

PROTECTION

FOR MERRILL ... PRESENT ... AND

PREPARATION

FOR MERRILL ... FUTURE

PUBLIC SERVICE PLANNED SERVICE AIDS COMMUNITY GROWTH

THE PAST has seen a plentiful supply of electric power available to Merrill and Wisconsin Valley people and industry. Careful, thoughtful planning has kept generating capacity, transmission lines and distribution systems ahead of the needs of the territory served. Yet the price you pay for electricity has been steadily lowered even when all other living costs have been increasing. And thousands of dollars of WPSC income and property tax money are returned yearly to your communities to help meet your costs of government.

When it has been necessary to expand the power system to meet your demands, it was not done at taxpayers' expense as is the case with government power systems, but rather our expansion is financed from earnings in the free enterprise manner.

THE FUTURE is certain to see greater civic expansion and on the drawing boards of Public Service engineers are the plans that will make abundant low cost power available to meet all future needs at the snap of a switch. Just as Merrill has been a pioneer in putting electricity to work, so will Public Service continue to keep abreast of the times with its low cost dependable service.



1847 - 1947

WISCONSIN *Public Service* CORPORATION

DEPENDABLE, PROGRESSIVE ELECTRIC SERVICE AT LOW COST