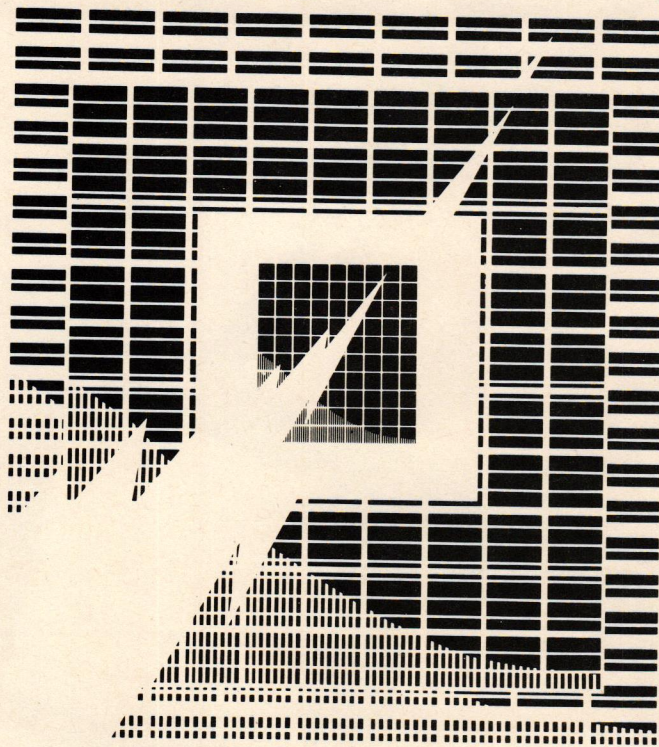


WSA



WISCONSIN ARCHITECT
SEPTEMBER 1981

How can we solve inflation, economic stagnation and declining productivity?



In the sour economic years since 1973, electrical power has come to America's and the world's rescue.

During that rocky period it has done much to offset inflationary OPEC oil price increases and sustain worldwide economic growth.

In this country electricity has been fueling our industrial expansion.

The electric utilities have more than made up for a net decrease in non-electric U.S. energy consumption between 1973 and 1977. As a result they have greatly alleviated economic disruption, unemployment and inflation, all of which could have been much worse.

As our energy needs continue to grow, electricity must continue to come to the rescue. Today, only about 30% of our electricity is generated from scarce oil and gas resources. In the future, that percentage will decline even more as coal and nuclear power generation expand, helping reduce demands to import oil and natural gas.

The answer is downright electrifying.

In fact, by replacing oil and natural gas generation of electricity with more coal and nuclear power, we could save billions annually to help offset the \$40 billion drain of U.S. dollars to OPEC nations.

It's time, therefore, that we recognized electricity's potential to aid in solving inflation, economic stagnation and declining productivity.

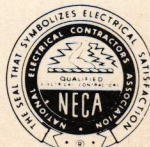
So if you're thinking of expanding your business and increasing production, think electrically. Consult a qualified electrical contractor and assure yourself of the energy you'll need to grow and prosper.

ELECTRICITY.

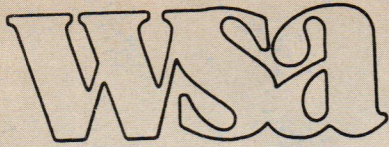
**We can make it from almost anything.
And use it for almost everything.**

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