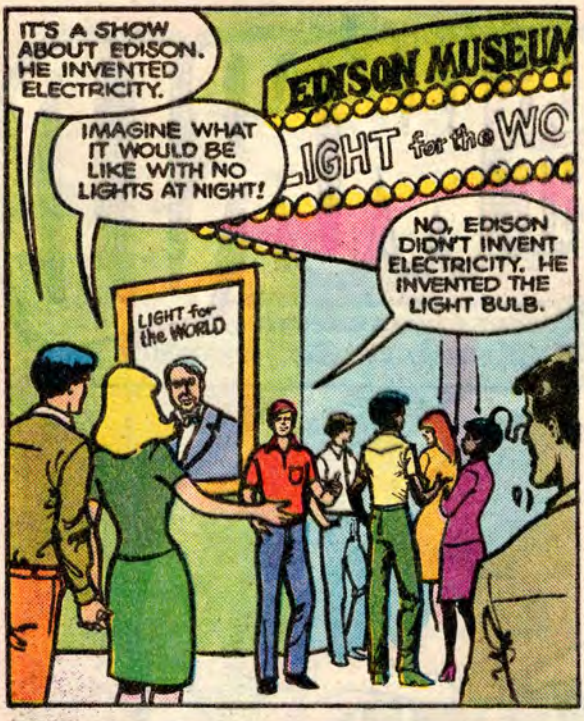
LIGHT FOR THE WORLD

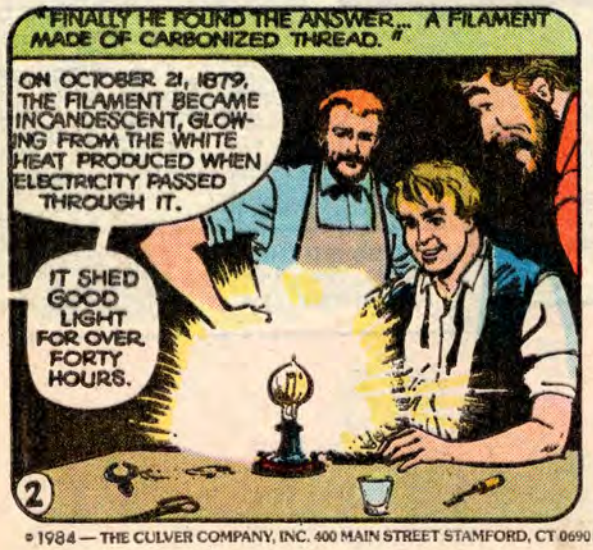
EDISON'S FORMULA FOR SUCCESS;
1% INSPIRATION : 99% PERSPIRATION

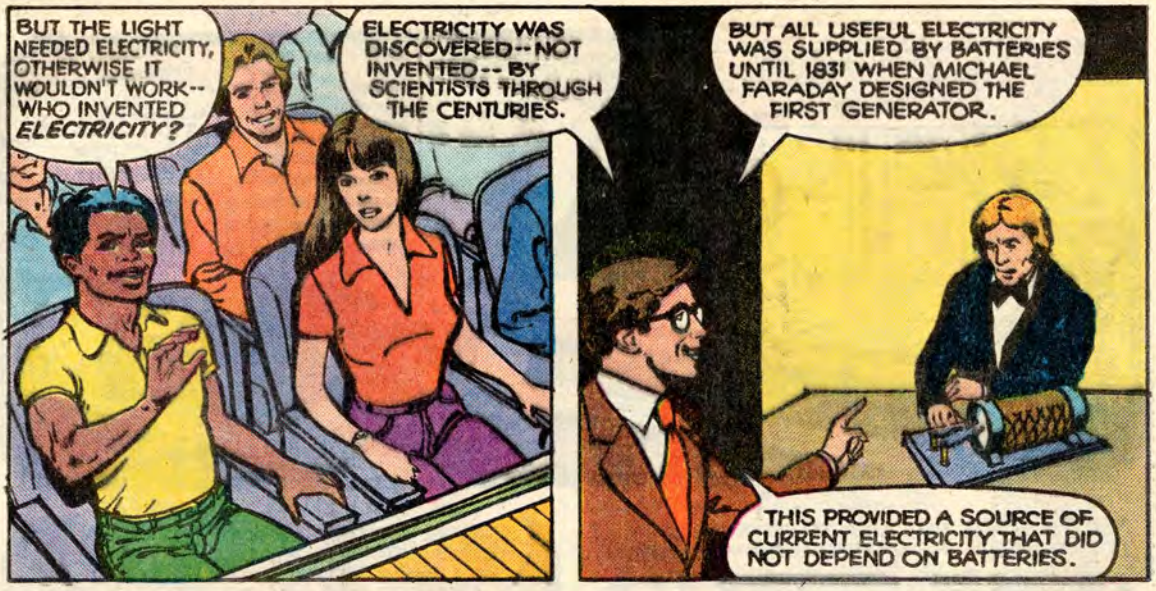
1879 THE ELECTRIC LIGHT

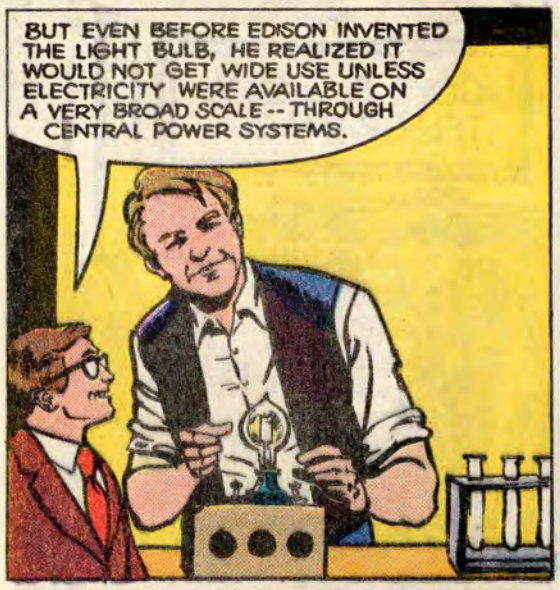
DESIGNED AND BUILT THE FIRST GENERATOR 1879

AND DESIGNED THE FIRST CENTRAL POWER SYSTEM IN NEW YORK CITY 1882

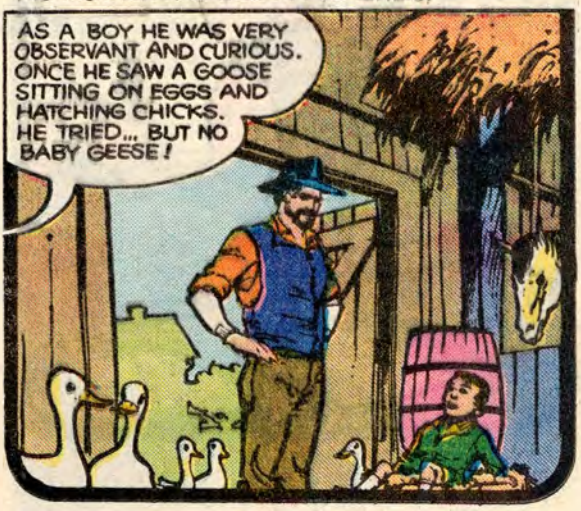




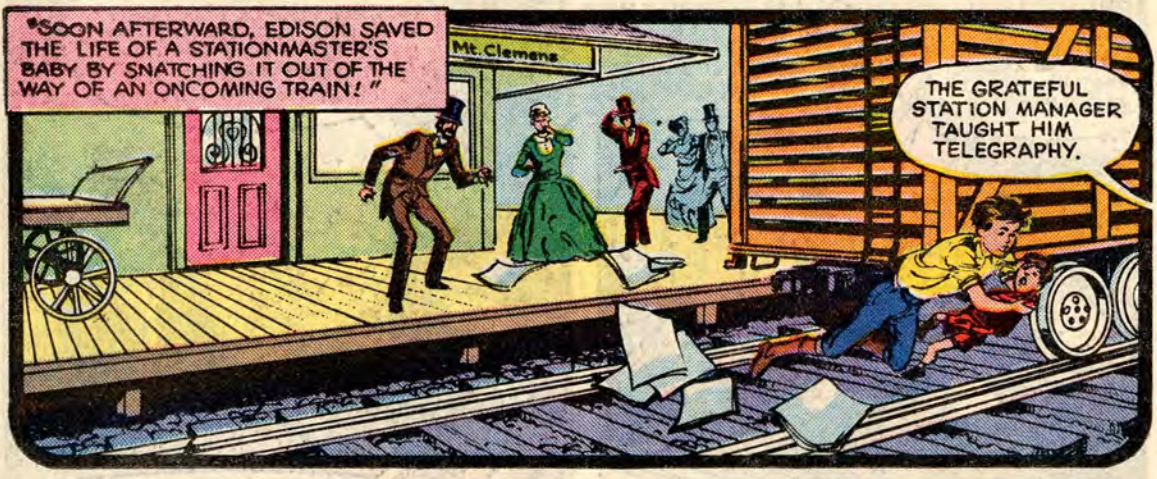




