

**LOS ANGELES**  
**MUNICIPAL**  
**WATER**  
**AND**  
**POWER**  
*Advertisements*

*for Miss Doris Gilmore*

F R O M

The DEPARTMENT OF WATER AND POWER  
CITY OF LOS ANGELES

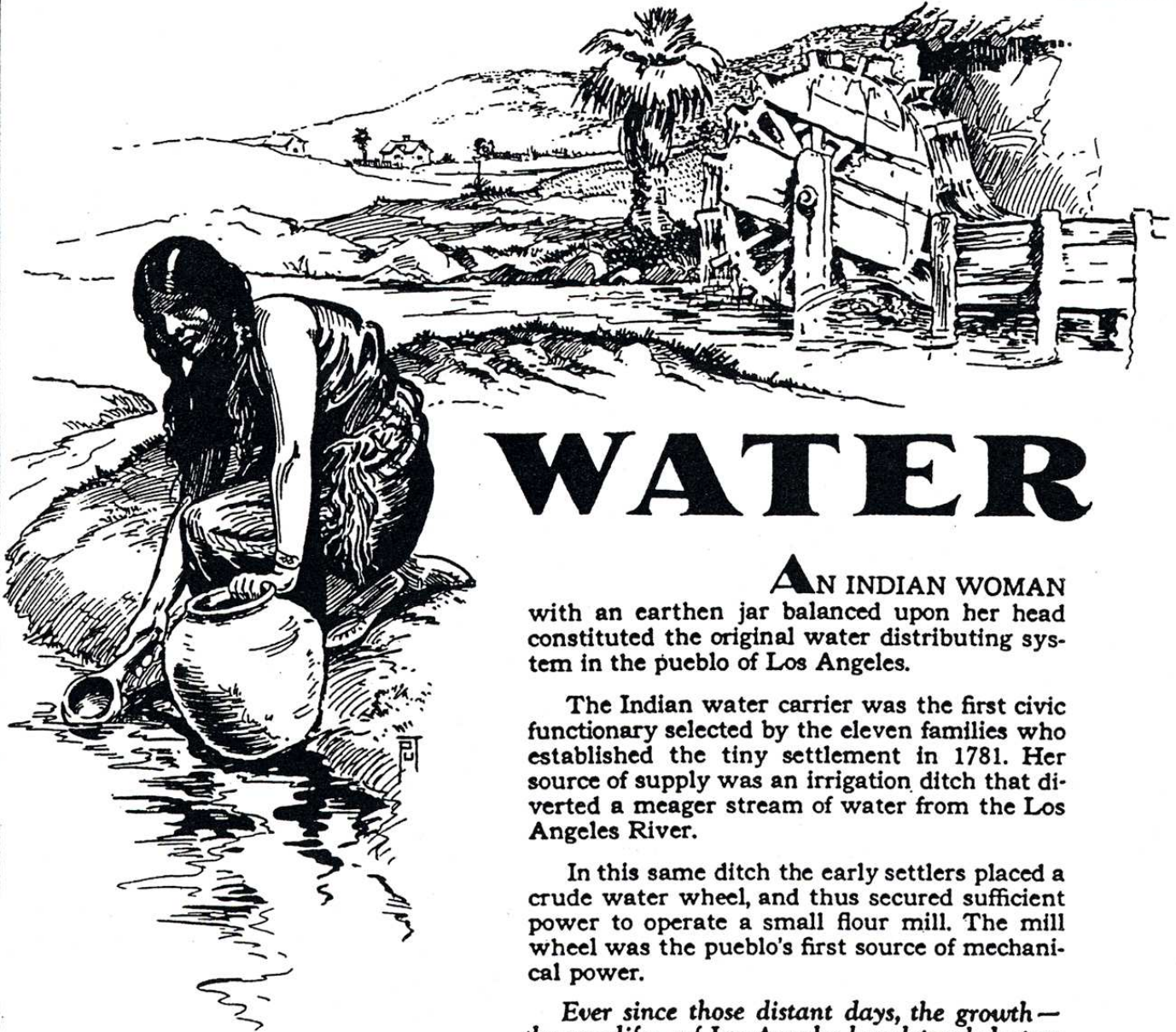
Los Angeles Municipal  
WATER AND POWER  
ADVERTISEMENTS



*A Compilation of a series of nine display advertisements  
published in the Los Angeles daily newspapers for the purpose of  
acquainting the people with the operations and  
problems of the Department of  
Water and Power*



*The following advertisements prepared  
and arranged by the Publicity Division  
of the Department of Water and Power*



# WATER

**A**N INDIAN WOMAN with an earthen jar balanced upon her head constituted the original water distributing system in the pueblo of Los Angeles.

