

READ ALL THE ADS AND SAVE MONEY!

## ANTICIPATING BOULDER DAM <br>  IO EDISOH COHSUMERS:

For more than forty years the Southern California Edison Company has been the electrical backbone of Southern California. We have anticipated your electrical needs and we have met them unfailingly. Boulder Dam power is now being added to our resources.
The power from the Colorado River will take the place on our system, of the ample reserve generating capacity which in the interest of growth and continuity of service we have always maintained.
This added reserve power will flaw into our existing network of transmission and distribution lines, making its contribution to the welfare and development of the most highly electrified empire in the world-our own Southem California.
Hamgßanen

## SURPLUS POWER HOW READY

Twenty-threehydro-electric and domestic wholesale rate for cur- service. Why later? It is yours five steam generating plant for lighting service alone, be- higher standard of California units now operated by the cause lighting with modern living. You know its benefits, Southern California Edison Company will soon be added new energy from Boulder Dam. Behind its vast expanse of conmany months before the first turbine will turn the falling flood into flowing current.

Immediately Available
Meanwhile, with this added reserve in prospect, the
present surplus capacity of present surplus capacity of
the Edison system becomes the Edison system becomes
immediately available under most advantageous condi-
tions.
Progress is made in steps-not leaps. Your next step is into the
lamps uses so little current that
it is almost negligible, even with it is almost negligible, even with illumination at the highest
point.
As Low As ic Per Kilowott Hoir
The domestic wholesale rate begins when you install and use an electric range and an electric water heater. With these your
rate continues to drop until it becomes only ONE CENT PER KILOWATT HOUR. At this point, $\$ 8.75$ pays for current that would otherwise cost $\$ 22.50$, and you have all the benefits that come with complete electrical
service. service.
Sooner or later you are going Sooner or later you are going
to enjoy, complete electrical and have promised them to
yourselves, when the time came The time is here. Equipme. The time is here. Equipment.
costs were never lower. Financial costs were never lower. Financial
assistance is available through assistance is available through
the National Housing Act. Dealers offer easy payment plans by which for as low as $\$ 3.89$ per month you can get the equipment that will reduce the unit cost of current on all your light-
ing and electrical devices.

Act Now
Ask your Edison office for full information on how to get from two and one-half to three or
four times more current at the four times more current at the
same cost, without waiting for same cost, without waiting for
Boulder Dam to be completed.

## SOUTHERI CALIFORMIA EDISOM COMPAKY LID.

Last Ca11! Fimin Rectactione CLEARACE SALE!


Star $\star$ Furniture $\star$ Co. 1273 Sartori Avenue Torrance Phone 620


Six Months Jail Term Is Suspended R. Evplet, 195 Freman ave