"EDISON WAS BORN IN MILAN, OHIO, ON FEBRUARY 11, 1847, OF MIDDLE-CLASS PARENTS. HIS MOTHER HAD BEEN A TEACHER."

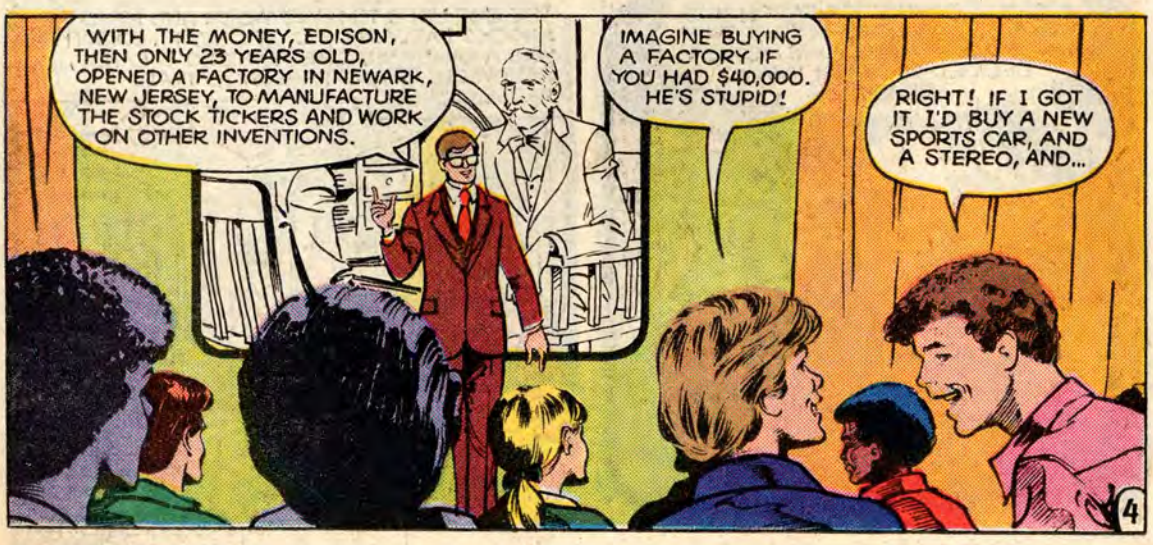


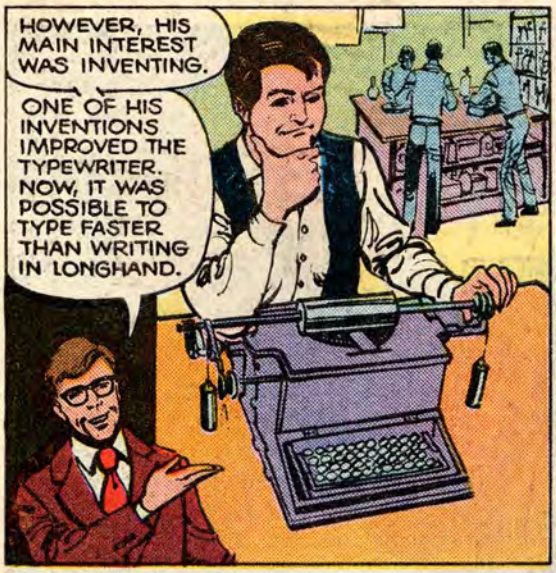
"HE GOT USED TO HARD WORK AND HARD KNOCKS EARLY IN LIFE. AT ONLY 12, EDISON WAS A CANDY 'BUTCHER'! HE SOLD CANDY, SANDWICHES, AND PAPERS TO TRAIN PASSENGERS."

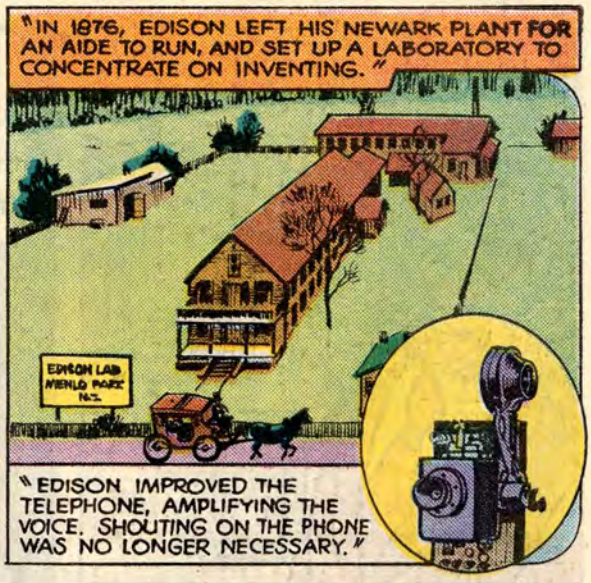


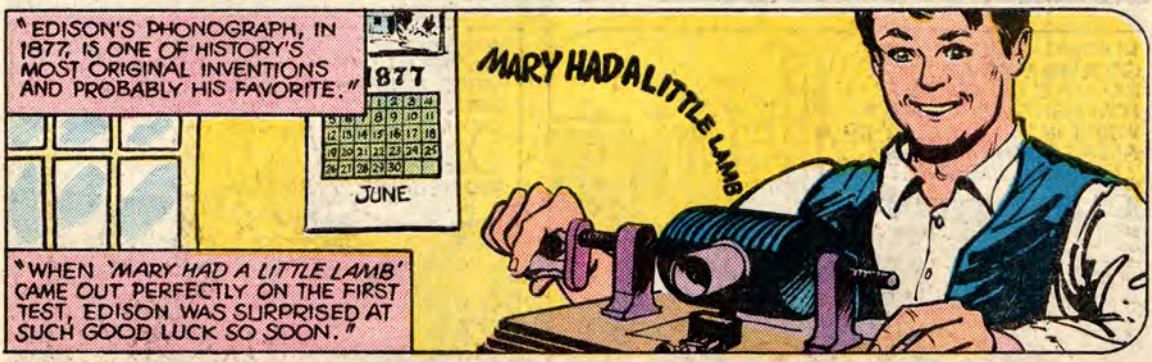
"IN HIS SPARE TIME AS A TELEGRAPHER, EDISON BEGAN HIS CAREER AS AN INVENTOR."