The Indian water carrier was the first civic functionary selected by the eleven families who established the tiny settlement in 1781. Her source of supply was an irrigation ditch that diverted a meager stream of water from the Los Angeles River.

In this same ditch the early settlers placed a crude water wheel, and thus secured sufficient power to operate a small flour mill. The mill wheel was the pueblo's first source of mechanical power.

*Ever since those distant days, the growth—the very life—of Los Angeles has depended upon the maintenance of adequate supplies of water and power.*

It is a far cry from the Indian water carrier and the old mill wheel to the gigantic water and power system now owned and operated by the City of Los Angeles.

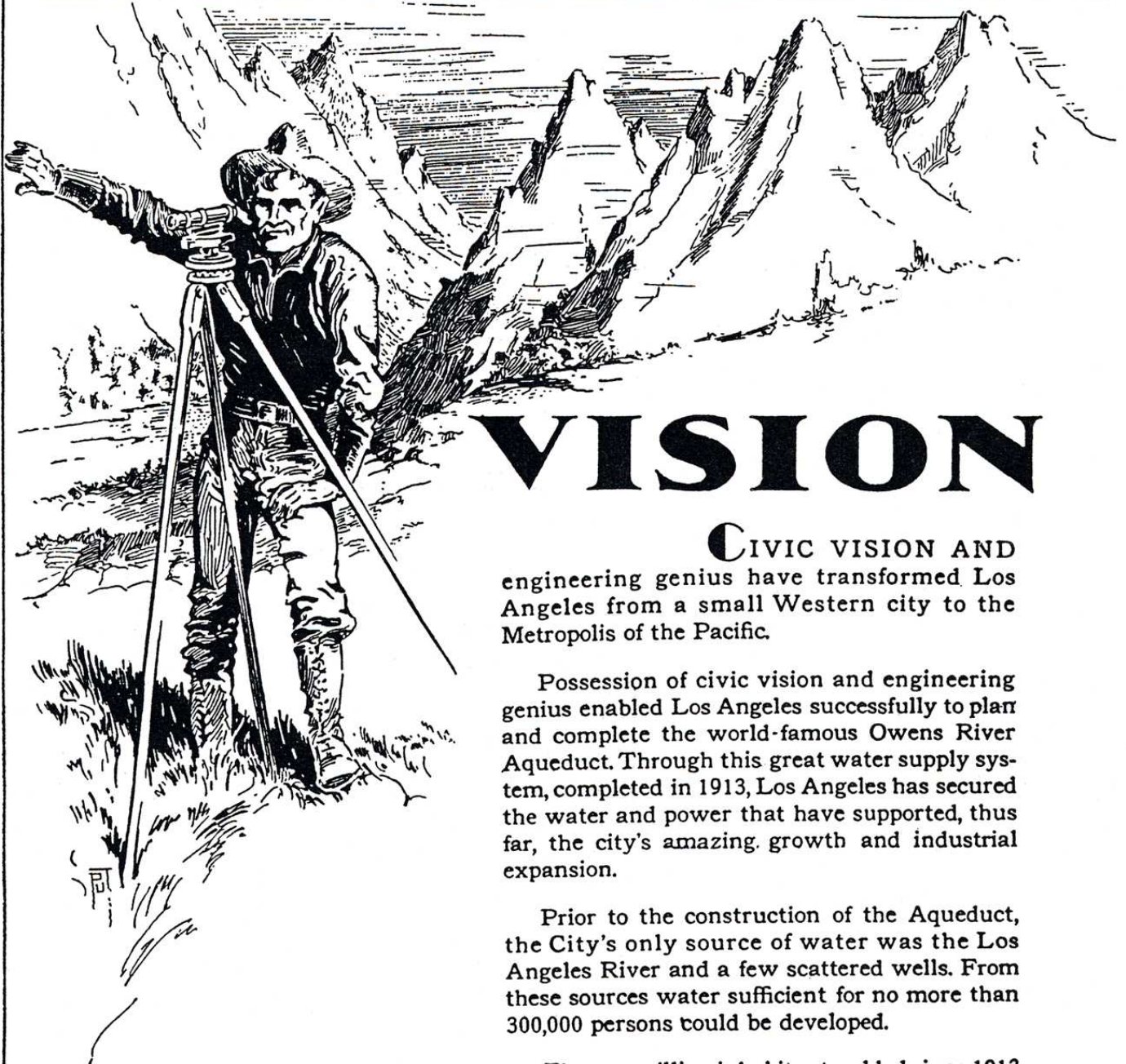
Today the Department of Water and Power serves water to the people of Los Angeles through more than 3,300 miles of distributing mains. Today this department, operating the largest municipally-owned electric system in the nation, flashes power and light to Los Angeles homes and factories over ten thousand miles of lines and cables.



