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1. Three great' reservoirs in the High Sierras, five huge hydro-electric plants, three double circuit 220,000 volt transmission lines, each 250 miles long, to bring the power to Southern California.

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3. 13,800 miles of distribution lines to distribute this power over an area of 12,000 square miles.

This project to serve:

1. 34.250 farms totaling approximately 4,300,000 acres, using electricity for pumping millions of acre feet of water for irrigation and for more than 200 other farm power convergings.

water 10. Mayor operations:
2. 750,000 homes, 4,500 factories, 12,000 stores, hotels id commercial establishments.

This project to be built and financed by:

California citizens—100,000 of them—pooling their savings to purchase the material and to employ the tens of thousands of men required to build this great electric

tem. Suppose also that it had been announced that this velopment would be a vital factor in the creation of ur billion dollars of new wealth in California. That in the course of 30 years this electric system alone uld pay \$50,000,000 in taxes, reaching in 1934 an unal tax payment of five million dollars for the support government.

government.

Would such a project have been of interest to you?

Yould it have fired the imaginations of Californians?

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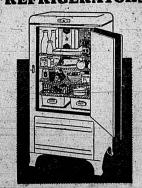
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