"AFTER MANY DISAPPOINTMENTS, HE PATENTED IMPROVEMENTS ON A STOCK TICKER WHICH A TELEGRAPH FIRM WANTED TO BUY."




HOWEVER, HIS MAIN INTEREST WAS INVENTING.
ONE OF HIS INVENTIONS IMPROVED THE TYPEWRITER. NOW, IT WAS POSSIBLE TO TYPE FASTER THAN WRITING IN LONGHAND.


"IN 1876, EDISON LEFT HIS NEWARK PLANT FOR AN AIDE TO RUN, AND SET UP A LABORATORY TO CONCENTRATE ON INVENTING."
EDISON LAB MENLO PARK N.J.
"EDISON IMPROVED THE TELEPHONE, AMPLIFYING THE VOICE. SHOUTING ON THE PHONE WAS NO LONGER NECESSARY."

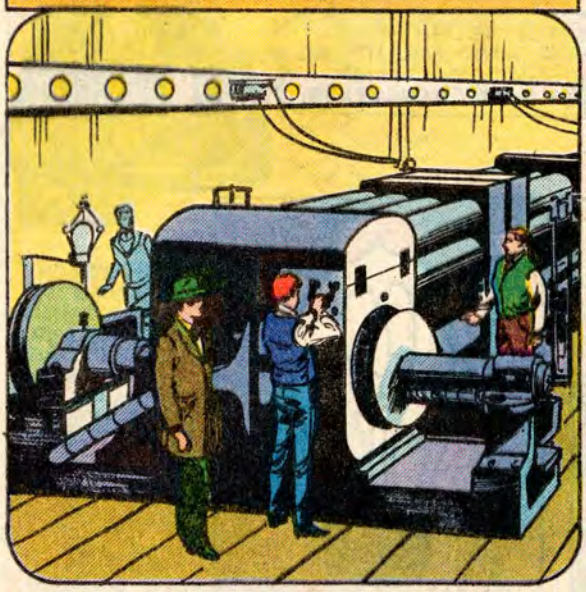

"EDISON'S PHONOGRAPH, IN 1877, IS ONE OF HISTORY'S MOST ORIGINAL INVENTIONS AND PROBABLY HIS FAVORITE."
1877
JUNE
MARY HAD A LITTLE LAMB
"WHEN 'MARY HAD A LITTLE LAMB' CAME OUT PERFECTLY ON THE FIRST TEST, EDISON WAS SURPRISED AT SUCH GOOD LUCK SO SOON."


"THEN IN 1879 CAME THE INVENTION OF THE ELECTRIC LIGHT, WHICH CHANGED THE WORLD!"
SUCCESS! BUT NOW WE MUST SUPPLY ELECTRICITY FOR PERHAPS MILLIONS OF THESE NEW LAMPS.
5

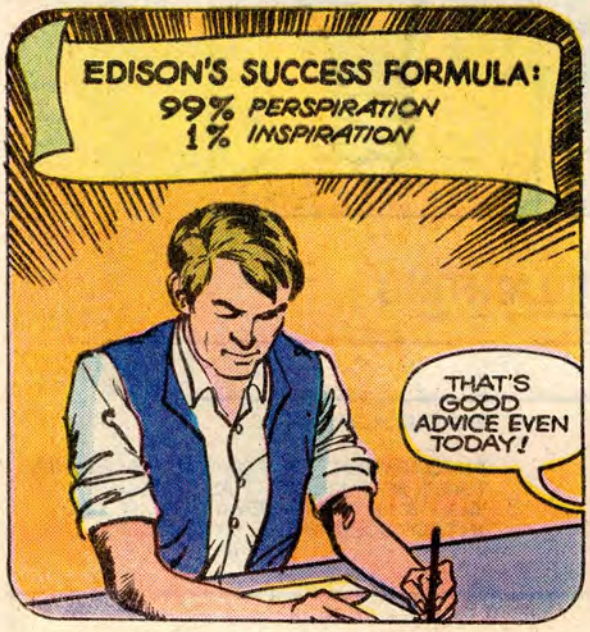

"EDISON IMMEDIATELY SET OUT TO BUILD A CENTRAL POWER STATION TO GENERATE AND DELIVER ELECTRICITY TO INDUSTRY AND HOMES."
HIS FIRST GENERATOR, INVENTED IN 1879, PRODUCED ELECTRICITY TO LIGHT ONLY A FEW LAMPS.


LITERALLY HUNDREDS OF DEVICES HAD TO BE INVENTED TO MAKE THE FIRST CENTRAL POWER STATION OPERATIONAL.
IT WAS TO BE LOCATED ON PEARL STREET TO SERVE DOWNTOWN NEW YORK WHERE THERE WERE MANY FACTORIES AND OFFICES.
PLACING CABLES UNDER-GROUND WAS ANOTHER EXAMPLE OF EDISON'S FORESIGHT. MOST UTILITY WIRES IN HEAVILY BUILT-UP AREAS SOON FOLLOWED EDISON'S EXAMPLE.
WHY AREN'T ALL THE UTILITY WIRES UNDER-GROUND? I SHOULD THINK IT WOULD LOOK BETTER AND BE SAFER.
PRIMARILY BECAUSE IT COSTS A GREAT DEAL MORE. BUT MORE UNDERGROUND CABLES ARE BEING INSTALLED WHERE IT IS FEASIBLE.
"MANY OPPOSED EDISON'S PROGRAM OF DISTRIBUTING ELECTRICITY, THINKING IT DANGEROUS."
TO PROVE THEIR POINT, ONE PROTEST GROUP ELECTROCUTED SEVERAL DOGS IN CENTRAL PARK.
ELECTRICITY IS DANGEROUS
I DIDN'T KNOW THEY HAD PROTEST GROUPS WAY BACK IN THOSE DAYS...
THEY DID, AND IF THEIR PROTEST HAD BEEN SUCCESSFUL, JUST THINK HOW IT WOULD HAVE CHANGED OUR LIVES FOR THE WORSE!
6

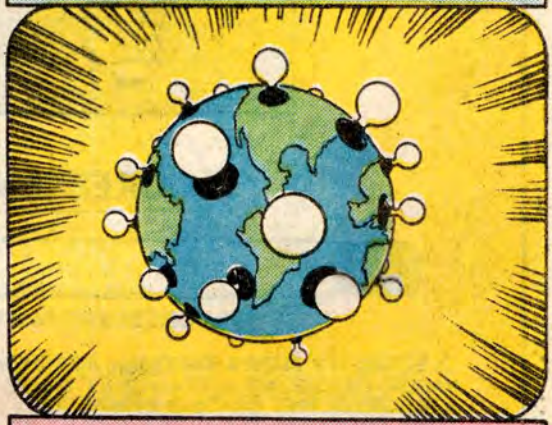
"ON SEPTEMBER 4, 1882, THE SWITCH WAS CLOSED AND OUR FIRST POWER STATION WENT INTO OPERATION. IT WAS THE FORERUNNER OF TODAY'S ELECTRIC UTILITIES."



"WHILE THERE WERE MANY START-UP PROBLEMS AND DELAYS, THEY WERE SOON OVERCOME."



