NET MONTHLY BILLS FOR RURAL ELECTRIC SERVICE

In Tables I, II, and III are listed the net monthly bills, effective as of July 1, 1939 for rural electric service in Wisconsin communities served by 15 private companies, 5 municipal utilities and 18 rural electric cooperatives, which serve approximately 92% of all rural customers in Wisconsin. Only the rates which are available to the customer under the assumed conditions, and which result in the minimum bill for any consumption, are tabulated in the following tables. Exceptions to this procedure are pointed out by footnotes at the end of each table.

The bills for all 38 utilities and cooperatives are compared graphically on charts A1 to A5, inclusive, for consumptions of 40, 50, 100, 150, and 250 kilowatt-hours per month. The lowest bills which are available under any of the rates included in tables I, II, and III for each consumption are used in this comparison.

Weighted averages of net monthly bills for each consumption for municipal and private utilities and cooperatives are summarized in table IV. These averages were computed by multiplying the low net bill for each utility by the number of rural customers. The total of these products for each group (private, municipal, or cooperative) was then divided by the total number of customers in each group, to get the average net monthly bill.

It is interesting to note that the weighted averages of net monthly bills for private and municipal utilities and rural coop-
eratives vary only slightly for any of the assumed typical amounts of consumption per month. (See chart B) The greatest variation was found in the average bills for 40 kilowatt-hours per month, where the municipal average bill is approximately 15% higher than that for the cooperatives. For all other typical amounts of use the variation between the average bills was less than 10%.

For consumptions of 40 and 50 kilowatt-hours per month, the cooperatives offered the lowest rates, while the average bills charged by municipal utilities were the lowest of the three for consumptions of 100, 150, and 250 kilowatt-hours per month.

As previously explained, the average bills for private and municipal utilities were computed from the lowest bill for each consumption, which was available under any rate. In many cases, the rate which results in the lowest bill is not available to the customer under the assumed conditions until after such customer has been receiving service for an initial development period of three years. All customers connected to cooperative lines receive service at the rates tabulated herein.
<table>
<thead>
<tr>
<th>Name of Utility</th>
<th>Interest on Customer Investment</th>
<th>Minimum Charge</th>
<th>Kw-hr. Included</th>
<th>Net Monthly Bills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wis. Power &amp; Light Co.</td>
<td>-</td>
<td>$4.00</td>
<td>50</td>
<td>$4.00 $4.00 $6.25 $7.50 $10.00</td>
</tr>
<tr>
<td>Wis. Gas &amp; Electric Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard Rate</td>
<td>-</td>
<td>4.00</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Optional Rate</td>
<td>$ .753/</td>
<td>3.03</td>
<td>25</td>
<td>4.00 4.00 4.50 5.75 8.25</td>
</tr>
<tr>
<td>Wis. Public Service Corp.</td>
<td>-</td>
<td>4.00</td>
<td>50</td>
<td>4.00 4.00 6.25 7.50 10.00</td>
</tr>
<tr>
<td>Standard Rate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wis. Michigan Power Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard Rate</td>
<td>-</td>
<td>4.00</td>
<td>50</td>
<td>4.00 4.00 4.50 5.75 8.25</td>
</tr>
<tr>
<td>Optional Rate</td>
<td>$.753/</td>
<td>3.03</td>
<td>25</td>
<td>3.53 3.84 4.77 6.44 9.76</td>
</tr>
<tr>
<td>Wis. Electric Power Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard Rate</td>
<td>-</td>
<td>4.00</td>
<td>50</td>
<td>4.00 4.00 4.50 5.75 8.25</td>
</tr>
<tr>
<td>Optional Rate</td>
<td>$.753/</td>
<td>3.03</td>
<td>25</td>
<td>3.51 3.84 4.70 6.32 9.55</td>
</tr>
<tr>
<td>Northern States Power Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard Rate</td>
<td>-</td>
<td>4.00</td>
<td>50</td>
<td>4.00 4.00 6.25 7.50 10.00</td>
</tr>
<tr>
<td>Wis. Hydro Electric Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard Rate</td>
<td>-</td>
<td>7.50</td>
<td>80</td>
<td>7.50 7.50 8.10 9.60 12.60</td>
</tr>
<tr>
<td>Objective Rate</td>
<td>-</td>
<td>4.50</td>
<td>40</td>
<td>4.50 4.80 6.30 7.80 10.80</td>
</tr>
<tr>
<td>Name of Utility</td>
<td>Interest on Customer Investment</td>
<td>Minimum Charge Kw-hr. Amount Included</td>
<td>Net Monthly Bills 40 Kw-hrs.</td>
<td>50 Kw-hrs.</td>
</tr>
<tr>
<td>-----------------------------------------</td>
<td>---------------------------------</td>
<td>--------------------------------------</td>
<td>-----------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Neshonoc Light &amp; Power Co. West Salem</td>
<td>-</td>
<td>$3.25 15</td>
<td>$4.50</td>
<td>5.00</td>
</tr>
<tr>
<td>Stevenson, Burr Oaks, Mindora</td>
<td>-</td>
<td>3.25 15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dahlberg Light &amp; Power Co. 8/</td>
<td>-</td>
<td>2.50 0</td>
<td>5.33</td>
<td>5.73</td>
</tr>
<tr>
<td>Kegonsa Electric Line Co.</td>
<td>2/</td>
<td>2.49 0</td>
<td>4.13</td>
<td>4.54</td>
</tr>
<tr>
<td>Interstate Power Co.</td>
<td>$.17</td>
<td>6.12 75</td>
<td>6.12</td>
<td>6.12</td>
</tr>
<tr>
<td>Northwestern Wis. Electric Co.</td>
<td>.17</td>
<td>4.97 50</td>
<td>4.97</td>
<td>4.97</td>
</tr>
<tr>
<td>Polk Burnett Light &amp; Power Co.</td>
<td>.17</td>
<td>4.97 50</td>
<td>4.97</td>
<td>4.97</td>
</tr>
</tbody>
</table>

