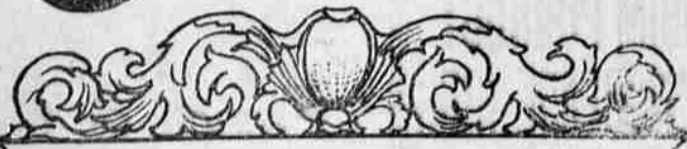


From Puget Sound to Yuma



FROM Puget Sound to Yuma stretches the interconnected power system of the West. Vision conceived it. Courage, cooperation and engineering skill built it mile for mile. Tower by tower it swings from the mountains to the sea. Line by line it leads from northern snows to fertile valleys.

It links the power companies of the Pacific Coast into one giant unit for electrical service—their latest achievement to insure unfailing electrical energy for the people of the West.

Like a great reservoir fed by many tributary streams, the interconnected system maintains a protective level against critical power shortages. It conserves surplus hydro-electrical energy developed at any point on the Pacific Coast.

At the touch of a switch, it turns this energy to the place of greatest need. And when YOU touch YOUR switch you apply the interconnected system to your own needs.

Yours is the responsibility at that point.

The extent and reliability of your daily electrical service depend on how well you have provided the outlets, devices and appliances which deliver that service.

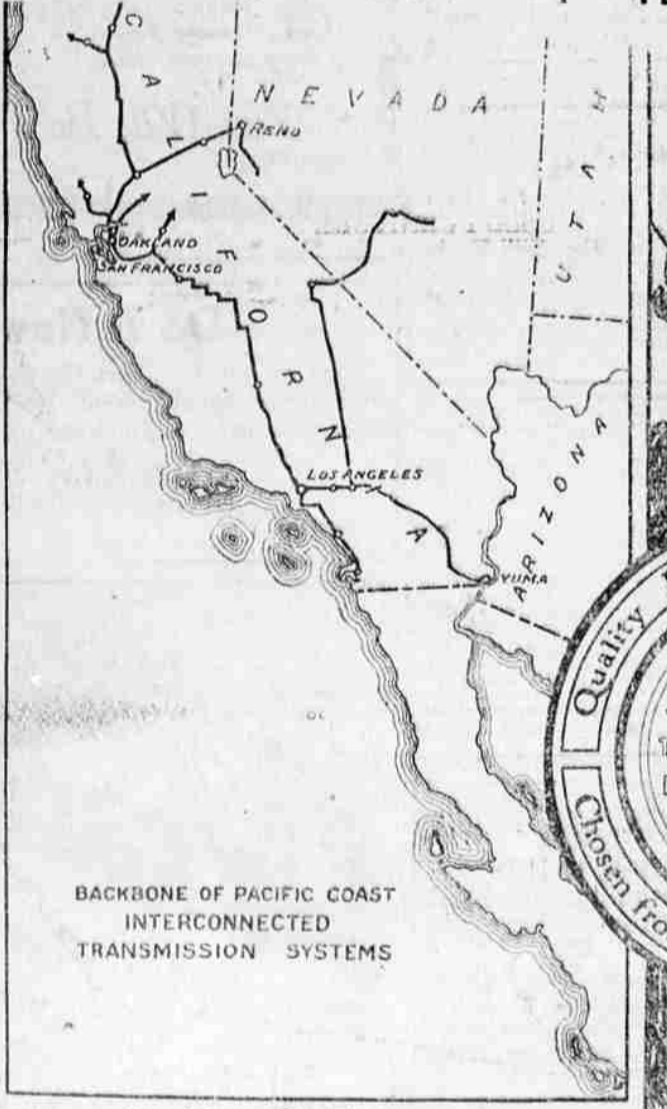
Make sure of electrical satisfaction by employing a "Check" Seal contractor and by buying "Check" Seal electrical equipment. You'll get good workmanship at a fair price. You'll get outlets where you need them and standard electrical devices properly installed. You'll get the full measure of usefulness from the energy which the interconnected system delivers at your meter.

The 1924 edition of the "Electrical How for Householders" is yours for the asking.— Write our nearest office or ask your "Check" Seal contractor or retailer for it.

PACIFIC STATES ELECTRIC COMPANY

SAN FRANCISCO LOS ANGELES OAKLAND PORTLAND SEATTLE SPOKANE

Go to any electrical contractor or retailer who displays "Check" Seal



BACKBONE OF PACIFIC COAST INTERCONNECTED TRANSMISSION SYSTEMS