DEPARTMENT OF WATER AND POWER  
CITY OF LOS ANGELES

*.... The Department of Water and Power is owned by all of the citizens of Los Angeles and is dedicated to the service of its owners.*





# VISION

**C**IVIC VISION AND engineering genius have transformed Los Angeles from a small Western city to the Metropolis of the Pacific.

Possession of civic vision and engineering genius enabled Los Angeles successfully to plan and complete the world-famous Owens River Aqueduct. Through this great water supply system, completed in 1913, Los Angeles has secured the water and power that have supported, thus far, the city's amazing growth and industrial expansion.

Prior to the construction of the Aqueduct, the City's only source of water was the Los Angeles River and a few scattered wells. From these sources water sufficient for no more than 300,000 persons could be developed.

The one million inhabitants added since 1913 are supplied through the Aqueduct.

Along the Aqueduct, the Department of Water and Power has built and is operating five hydro-electric power plants. Energy from these plants is distributed by the Department at extremely low rates—rates so low as to make electricity the home manager's most economical household servant—rates so low as to bring about an era of industrial expansion unparalleled in any other Western city.



DEPARTMENT OF WATER AND POWER  
CITY OF LOS ANGELES

*.... The Department of Water and Power is operated on a basis that will give its consumers the highest quality of service at the lowest possible rates.*





# ON GUARD

**Y**OU TOUCH A SWITCH and there is light—or power to do your bidding. It is an operation so simple that it actually is magical in its effects. Electricity, the greatest force ever grasped by man, has been harnessed and made a household and industrial servant.

Through its Department of Water and Power, the City of Los Angeles is operating the largest municipally-owned electric system in the United States. The watchword of this system is "Unfailing Service."

It is a simple operation to press an electric button in your home, office or factory. But behind that button is a gigantic and intricate electrical generating and distributing system that covers the city and reaches far out to the distant mountains. Behind that button is a highly trained organization of engineers and craftsmen constantly on duty and on guard.

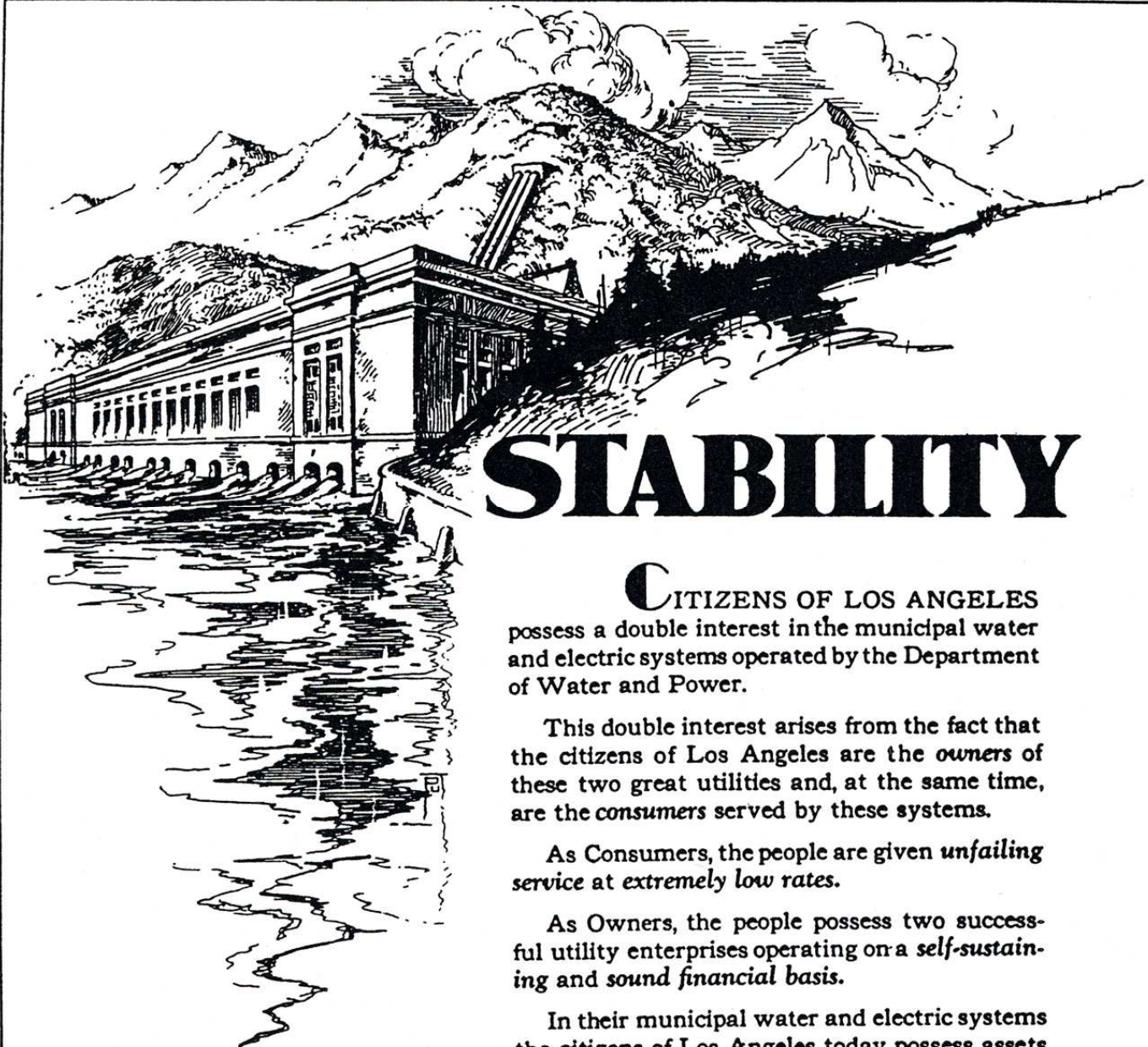
Every minute of every day these craftsmen are at your command. Their task is to supply instantly the electric light and power that may be desired at any hour of the day or night by the million persons served by the Department of Water and Power.