* Based on three customers per mile.
1/ Computed at 1/3 of 1% per month on contribution required of the customer under the assumption of 3 customers per mile and line construction cost of $1,000 per mile.

2/ Optional rate based on 5 active rooms.

3/ Applies only to bills of $4.00 and less.

4/ Optional rate provides lower bills than the standard rate for consumptions of 36 kw-hrs. or less in the Eastern division, and of 33 kw-hrs. or less in Wisconsin Valley division.

5/ A rural residential rate provides lower bills than the standard farm rate for consumptions of 37 kw-hrs. or less.
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6/</td>
<td>Customers in Durand division connected before April 1, 1937 have rates available which are lower than the standard rate.</td>
</tr>
<tr>
<td>7/</td>
<td>The objective rate becomes available to the customers when the density increases to certain fixed quotas. As of July 1, 1939 practically all farm customers in the Amory division had been transferred to the Objective Rate, now being made the standard rate.</td>
</tr>
<tr>
<td>8/</td>
<td>Bills based on connected motor load of 1½ H.P.</td>
</tr>
<tr>
<td>9/</td>
<td>Interest charge varies for each bill, since contribution required varies with revenue.</td>
</tr>
<tr>
<td>Name of Utility</td>
<td>Interest on Customer Investment¹/</td>
</tr>
<tr>
<td>----------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>PLYMOUTH</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Optional Rate</td>
</tr>
<tr>
<td>MARSHFIELD</td>
<td>-</td>
</tr>
<tr>
<td>STURGEON BAY</td>
<td>$1.37</td>
</tr>
<tr>
<td>KAUKAUNA</td>
<td>Standard Rate²/</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>OCONOMOWO C</td>
<td></td>
</tr>
</tbody>
</table>

* Based on three customers per mile.

¹/ Computed at ½ of ½% per month on contribution required of the customer under the assumption of 3 customers per mile and line construction cost of $1,000 per mile.

²/ Assumes 6600 volt line. Utility's rate schedule based on estimated line construction cost of $900 per mile or $300 per customer, and ¼% carrying charge on such investment in utility financed lines.

