

the merchant's victory over
his enemies comes through
advertising of products
with which he deals.

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Public Service Engineer Makes Electric Talk

Mr. T. E. East, service engineer of the

Public Service Company of Northern

Illinois, was the guest of Commodity

Club, Chamber of Commerce, Monday

night.

Mr. East received interestingly the

question, "What is the best way to

use electricity?"

"Electricity is best obtained as

a service, not as a product."

The use of the light and power company

is a service, not a product to be

made and distributed," said Mr. East in

concluding his talk.

"The first light and power plant

was constructed in 1882 by Edison

when he was 21 years old.

He was asked to make a

lighting system for a

factory and it cost him \$1,000.

The first plant was 50,000 watts.

The first power plant was

constructed in 1886 by Edison

when he was 21 years old.

The United States today leads the world

in the use of electricity, more than twice as many customers as Edison's

and uses more than twice as much

of the world's electricity.

Our production of electricity

is second only to the Soviet

Union and Russia.

Saying on Cost:

"In the early days, there

was a great development in the

use of power, and the cost of

electricity was very high.

The amount of real cost

is now very low.

It is now very low.

