



TORRANCE

## THE SOUTH IS ELECTRIC

We'll have to take part of the credit...or blame...for modern music. The beat. The sound. Electric guitars, electric banjos, electric organs, electric amplifiers. Who knows, maybe even electric kazoos.

We're not necessarily endorsing the present trend.We're just pointing out that none of it could have happened without our product.

There wouldn't be any hi-fi stereos, or radios, or TV to bring you music, either. But because of electricity, you can tune in the whole world. Music, entertainment, sports, news, everything.

What's it cost you? So little you probably don't even think about it. Fractions of a penny to play a record or watch a television show. Only electricity can do so much for so little.