³/ Some of this utility's rural customers served under special conditions pay higher rates.
<table>
<thead>
<tr>
<th>Name of Cooperative</th>
<th>Interest on Customer Investment</th>
<th>Minimum Charge Kw-hr.</th>
<th>Net Monthly Bills</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Amount Included</td>
<td>40 Kw-hrs. 50 Kw-hrs. 100 Kw-hrs. 150 Kw-hrs. 250 Kw-hrs.</td>
<td></td>
</tr>
<tr>
<td>Lafayette</td>
<td>$3.50 50</td>
<td>$3.50 $3.50 $6.00 $7.50 $9.88</td>
<td></td>
</tr>
<tr>
<td>Oakdale</td>
<td>3.50 40</td>
<td>3.50 4.00 6.00 7.25 9.25</td>
<td></td>
</tr>
<tr>
<td>Oconto</td>
<td>3.25 40</td>
<td>3.25 3.65 5.35 6.60 8.60</td>
<td></td>
</tr>
<tr>
<td>Pierce-Pepin</td>
<td>3.50 40</td>
<td>3.50 4.00 5.90 6.90 8.65</td>
<td></td>
</tr>
<tr>
<td>Richland</td>
<td>3.50 40</td>
<td>3.50 3.95 5.80 7.05 9.18</td>
<td></td>
</tr>
<tr>
<td>Rock</td>
<td>3.50 50</td>
<td>3.50 3.50 5.75 7.25 9.88</td>
<td></td>
</tr>
<tr>
<td>Taylor</td>
<td>3.50 40</td>
<td>3.50 4.00 5.90 6.90 8.53</td>
<td></td>
</tr>
<tr>
<td>Trapeaaleau</td>
<td>3.50 40</td>
<td>3.50 3.95 5.70 6.70 8.33</td>
<td></td>
</tr>
<tr>
<td>Vernon</td>
<td>3.50 40</td>
<td>3.50 3.95 5.70 6.70 8.45</td>
<td></td>
</tr>
<tr>
<td>Barron</td>
<td>3.50 40</td>
<td>3.50 4.00 6.00 7.25 9.25</td>
<td></td>
</tr>
<tr>
<td>Buffalo</td>
<td>3.50 40</td>
<td>3.50 4.00 5.90 6.90 8.53</td>
<td></td>
</tr>
<tr>
<td>Chippewa</td>
<td>3.50 40</td>
<td>3.50 4.00 5.90 6.90 8.53</td>
<td></td>
</tr>
<tr>
<td>Clark</td>
<td>3.50 40</td>
<td>3.50 4.00 5.90 6.90 8.53</td>
<td></td>
</tr>
<tr>
<td>Columbus</td>
<td>3.50 40</td>
<td>3.50 4.00 6.00 7.25 9.38</td>
<td></td>
</tr>
</tbody>
</table>
### TABLE III (Continued)

<table>
<thead>
<tr>
<th>Name of Cooperative</th>
<th>Interest on Customer Investment(^1)</th>
<th>Minimum Charge Kw-hr.</th>
<th>Net Monthly Bills</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Amount Included</td>
<td>40 Kw-hrs.</td>
<td>50 Kw-hrs.</td>
</tr>
<tr>
<td>Head of the Lakes (Douglas)</td>
<td>$2.75</td>
<td>25</td>
<td>$3.65</td>
</tr>
<tr>
<td>Dunn</td>
<td>3.50</td>
<td>40</td>
<td>3.50</td>
</tr>
<tr>
<td>Grant</td>
<td>3.50</td>
<td>40</td>
<td>3.50</td>
</tr>
<tr>
<td>Jackson</td>
<td>3.50</td>
<td>40</td>
<td>3.50</td>
</tr>
</tbody>
</table>

\(^1\) Cooperative lines are built entirely with funds borrowed from the Federal Government. The customer or member is not required to make any direct cash contribution toward the construction cost of the line. Net monthly bills include interest and payments on the loan, which is intended to be paid back over a period of 20 years.
### CHART A1