"THANKS TO EDISON, THE WORLD WAS GIVEN NOT ONLY THE INCANDESCENT LIGHT BULB BUT ALSO EFFICIENT SYSTEMS TO SUPPLY THE ENERGY THEY REQUIRED."

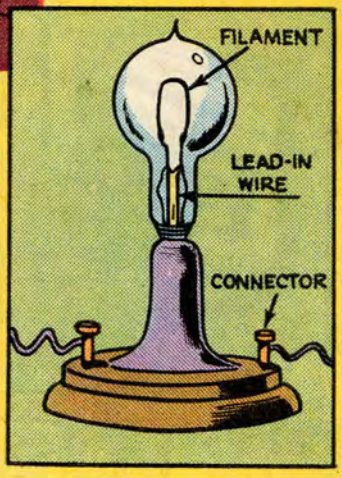


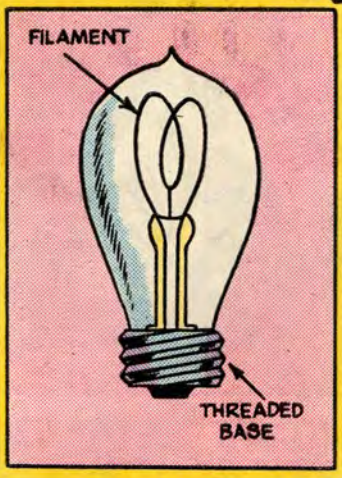
"BY 1902, ONLY 20 YEARS AFTER EDISON'S ELECTRIC SYSTEM BEGAN OPERATIONS, THERE WERE 3,500 DIFFERENT ELECTRIC SYSTEMS IN THE U.S. ALONE."

HOW EDISON'S ORIGINAL LIGHT BULB HAS SINCE BEEN IMPROVED

AFTER EDISON INVENTED THE LIGHT BULB, HE KEPT RIGHT ON WORKING TO MAKE IT MORE EFFICIENT. OVER THE YEARS, EDISON AND OTHERS EFFECTED MANY IMPROVEMENTS.

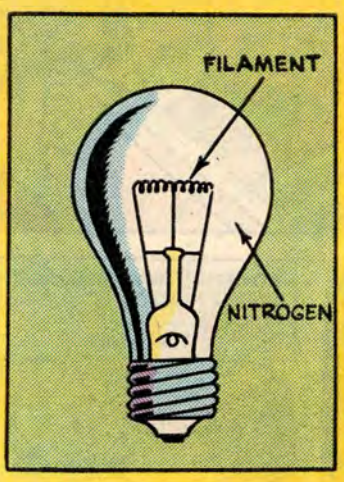
EDISON'S FIRST SUCCESSFUL BULB HAD A CARBON FILAMENT IN A VACUUM WITHIN A GLASS BULB. LEAD-IN WIRES LED FROM THE FILAMENT TO BRASS CONNECTORS ON A WOODEN BASE.

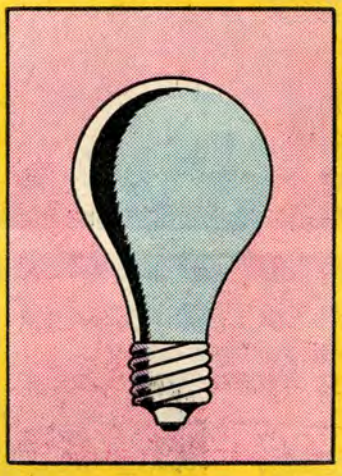




EDISON SOON REPLACED THE AWKWARD WOODEN BASE AND CONNECTORS WITH A METAL THREADED BASE THAT WOULD FIT INTO BRASS SOCKETS.

TIGHTLY COILED TUNGSTEN METAL FILAMENTS IN NITROGEN-FILLED BULBS FIRST APPEARED IN 1911. THEY GAVE MORE LIGHT AND LASTED LONGER.





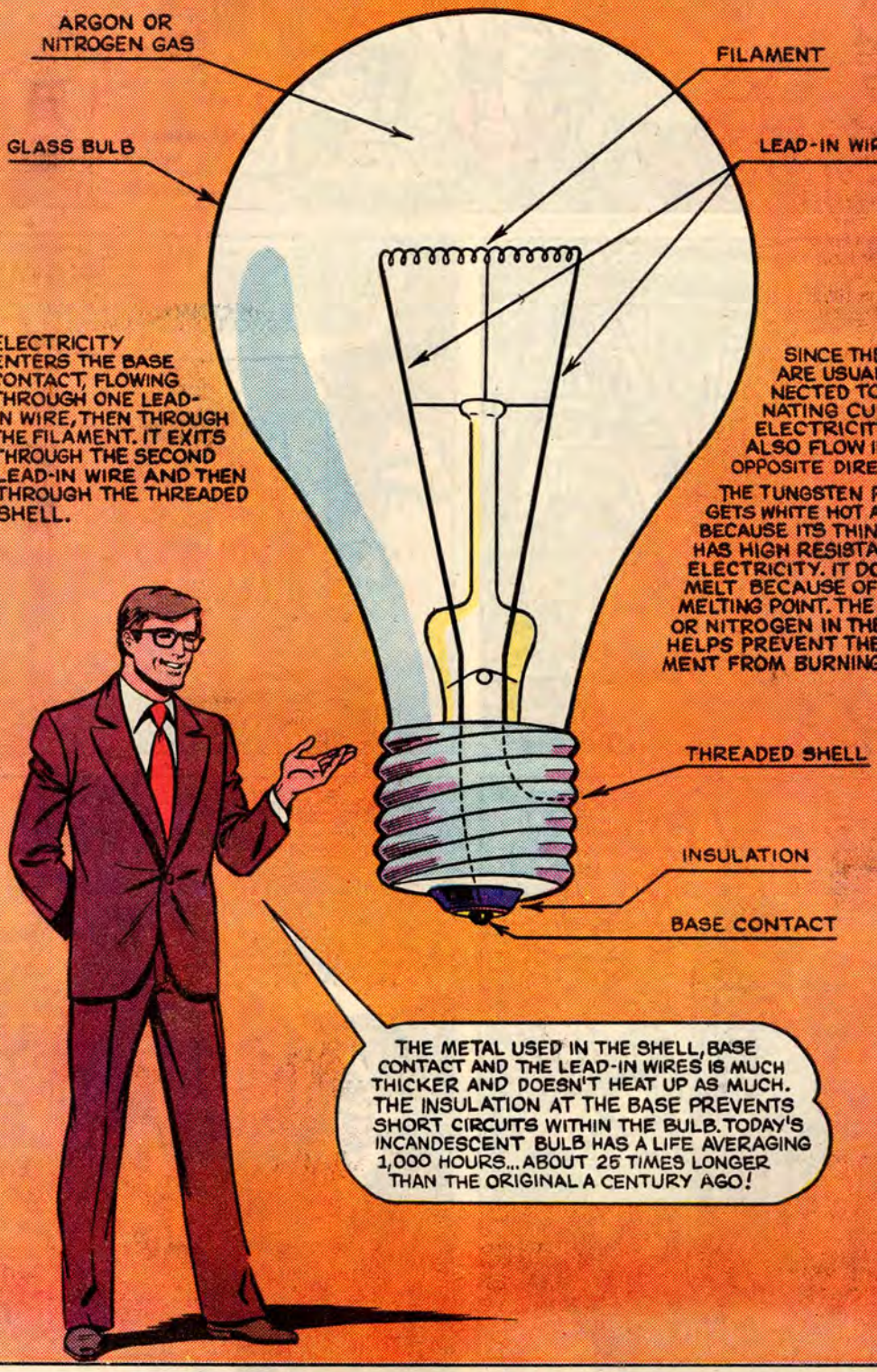
MOST MODERN LIGHT BULBS HAVE FROSTED GLASS WHICH MINIMIZES THE GLARE. THEY WERE INTRODUCED IN 1925.

