

## A STORY OF PRIVATE INITIATIVE AND LOCAL CAPITAL

## Chapter XIII

## ELECTRICITY FOR THE FARM

**Y**EARs ago when farmers were hitching up their best buggies and driving to town for a Sunday afternoon visit, they discovered that their city cousins were not using kerosene lamps any more. They marveled at the little switch that flooded a room with *electric light*. And, returning home, they envied this new invention that had been added to all the other conveniences of city life.

Today things are changing. Electric service lines no longer stop at the city limits. They parallel hundreds of country roads. They branch off to deliver electricity to thousands of farms in northern Illinois.

Of course this extension must come slowly. It is expensive work. In towns and cities, homes are compactly grouped twenty or more to the block. But in the country they are scattered perhaps two or three to the square mile. A file of wooden wire-strung poles that in the city can serve hundreds of families might, in the country, serve only six. And the cost of constructing the line is the same.

So that it might cooperate with farmers to the fullest extent in making electric service available, the Public Service Company began studying maps of its rural territory. Three years ago it introduced a "Five Year Plan" for farm electrification. It calls for an expenditure of \$1,000,000.

In 1933, when the program is completed,

rural lines will penetrate into most of the important farming sections of the seventeen counties served by the Company. Short extensions from these "artery" lines can then bring service to thousands of additional farms in northern Illinois.

Once available, this electricity can find plenty of work to do. Far more than merely replacing kerosene lamps and lanterns. It provides heat for cooking, cold for cooling. It provides power for speeding through most of the farm's tedious chores—in the barns and farmyard as well as the house.



To demonstrate the possibilities of electrified farming, the Public Service Company operates a model farm in Lake County, a few miles west of Mundelein. This 80-acre tract is open for inspection every day. Here electric motors may be seen pumping water, grinding grain, cutting ensilage and filling the silo, milking cows and hatching chickens. . . . Advice on all phases of farming is given out by college-trained experts. Regular educational meetings are scheduled for the discussion of timely problems.

*Profiting from the Company's active interest in rural electrification are more than 8,000 farms in northern Illinois now enjoying electric service. In their homes these farmers are enjoying big-city comforts and conveniences. In their barns they are letting this new hired man save time, labor and money.*

## PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

*This is the thirteenth 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