**NET MONTHLY BILLS FOR RURAL ELECTRIC SERVICE**

**IN WISCONSIN COMMUNITIES SERVED BY**

20 ELECTRIC UTILITIES AND 18 COOPERATIVES

**40 KILOWATT HOURS**

**EFFECTIVE AS OF JULY 1, 1939**

<table>
<thead>
<tr>
<th>RANK</th>
<th>NAME</th>
<th>NET MONTHLY BILLS (DOLLARS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>OCONTO ELECTRIC COOPERATIVE</td>
<td>$3.25</td>
</tr>
<tr>
<td>2</td>
<td>KAUKAUNA MUNICIPAL ELECTRIC CO.</td>
<td>3.42</td>
</tr>
<tr>
<td>3</td>
<td>LAFAYETTE ELECTRIC COOPERATIVE</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>OAKDALE COOPERATIVE ELECT ASSN.</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>PIERCE-PEPIN ELECTRIC COOPERATIVE</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>RICHLAND COOPERATIVE ELECT ASSN.</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>ROCK CO. ELECTRIC COOPERATIVE</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>TAYLOR CO. ELECTRIC COOPERATIVE</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>TREMPEALEAU ELECTRIC COOPERATIVE</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>VERNON CO. ELECTRIC COOPERATIVE</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>BARRON CO. ELECTRIC COOPERATIVE</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>BUFFALO CO. ELECTRIC COOPERATIVE</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>CHIPPEWA VALLEY ELECT. COOPERATIVE</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>CLARK CO. ELECTRIC COOPERATIVE</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>COLUMBUS RURAL ELECT. COOPERATIVE</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>DUNN CO. ELECTRIC COOPERATIVE</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>GRANT CO. COOP. RURAL ELECT. ASSN.</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>JACKSON CO. ELECTRIC COOPERATIVE</td>
<td>3.50</td>
</tr>
<tr>
<td>4</td>
<td>WISCONSIN GAS &amp; ELECTRIC CO.</td>
<td>3.51</td>
</tr>
<tr>
<td>4</td>
<td>WISCONSIN ELECTRIC POWER CO.</td>
<td>3.51</td>
</tr>
<tr>
<td>5</td>
<td>WISCONSIN MICHIGAN POWER CO.</td>
<td>3.53</td>
</tr>
<tr>
<td>6</td>
<td>HEAD OF THE LAKES COOP. ELECTRIC</td>
<td>3.65</td>
</tr>
<tr>
<td>7</td>
<td>WISCONSIN POWER &amp; LIGHT. CO.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>WISCONSIN PUBLIC SERVICE CORP.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>NORTHERN STATES POWER CO.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>STURGEON BAY MUNICIPAL ELECTRIC CO.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>OCONOMOWOC MUNICIPAL ELECTRIC CO.</td>
<td>4.00</td>
</tr>
<tr>
<td>8</td>
<td>KEGONSA ELECTRIC LINE CO.</td>
<td>4.13</td>
</tr>
<tr>
<td>9</td>
<td>PLYMOUTH MUNICIPAL ELECTRIC CO.</td>
<td>4.17</td>
</tr>
<tr>
<td>10</td>
<td>LAKE SUPERIOR DISTRICT POWER CO.</td>
<td>4.25</td>
</tr>
<tr>
<td>11</td>
<td>PLEASANT SPRINGS LIGHT &amp; POWER CO.</td>
<td>4.27</td>
</tr>
<tr>
<td>12</td>
<td>MARSHFIELD MUNICIPAL ELECTRIC CO.</td>
<td>4.33</td>
</tr>
<tr>
<td>13</td>
<td>WISCONSIN HYDRO ELECTRIC CO.</td>
<td>4.50</td>
</tr>
<tr>
<td>13</td>
<td>NESHONOC LIGHT &amp; POWER CO.</td>
<td>4.50</td>
</tr>
<tr>
<td>14</td>
<td>NORTHWESTERN WISCONSIN ELECT. CO.</td>
<td>4.97</td>
</tr>
<tr>
<td>14</td>
<td>POLK-BURNETT LIGHT &amp; POWER CO.</td>
<td>4.97</td>
</tr>
<tr>
<td>15</td>
<td>DAHLBERG LIGHT &amp; POWER CO.</td>
<td>5.33</td>
</tr>
<tr>
<td>16</td>
<td>INTERSTATE POWER CO.</td>
<td>6.12</td>
</tr>
</tbody>
</table>

**ABOVE BILLS ARE BASED ON THE FOLLOWING ASSUMPTIONS:**

1. Three customers per mile.
2. Line extension cost of $1000 per mile or $333.33 per customer.
3. One customer served from each transformer with capacity of 1/2 KVA.
# Chart A2

## Net Monthly Bills for Rural Electric Service in Wisconsin Communities Served by 20 Electric Utilities and 18 Cooperatives