*Unfailing electrical service is the product of expert craftsmanship and eternal vigilance.*

*. . . . The Department of Water and Power is owned by all of the citizens of Los Angeles and is dedicated to the service of its owners.*



DEPARTMENT OF WATER AND POWER  
CITY OF LOS ANGELES



# STABILITY

**C**ITIZENS OF LOS ANGELES possess a double interest in the municipal water and electric systems operated by the Department of Water and Power.

This double interest arises from the fact that the citizens of Los Angeles are the *owners* of these two great utilities and, at the same time, are the *consumers* served by these systems.

As Consumers, the people are given *unfailing service* at *extremely low rates*.

As Owners, the people possess two successful utility enterprises operating on a *self-sustaining* and *sound financial basis*.

In their municipal water and electric systems the citizens of Los Angeles today possess assets of more than \$175,000,000. The making of extensions and improvements to the City's water and electric systems provides every citizen, as a *consumer*, with better service and, as an *owner*, with increased assets.

It is the policy of the Department of Water and Power to serve the interests of its consumers by providing *unfailing service* at the lowest possible rates—and to *safeguard the interests* of its owners by a program of *financial and engineering stability*.

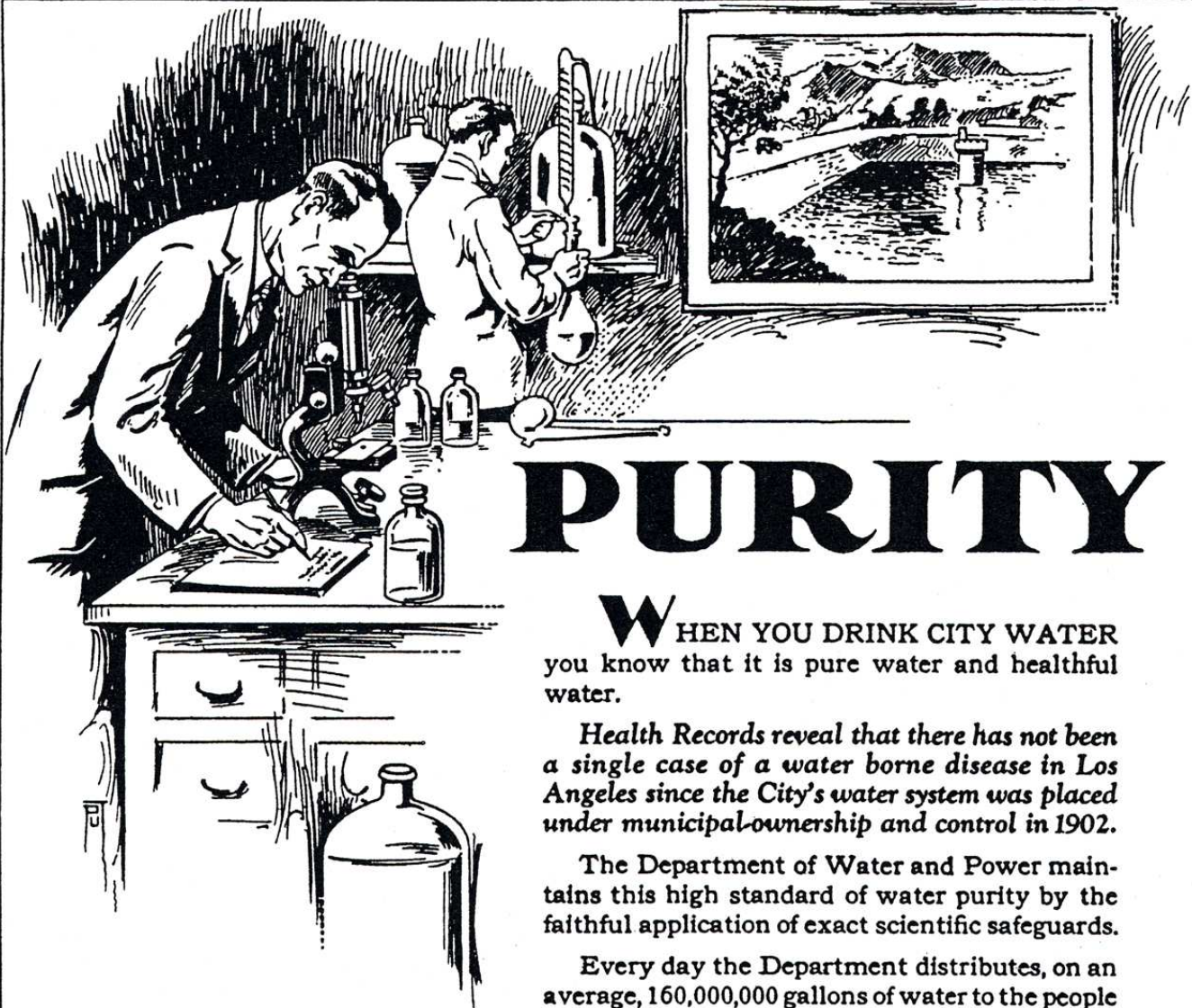


DEPARTMENT OF WATER AND POWER  
CITY OF LOS ANGELES

....Write for a free copy of the booklet "The Romance of Water and Power," the story of the amazing transformation of Los Angeles from a sleepy Spanish pueblo to the Metropolis of the Pacific.







# PURITY

**W**HEN YOU DRINK CITY WATER you know that it is pure water and healthful water.

*Health Records reveal that there has not been a single case of a water borne disease in Los Angeles since the City's water system was placed under municipal-ownership and control in 1902.*

The Department of Water and Power maintains this high standard of water purity by the faithful application of exact scientific safeguards.

Every day the Department distributes, on an average, 160,000,000 gallons of water to the people of Los Angeles. Before this vast quantity of water is sent out to the consumers, it is thoroughly sterilized in a number of modern sterilization plants. Furthermore, it is subjected to painstaking laboratory tests and analyses.

