!* The pleasure in the possession of artistic lighting fixtures and beautiful, well-directed light; the joy in a home which runs efficiently, smoothly, and with a minimum expenditure of time and effort.

Thus from whatever standpoint we approach the

*"The House Electrical"*

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question, we are brought to realize that the ideal home—the home of our dreams and desires, our hopes and our plans—the home of the present and of the future—has its very foundations in "The House Electrical."

We are a practical people, we Americans. We are not content with merely harboring ideals: we seek to realize them. And so it is that thousands of men and women who live in houses built before the advent or perfection of electric lighting, are now considering taking the first step toward the ideal home. They are investigating the question of wiring their houses for electricity; and they are astonished and gratified to discover how simple and relatively inexpensive a process this has now become. Or, if they are building or planning to build, they are learning from us the importance of determining the location of their lighting fixtures and other "outlets" for electrical appliances, *before* their houses are wired. And all, as they stroll through our Fixture Studios and Electrical Exhibition Rooms, are daily realizing that the electrical equipment of the ideal home is an art, a fine art, needing thought—observation—expert assistance.

To help you to make your habitation the home ideal—"The House Electrical"—is the purpose of this little book. That you may the better appreciate the importance to the ideal home of electricity,—its control and application, its safety and utility,—we have included in this book special information which you will find in Chapter II. May you read it, and the other chapters which follow, with pleasure and with profit!

