

There's Free Power in a Waterfall, *but—*

JUST as there is power stored up in coal, there is latent energy in a flowing stream, but it's expensive to get it out.

The problem for man to solve is one of harnessing that power, converting it into electricity and making it continuously available for you to use.

It is a gigantic task. It requires the brain work of some and the manual work of many others.

Dams, forebays, pipes, power stations, turbines, generators and transmission lines are necessary and expensive. So, although the power in the waterfall may cost nothing, hydro-electric power, by the time it reaches your door, has cost a big sum.

We who are bringing this product of "white coal" to your factory and home hope to retain your good will by the excellence of the service we perform.

**Crookston Water Works, Power
& Light Co.**