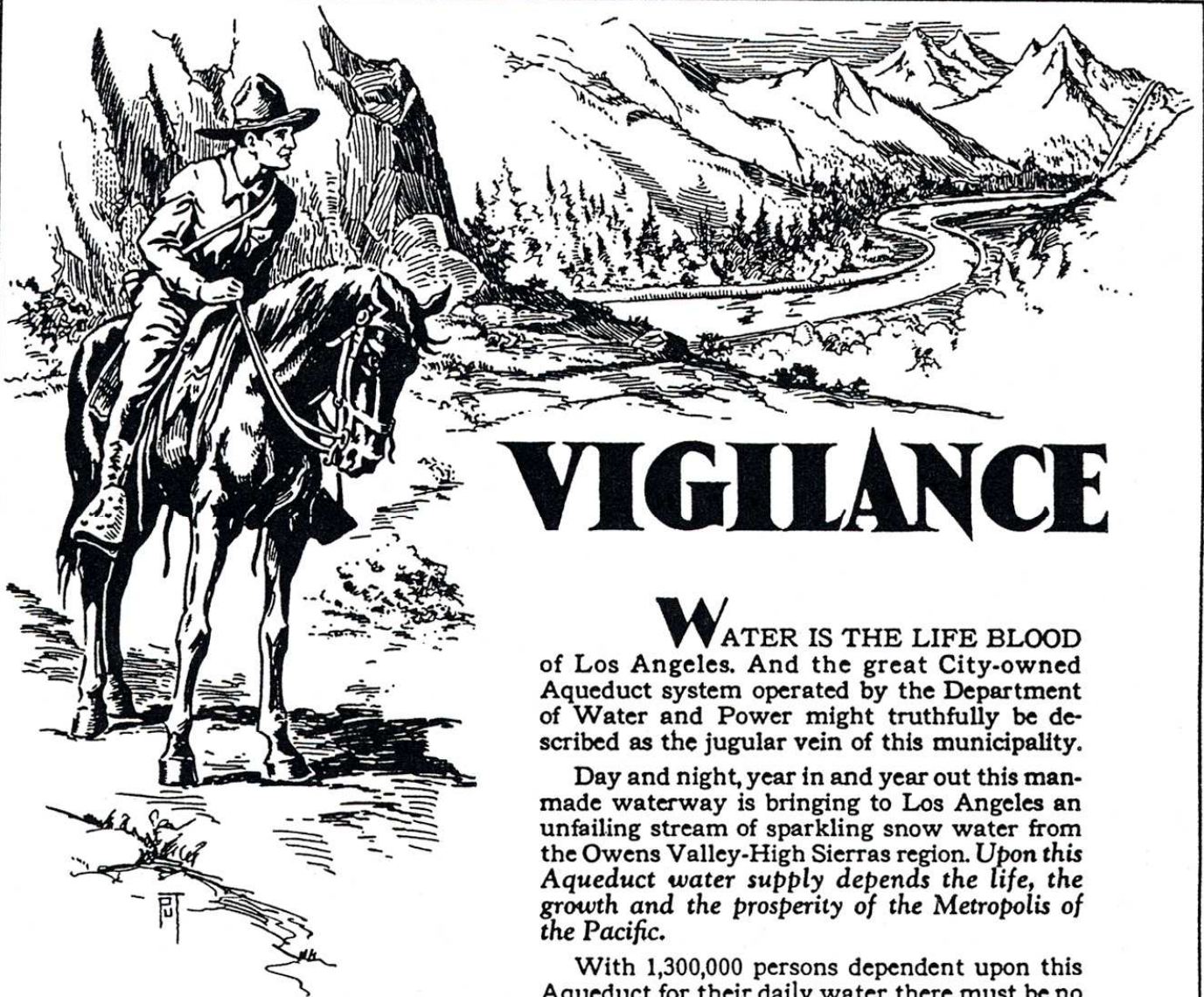
In the Bacteriological Laboratory maintained by the Department, more than one hundred samples of water, taken from every section of the system, are tested and examined each day of the year.

Coming, as it does, from the melting snow banks on the slopes of the High Sierras, Los Angeles' water supply is pure at its source. It is pure and healthful when it reaches the consumer.

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# VIGILANCE

**W**ATER IS THE LIFE BLOOD of Los Angeles. And the great City-owned Aqueduct system operated by the Department of Water and Power might truthfully be described as the jugular vein of this municipality.

Day and night, year in and year out this man-made waterway is bringing to Los Angeles an unending stream of sparkling snow water from the Owens Valley-High Sierras region. *Upon this Aqueduct water supply depends the life, the growth and the prosperity of the Metropolis of the Pacific.*

With 1,300,000 persons dependent upon this Aqueduct for their daily water there must be no interruption in its operation—no deficiency in its distant sources of supply.

Safe passage of water across a vast expanse of mountain and desert country must be assured. Therefore, every foot of the 250-mile-long Aqueduct is inspected daily by a picked organization of mounted patrolmen.

There must be no guess work about the quantity of water available to feed the Aqueduct. Therefore, Department engineers go forth each day from isolated mountain stations to scale a hundred storm swept passes and accurately to measure and chart the "snow crop" and stream levels on towering slopes of the Sierra Nevadas.