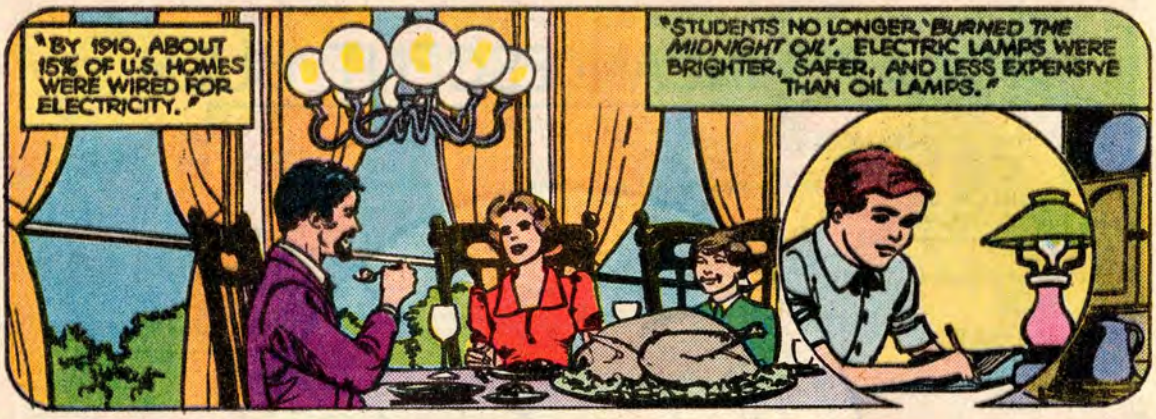
FLUORESCENT LIGHTING

ELECTRICITY FLOWS THROUGH MERCURY VAPOR, PRODUCING ULTRA-VIOLET LIGHT. A FLUORESCENT COATING INSIDE THE TUBE CONVERTS THE ULTRA-VIOLET TO VISIBLE LIGHT.

FLUORESCENT LIGHTING GIVES SEVERAL TIMES AS MUCH LIGHT AS INCANDESCENT BULBS OF THE SAME WATTAGE. IT WAS INTRODUCED IN THE LATE 1930'S.

TODAY'S INCANDESCENT BULB




"BY 1910, ABOUT 15% OF U.S. HOMES WERE WIRED FOR ELECTRICITY."
"STUDENTS NO LONGER 'BURNED THE MIDNIGHT OIL'. ELECTRIC LAMPS WERE BRIGHTER, SAFER, AND LESS EXPENSIVE THAN OIL LAMPS."


STEAM ENGINES AND WATER WHEELS WERE NO LONGER NEEDED IN THE FACTORIES. MANY DANGEROUS PULLEY BELTS WERE ELIMINATED.


INSTEAD, SMALL ELECTRIC MOTORS, MANY DEVELOPED BY EDISON HIMSELF, INCREASED SAFETY, PRODUCTIVITY, AND REDUCED COSTS TO THE CONSUMER.


MR. WELDON, I CAN SEE THAT ELECTRICITY MADE WORK EASIER IN FACTORIES, BUT HOW DID IT MAKE WORK EASIER IN THE HOME?
BEFORE HOMES HAD ELECTRICITY, PEOPLE WASHED CLOTHES AND BEAT RUGS BY HAND AND USED FOOT PEDALS TO WORK THE SEWING MACHINE.


"WITH ELECTRICITY, SMALL MOTORS DID THE WORK."
ELECTRIC SEWING MACHINES CAME ALONG ABOUT 1900. VACUUM CLEANERS AND WASHING MACHINES WERE AVAILABLE SHORTLY AFTER.

"ELECTRIC STREETCARS BEGAN TO REPLACE THE HORSE AND BUGGY."

1888 SAW THE FIRST ELECTRIC RAILWAY, IN RICHMOND, VIRGINIA. BY 1900, THERE WERE OVER 22,000 MILES OF TROLLEY-CAR TRACKS IN U.S. CITIES.

"IN 1895, THE FIRST ELECTRIC RAILROAD TRAIN WENT INTO SERVICE."

ELECTRIC TRAINS WERE CLEANER AND QUIETER. BOTH PASSENGERS AND CITIES BENEFITED BECAUSE TRAINS DIDN'T EMIT SMOKE.

"ELECTRICITY MADE OFFICE WORK MORE EFFICIENT. EDISON'S DICTATING MACHINE CAME IN 1889, ADDING MACHINES SHORTLY AFTER."

TODAY, OF COURSE, ELECTRICITY POWERS TYPEWRITERS, COMPUTERS, PRACTICALLY EVERYTHING, EVEN PENCIL SHARPENERS.

"EDISON INVENTED THE MOTION PICTURE CAMERA ALSO IN 1889. BY THE 1920'S THERE WERE 15,000 U.S. MOVIE THEATRES, THANKS TO ELECTRICITY'S WIDE DISTRIBUTION."

ELECTRICITY TO MAKE MOVIES EACH YEAR WOULD SUPPLY THE NEEDS OF A TOWN OF 5,000.

THE KID

CHARLIE CHAPL

RADIO WAS THE FAVORITE HOME ENTERTAINMENT OF MILLIONS BEGINNING IN THE LATE 1920'S. ELECTRICITY POWERED THE RADIO STATIONS AND THE RADIOS IN HOMES.

RUDY VALLEE

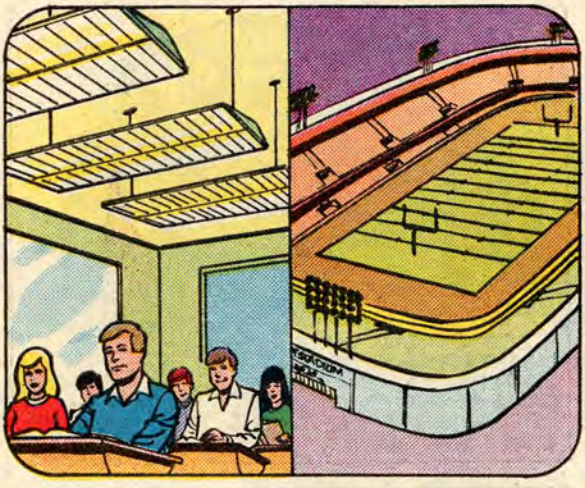
EDGAR BERGEN

JACK BENNY

KATE SMITH

"TV SWEPT THE COUNTRY IN THE 1950'S. AGAIN, AS WITH RADIO, ELECTRICITY MADE ITS TRANSMISSION AND RECEPTION POSSIBLE."

"IMPROVED LIGHTING MADE NIGHT SPORTS POSSIBLE, AND MODERN STREET LIGHTS IMPROVED SAFETY AT NIGHT. IN SCHOOLS DARK DAYS BECAME BRIGHT."



"AND THROUGH THE YEARS THE COST OF ELECTRICITY WENT DOWN."

AS YOU SEE, IN 1885, ONE HOUR'S WAGES WOULD BUY ¾ OF A KILOWATT HOUR (KWH) BUT IN 1935 IT BOUGHT 10¾ KWH -- OVER 14 TIMES AS MUCH...

