

It's Been A Long Route

From Tom Edison



To Telstar!



All along the route have been important Milestones, making their contributions to better living in a better world. Each step along the way—in war and in peace—in home life and in industry—in science, communications, travel and entertainment—electricity has powered the break-throughs to greater and greater achievement.



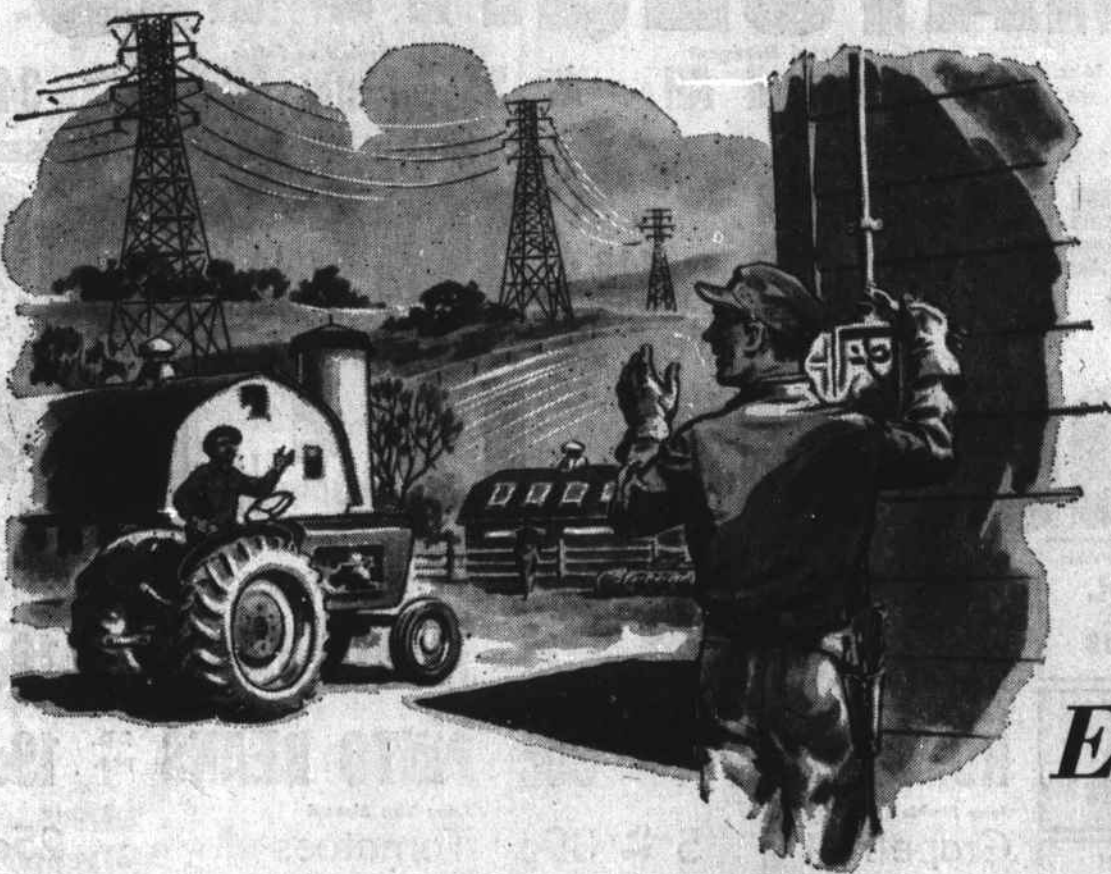
That Push-button Future is not so far away

Developments that will make today's Science Fiction seem as old fashioned as flax shirts are just around the corner. Electricity will pave the way for those developments . . . and help put them within reach of all.



. . . And In The Meantime

In towns and on farms across the nation, Better Living is at America's Finger-tips! Flip a switch and a meal is ready . . . a house is warmed . . . a glow lights the dark. Push a button or turn a knob and time and distance do a command performance in your living room. Flip a switch and the press rolls . . . traffic is controlled . . . steel beams are welded firm . . . shoes are stitched . . . and ships at sea are warned. Flip a switch . . . and you're living Better . . . Electrically!



Electricity Powers Progress!

**New River Light
& Power Company**



**Blue Ridge Electric
Membership Corp.**