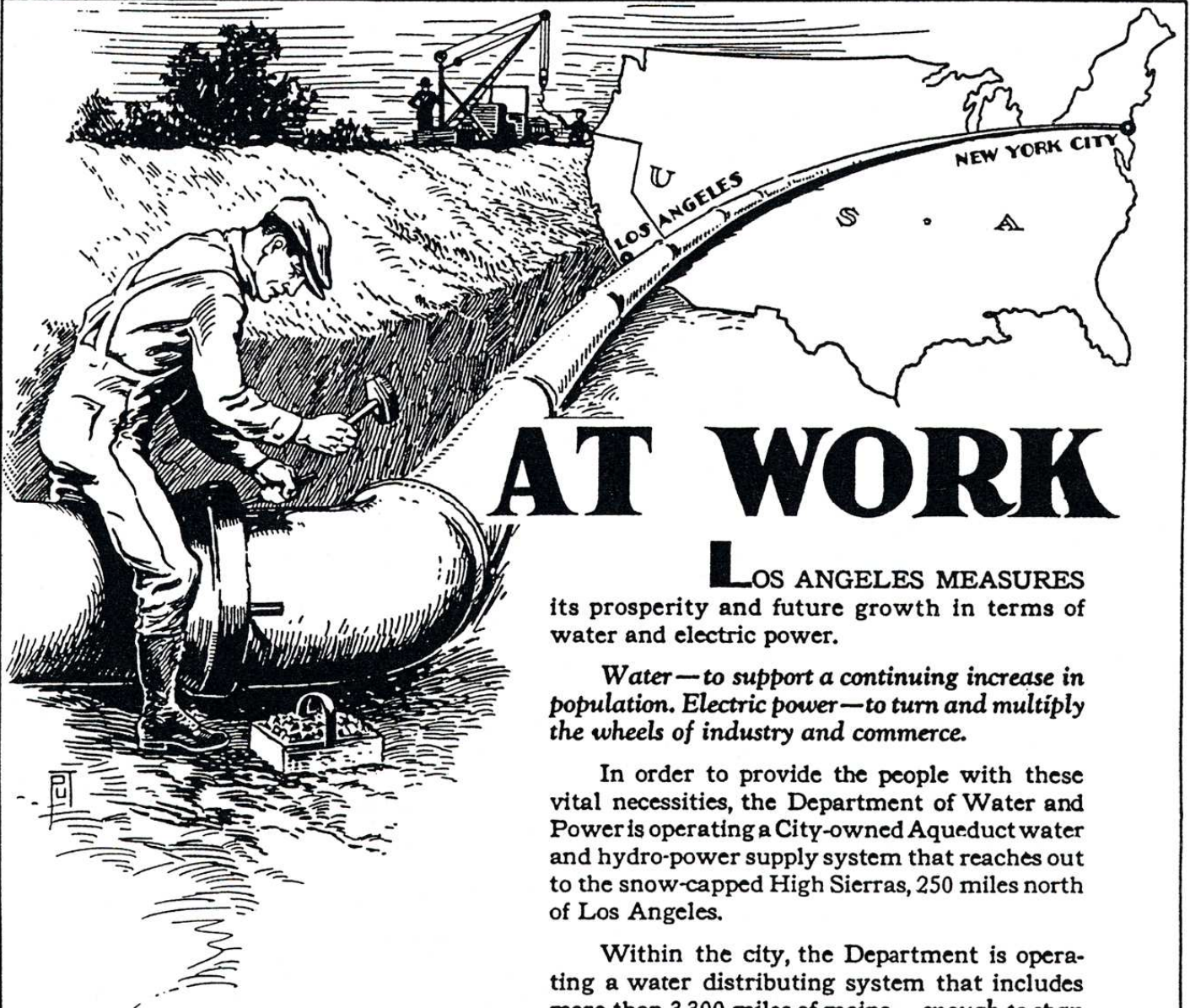
*Tireless vigilance and sound engineering methods bring to Los Angeles the precious necessity of water.*

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DEPARTMENT OF WATER AND POWER  
CITY OF LOS ANGELES

.....Visit the Los Angeles Municipal Water and Power Relief Map on permanent display on the Main Floor of the City Hall. A comprehensive view of the City's great Water and Power Systems





# AT WORK

**L**OS ANGELES MEASURES its prosperity and future growth in terms of water and electric power.

*Water — to support a continuing increase in population. Electric power — to turn and multiply the wheels of industry and commerce.*

In order to provide the people with these vital necessities, the Department of Water and Power is operating a City-owned Aqueduct water and hydro-power supply system that reaches out to the snow-capped High Sierras, 250 miles north of Los Angeles.

Within the city, the Department is operating a water distributing system that includes more than 3,300 miles of mains — *enough to span the American continent*. To meet the increasing needs of Los Angeles consumers, the Department is extending this system by the construction each year of more than 200 miles of new mains.

Within the city, the Department is serving electric consumers through 42 distributing centers and ten thousand miles of overhead and underground lines.