HOW MUCH ELECTRICITY ONE HOUR'S WAGES BOUGHT

1885 1935

¾ KWH 10¾ KWH

1 KILOWATT HOUR (KWH) = 100 WATT BULB BURNING 10 HOURS

I DON'T UNDERSTAND WHAT MADE ELECTRICITY CHEAPER WHEN EVERYTHING ELSE WAS GOING UP!

THERE WERE SEVERAL FACTORS...

"FIRST, MANY POWER SYSTEMS MERGED, ELIMINATING COSTLY DUPLICATION. IT WAS THEN POSSIBLE TO USE LARGER, MORE COST-EFFICIENT EQUIPMENT, FURTHER REDUCING COSTS."

LAKE MICHIGAN

CHICAGO

AN EXAMPLE: THE 29 SYSTEMS SERVING CHICAGO WERE MERGED INTO ONE!

"...THE INCREASED VOLUME AS MORE PEOPLE USED MORE ELECTRICITY..."

EDISON'S GENERATORS

1935 GENERATOR

IN 1885, EDISON'S SIX GENERATORS COMBINED PRODUCED 900 KILOWATTS (KW).

THEN A GENERATOR COULD PRODUCE 165,000 KW. (TODAY'S GENERATORS, UP TO 1.3 MILLION KW.)

"...PLUS ENGINEERING IMPROVEMENTS, ENABLED LARGER, MORE EFFICIENT GENERATORS TO CUT COSTS EVEN MORE."

AND IMPROVED TRANSMISSION SYSTEMS DELIVERED MORE ELECTRICITY GREATER DISTANCES, AGAIN CUTTING COSTS.

1896

1928

"IN 1896, 10,000 KW TRAVELED 20 MILES -- NIAGARA FALLS TO BUFFALO. IN 1928, 240,000 KW WERE DELIVERED 266 MILES. TODAY 1.3 MILLION KW TRAVEL 1,500 MILES.

"BUT MERGERS ALSO CREATE MONOPOLIES WHERE ONLY ONE UTILITY SERVES A GIVEN AREA."

TO INSURE FAIR RATES TO CONSUMERS AND FAIR RETURNS TO INVESTORS, STATE REGULATORY COMMISSIONS WERE ESTABLISHED AS EARLY AS 1907.

"IN THE 1930'S, FUELS WERE INEXPENSIVE AND ABUNDANT."

COAL FUELED 56% OF THE ELECTRICITY, OIL 3%, NATURAL GAS 7%. HYDRO-POWER SUPPLIED THE BALANCE.

COST: $1 PER BARREL

COST: $4 PER TON

COST: 15¢ PER 1,000 CU. FT.

"THE FIRST NUCLEAR PLANT CAME IN 1957, AND WITH IT A NEW FUEL -- URANIUM!"

VERY IMPORTANT, SINCE OUR RESERVES OF OIL AND GAS WERE GETTING LOW!

AT ABOUT THE SAME TIME, WE BEGAN TO IMPORT OIL...

"... AND TODAY'S WORLD OIL SUPPLY IS RUNNING LOW!"

IN THE U.S. WE DEPEND HEAVILY ON IMPORTED OIL. OIL AND GAS PROVIDE ABOUT 70% OF OUR ENERGY AND ACCOUNT FOR LESS THAN 7% OF OUR RESERVES.

"IN THE 1970'S, THE COST OF IMPORTED OIL WAS SOARING. NOW IT'S OVER 8 TIMES AS EXPENSIVE AS IT WAS THEN."

OIL SHORTAGES CAUSED OTHER FUEL COSTS TO INCREASE ALSO. COAL MORE THAN TRIPLED.

