



The world 'round Electric Service has no equal

MERRILL citizens have had a first hand share in the progress of the electrical industry since its inception a little over 50 years ago. The progressive, pioneering spirit that led the T. B. Scott Lumber Company to install the first dynamos in 1886 has been an ever present part of the history of electric service in the community.

Constant improvement of electric generating equipment has been the ironclad rule. The search for better ways of moving electric energy from the point of generation to that of consumption has been constant. As long as the small, isolated electric system of the early days proved adequate for the needs of the city, so long did it remain. The moment it became a cripple it made way for the next step in the improvement of service. The record of electric service in Merrill has been the record of constant alertness of voluntary public servants to the requirements of the community.

Today Merrill's electric service is as fine as that in any community of the nation, or in fact, the World. Rates are low . . . despite the heavy burden of taxes and other unusual expenses that a privately operated utility company must face. Electric cooking is an inexpensive commonplace in a steadily increasing number of homes. The conveniences of low cost electric water heating are rapidly being appreciated by others. Electric refrigerators, washing machines, ironers, radios and the hundreds of other household and industrial appliances are as much a part of our daily lives here in Merrill as they are in the largest cities of the nation.

We are proud to be a part of this city, to share in its privileges and responsibilities, and to be able to take this opportunity of pledging anew our determination to render the most satisfactory electric service possible, and at the lowest cost.

WISCONSIN PUBLIC SERVICE CORPORATION