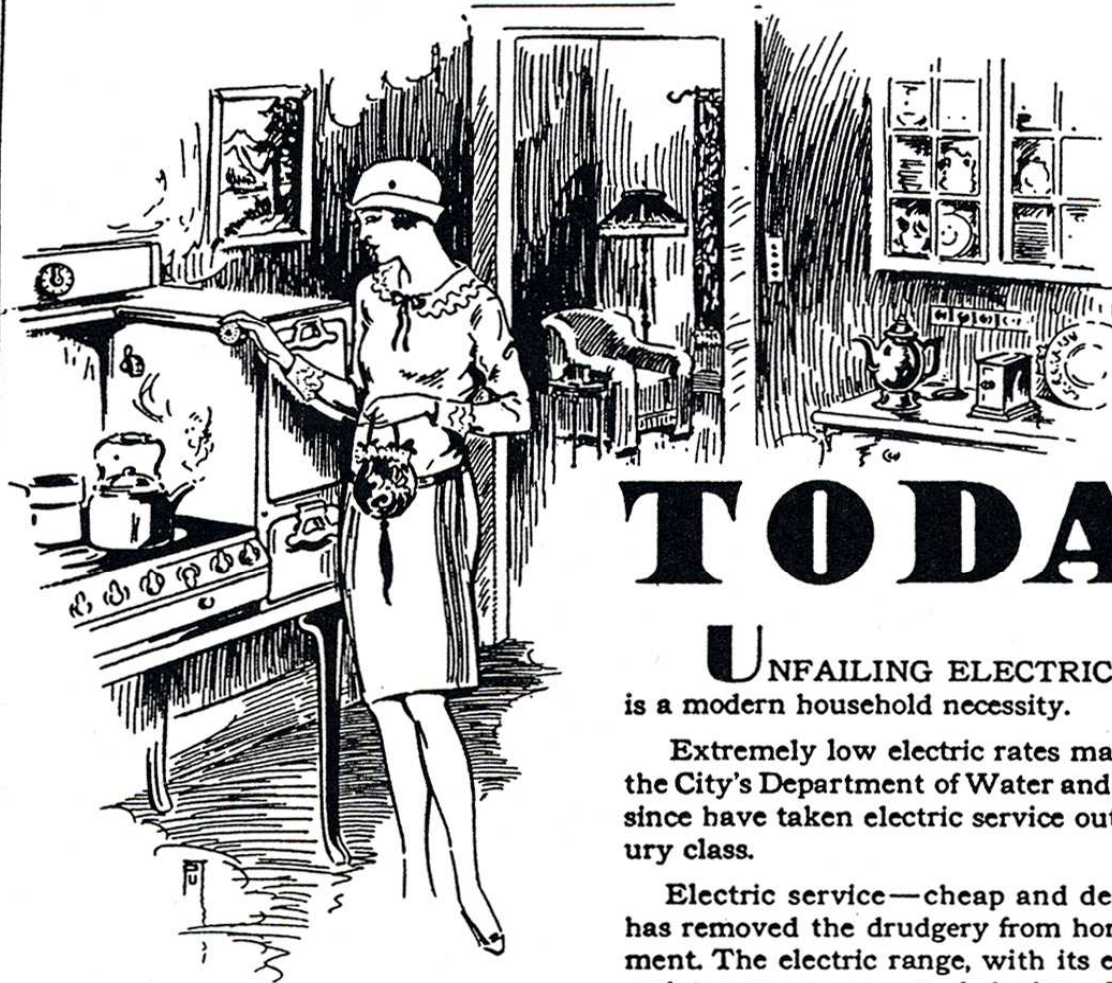
*Reliable water and electric service in Los Angeles demands the continuous expansion of service facilities. And the Department constantly is at work extending and improving the City's water and electric systems.*



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# TODAY

**U**NFAILING ELECTRIC SERVICE  
is a modern household necessity.

Extremely low electric rates maintained by the City's Department of Water and Power long since have taken electric service out of the luxury class.

Electric service—cheap and dependable—has removed the drudgery from home management. The electric range, with its exact timing and temperature control devices. The electric washing machine. The electric refrigerator, percolator, toaster and vacuum cleaner. These and scores of other labor saving electric appliances have come to make themselves household necessities.

*Efficient and economical necessities.*

Low rates and new uses constantly are increasing the per capita consumption of electric energy in Los Angeles. A growing population constantly is increasing the number of consumers.

To meet this demand for more and more electric energy in homes, factories and stores, the Department of Water and Power must provide additional distributing and service facilities. It must keep pace with the people's needs by extending and expanding the City's electric system to satisfy those needs.



DEPARTMENT OF WATER AND POWER  
CITY OF LOS ANGELES

*...Los Angeles Municipal Water and Electric Systems maintain Extremely Low Rates and, at the same time, are Entirely Self-Sustaining. General Water and Electric Bond charges are paid from Department Earnings—and not from Taxes*





# TOMORROW

**T**HE LOS ANGELES OF TOMORROW is destined to be a city limited in its size and golden wealth only by the quantities of water and electric power made available for its use.

Through their Department of Water and Power, the citizens of Los Angeles have developed and brought in from distant snow covered mountains the water and electric power that have made possible, in a great measure, the city of today.

*For each new resident, additional domestic water must be—and is—provided. For each new home and industry additional electric energy must be—and is—made available.*

To meet this ever-increasing demand for water, the Department constantly must develop new water resources, create additional storage reservoirs and extend its distributing lines.

To meet the city's rapidly growing demand for electric service, the Department must enlarge and extend its generating and distribution facilities.

*Today the Department of Water and Power must be—and is—preparing to provide for the water and power requirements of the Los Angeles of tomorrow.*

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*Issued April, 1929*