FUEL COSTS SOARED

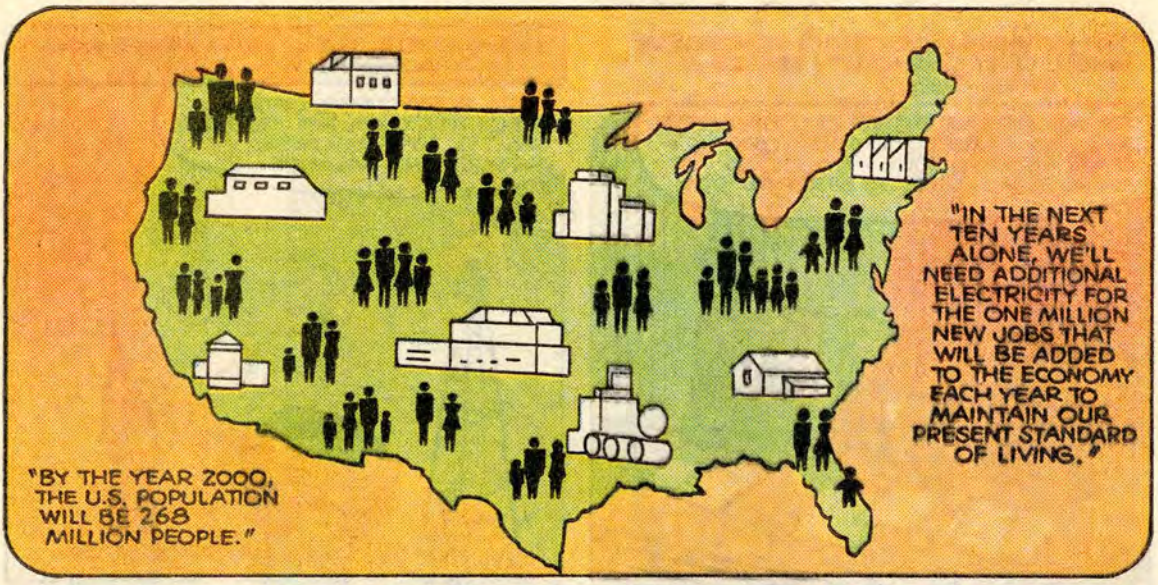
NOW

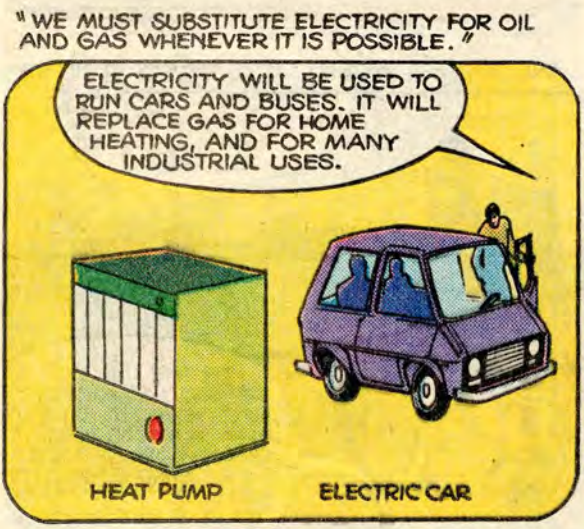
1973

NOW

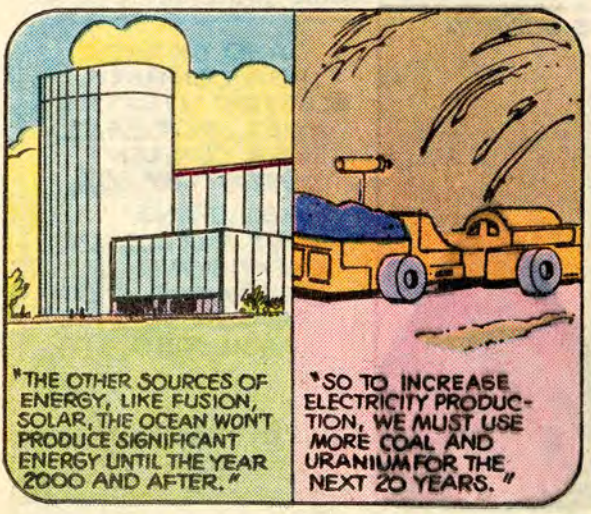
1973

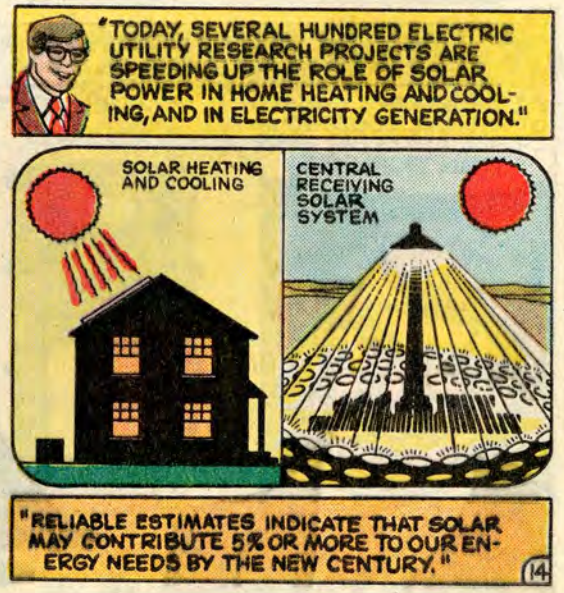
AND BY THE NEW CENTURY, ELECTRIC UTILITIES MUST *INCREASE* THEIR CURRENT OUTPUT BY 50%, REQUIRING VAST AND COSTLY EXPANSIONS OF GENERATING AND TRANSMISSION FACILITIES.


"BY THE YEAR 2000, THE U.S. POPULATION WILL BE 268 MILLION PEOPLE."
"IN THE NEXT TEN YEARS ALONE, WE'LL NEED ADDITIONAL ELECTRICITY FOR THE ONE MILLION NEW JOBS THAT WILL BE ADDED TO THE ECONOMY EACH YEAR TO MAINTAIN OUR PRESENT STANDARD OF LIVING."


"WE MUST SUBSTITUTE ELECTRICITY FOR OIL AND GAS WHENEVER IT IS POSSIBLE."
ELECTRICITY WILL BE USED TO RUN CARS AND BUSES. IT WILL REPLACE GAS FOR HOME HEATING, AND FOR MANY INDUSTRIAL USES.
HEAT PUMP
ELECTRIC CAR

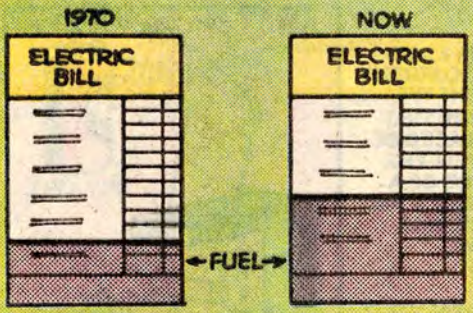

BUT WE CAN'T REPLACE PETROLEUM IN THE MANUFACTURING OF MANY PRODUCTS LIKE ORLON, SYNTHETIC RUBBER, AND PLASTIC. IT MUST BE USED FOR THIS PURPOSE SO WE MUST SAVE ENOUGH.
HOSE
PAINT
SYNTHETIC DRESS


"OUR ONLY PLENTIFUL FUELS UNTIL THE NEW CENTURY ARE COAL, AND URANIUM FOR NUCLEAR POWER."
"THE OTHER SOURCES OF ENERGY, LIKE FUSION, SOLAR, THE OCEAN WON'T PRODUCE SIGNIFICANT ENERGY UNTIL THE YEAR 2000 AND AFTER."
"SO TO INCREASE ELECTRICITY PRODUCTION, WE MUST USE MORE COAL AND URANIUM FOR THE NEXT 20 YEARS."

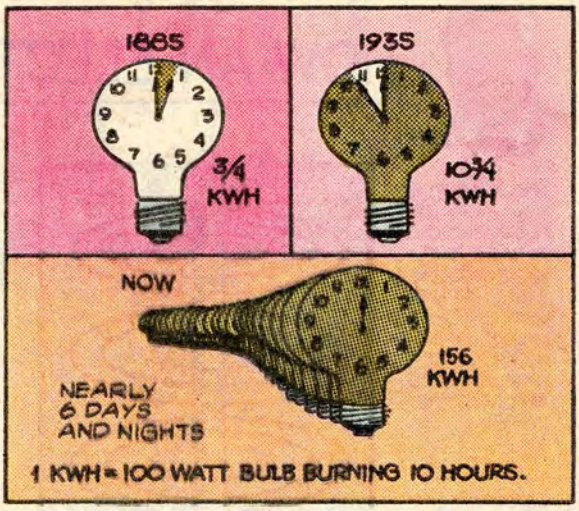

"TODAY, SEVERAL HUNDRED ELECTRIC UTILITY RESEARCH PROJECTS ARE SPEEDING UP THE ROLE OF SOLAR POWER IN HOME HEATING AND COOLING, AND IN ELECTRICITY GENERATION."
SOLAR HEATING AND COOLING
CENTRAL RECEIVING SOLAR SYSTEM
"RELIABLE ESTIMATES INDICATE THAT SOLAR MAY CONTRIBUTE 5% OR MORE TO OUR ENERGY NEEDS BY THE NEW CENTURY."

"INFLATION HAS INCREASED ALL UTILITY COSTS. BUT THE SOARING COSTS OF FUELS HAVE INCREASED ELECTRIC BILLS EVEN MORE."

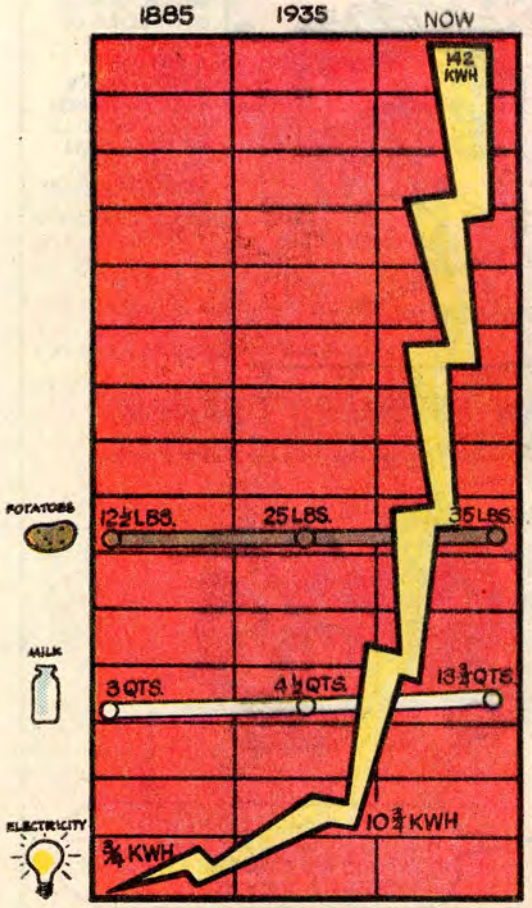
IN 1970, FUEL ACCOUNTED FOR 20% OF THE AVERAGE ELECTRIC BILL. NOW, IT'S 40%--DOUBLING ITS PROPORTION.



