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ued from page 6)

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JEFFERSON
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A STORY OF PRIVATE INITIATIVE AND LOCAL CAPITAL

Chapter XII

PAR PERFORMANCE GUARANTEED

INVENTORS seem to be working over-time. Almost every day a new electric or gas appliance for the home makes its debut on the market. It may be a new kind of cooker or mixer for the kitchen. It may be a new exerciser for the bedroom or a wringerless washing machine for the laundry. It may be almost anything.

Naturally, as each new appliance appears, people wonder. It may sound like a good idea — *but will it work?*

The Public Service Company lets its appliance testing laboratory answer this question. Eight years ago the need for a censorship program for appliances sold in Public Service Stores was recognized. Too many appliances were being rushed to market before they were perfected.

Intent upon selling only appliances it can conscientiously guarantee the performance of, the Company organized its own testing laboratory. Before any piece of gas or electric equipment is stocked in Public Service Stores — whether it is a tiny fuse plug or a house-heating boiler — it enters the laboratory "on suspicion." Its performance is carefully checked under a variety of conditions. Unless every test is passed, it is rejected.

Last year 125 important new appliances were submitted to the testing laboratory. After their probation period, less than half of them were certified as satisfactory for sale. The rest were returned to their manufacturers with specific recommendations for improvement.

Suppose a new washing machine comes into the laboratory. Its vibration is studied. The speed of its parts is observed. Its insulation resistance is tested. Its motor efficiency is checked at several voltages . . . Right now there is a washer in the laboratory that uses too much current the first minute it is switched on. Unless the manufacturer can correct this, the machine will never be sold in Public Service Stores.



Safety and efficiency are the major points the laboratory considers. But usefulness to the housewife is also checked by the Company's home service department. Appliances are put to work under practical every-day conditions to see whether they bring the promised convenience.

The Public Service Company values the confidence of its customers. Through its policy of recommending only the highest type of appliances (appliances that it can back up with a liberal guarantee), it is trying to help customers make the best possible use of the electricity and gas they are receiving.

The Company does not test every new appliance that appears on the market. Because it is not sold in Public Service Stores is no indication that an appliance is undesirable. Customers can be sure, however, that every appliance that has graduated from the Company's testing laboratory is *Grade A* — whether they buy it in a Public Service Store or from another appliance dealer.

PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

This is the twelfth of a series of stories chronicling the development of the Public Service Company of Northern Illinois and the service it is bringing to the area into which Chicago is growing. Copies of previous chapters will be mailed you if you will write to the Company, 72 West Adams Street, Chicago

TWO DECADES IN THE SERVICE OF NORTHERN ILLINOIS