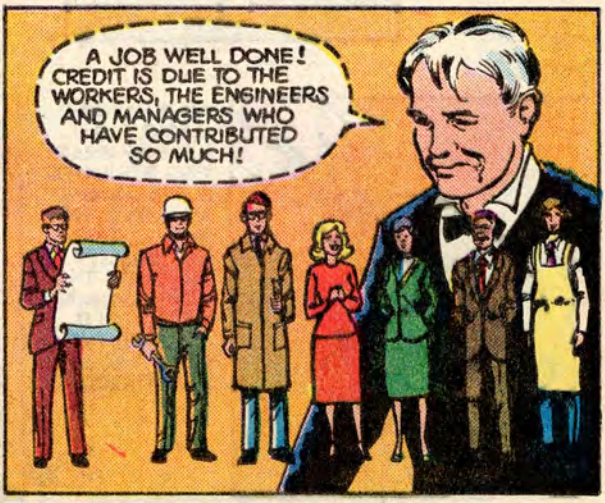
"BUT EVEN SO, WE NOW GET MORE THAN 189 *TIMES* MORE ELECTRICITY FOR ONE HOUR'S WAGES THAN IN 1885!"

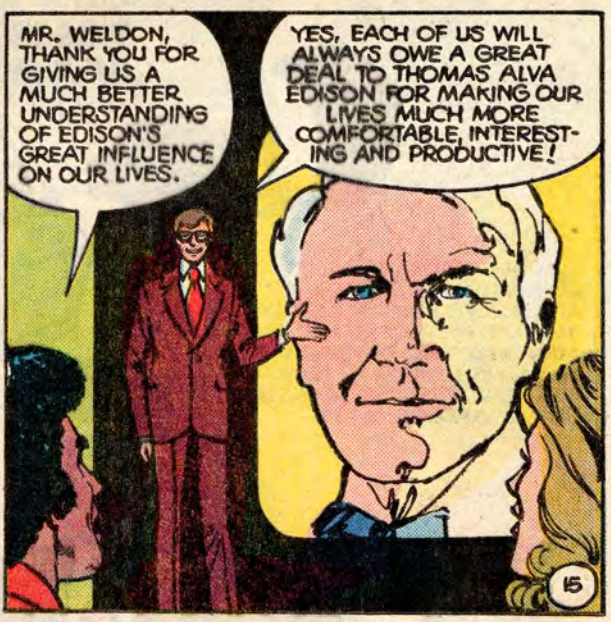


COST COMPARISON
WITH EVERY DAY STAPLES
WHAT ONE HOUR'S WAGES WOULD BUY



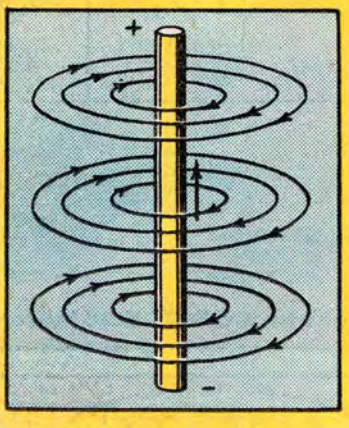
NOW, ONE HOUR'S WAGES BUYS 2 3/4 TIMES MORE POTATOES THAN IN 1885, 4 1/2 TIMES MORE MILK, BUT *OVER* 189 *TIMES MORE ELECTRICITY!*



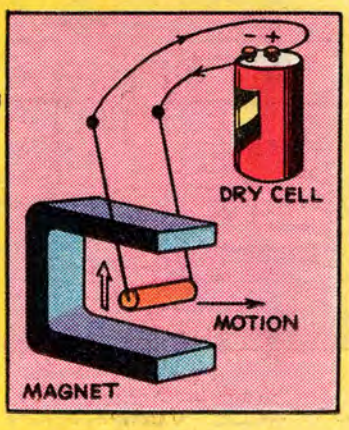


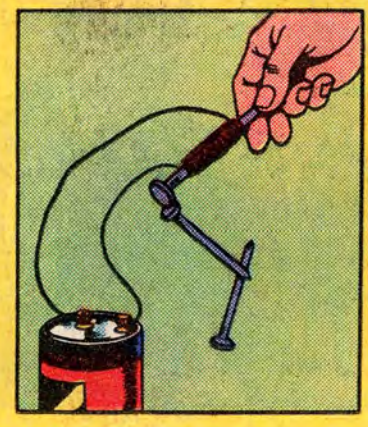
HOW AN ELECTRIC MOTOR WORKS

WHEN AN ELECTRIC CURRENT FLOWS THROUGH A WIRE, THE WIRE BECOMES A KIND OF MAGNET. CIRCULAR LINES OF MAGNETIC FORCE ARE FORMED AROUND THE WIRE.

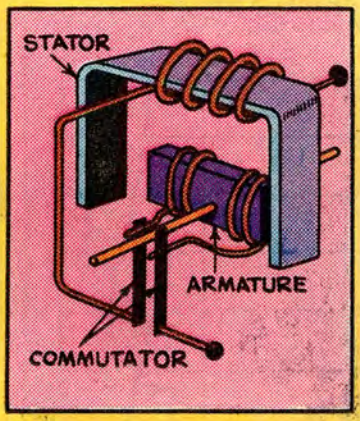


IF AN ELECTRIC CURRENT IS SENT THROUGH A WIRE THAT IS PLACED BETWEEN THE POLES OF A MAGNET, THE WIRE WILL MOVE.



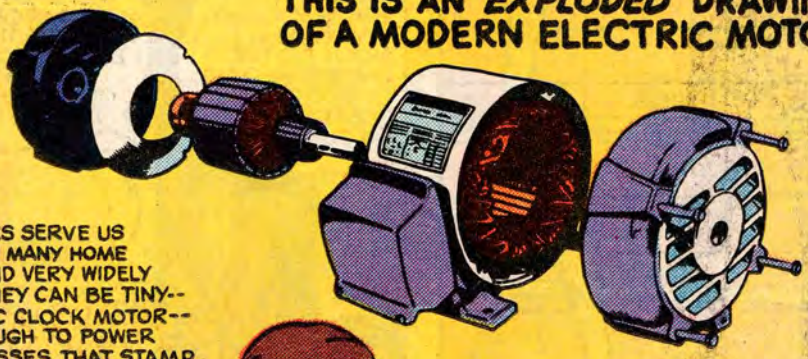


AN ELECTROMAGNET IS MADE BY WRAPPING INSULATED WIRES AROUND AN IRON CORE AND SENDING ELECTRICITY THROUGH THE WIRE. THE MAGNETIC FIELD AROUND THE WIRE MAGNETIZES THE CORE.



AN ELECTRIC MOTOR IS MADE WITH COILS OF WIRE INSIDE A SET OF STATIONARY ELECTROMAGNETS. THE COILS OF WIRE SPIN WHEN ELECTRICITY FLOWS THROUGH THEM.

THIS IS AN *"EXPLODED"* DRAWING OF A MODERN ELECTRIC MOTOR.



ELECTRIC MOTORS SERVE US CONSTANTLY--IN MANY HOME APPLIANCES AND VERY WIDELY IN INDUSTRY. THEY CAN BE TINY--AS AN ELECTRIC CLOCK MOTOR--OR LARGE ENOUGH TO POWER THE HUGE PRESSES THAT STAMP OUT AUTOMOBILE PARTS.

WE CAN THANK EDISON, TOO, FOR HIS PIONEER ROLE IN MAKING ELECTRIC MOTORS THE EFFECTIVE SERVANTS THEY ARE TODAY!