### 50 Kilowatt Hours

**Effective as of July 1, 1939**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Net Monthly Bills (Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kua Kuauna Municipal</td>
<td>$3.42</td>
</tr>
<tr>
<td>2</td>
<td>Lafayette Coop.</td>
<td>3.50</td>
</tr>
<tr>
<td>2</td>
<td>Rock Co. coop.</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>Oconto Coop.</td>
<td>3.65</td>
</tr>
<tr>
<td>4</td>
<td>Wis. Elect. Power Co.</td>
<td>3.84</td>
</tr>
<tr>
<td>4</td>
<td>Wis. Gas &amp; Elect. Co.</td>
<td>3.84</td>
</tr>
<tr>
<td>5</td>
<td>Wis. Mich. Power Co.</td>
<td>3.86</td>
</tr>
<tr>
<td>6</td>
<td>Richland Coop.</td>
<td>3.95</td>
</tr>
<tr>
<td>6</td>
<td>Trempealeau Coop.</td>
<td>3.95</td>
</tr>
<tr>
<td>6</td>
<td>Vernon Coop.</td>
<td>3.95</td>
</tr>
<tr>
<td>7</td>
<td>Barron Co. coop.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>Buffalo Coop.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>Chippewa Valley Coop.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>Clark Coop.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>Columbus Coop.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>Dunn Co. coop.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>Grant Co. coop.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>Jackson Coop.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>Oakdale Coop.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>Northern States Power Co.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>Oconomowoc Municipal</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>Pierce-Pepin Coop.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>Taylor Co. coop.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>Wis. Power &amp; Light Co.</td>
<td>4.00</td>
</tr>
<tr>
<td>7</td>
<td>Wis. Public Service Corp.</td>
<td>4.00</td>
</tr>
<tr>
<td>8</td>
<td>Head of Lakes Coop.</td>
<td>4.25</td>
</tr>
<tr>
<td>8</td>
<td>Lake Superior Dist. Pr. Co.</td>
<td>4.25</td>
</tr>
<tr>
<td>9</td>
<td>Sturgeon Bay Municipal</td>
<td>4.30</td>
</tr>
<tr>
<td>10</td>
<td>Plymouth Municipal</td>
<td>4.37</td>
</tr>
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<td>11</td>
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<td>Northwestern Wis. Elect. Co.</td>
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<td>Polk-Burnett Lt. &amp; Pr. Co.</td>
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<tr>
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<td>Neshonoc Lt. &amp; Pr. Co.</td>
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<tr>
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<td>Dahlberg Lt. &amp; Pr. Co.</td>
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<td>18</td>
<td>Interstate Power Co.</td>
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</table>

Above bills are based on the following assumptions:

1. Three customers per mile.
2. Line extension cost of $1000.00 per mile or $333.33 per customer.
3. One customer served from each transformer with capacity of 1½ KVA.
### Chart A3

**Net Monthly Bills for Rural Electric Service in Wisconsin Communities Served by 20 Electric Utilities and 18 Cooperatives**

**100 Kilowatt Hours**

*Effective as of July 1, 1939*

#### Rank | Name | Net Monthly Bills (Dollars)
--- | --- | ---
1 | Oconomowoc Municipal | $4.50
2 | Wis. Elect. Power Co. | $4.05
3 | WIS. GAS & ELECT. CO. | $4.50
4 | WIS. Mich. Power Co. | $4.50
5 | Kaukauna Municipal | $4.75
6 | Plymouth Municipal | $5.20
7 | Oconto Coop. | $5.35
8 | Kegonsa Elect. Line Co. | $5.65
9 | Lake Superior Dist. Pr. Co. | $5.65
10 | Trempealeau Coop. | $5.70
11 | Vernon Coop. | $5.70
12 | Rock Co. Coop. | $5.75
13 | Sturgeon Bay Municipal | $5.79
14 | Richland Coop. | $5.80
15 | Head of the Lakes Coop. | $5.85
16 | Buffalo Coop. | $5.90
17 | Chippewa Valley Coop. | $5.90
18 | Clark Coop. | $5.90
19 | Dunn Co. Coop. | $5.90
20 | Pierce-Pepin Coop. | $5.90
21 | Taylor Co. Coop. | $5.90
22 | Marshfield Municipal | $5.93
23 | Barron Co. Coop. | $6.00
24 | Columbus Coop. | $6.00
25 | Grant Co. Coop. | $6.00
26 | Jackson Coop. | $6.00
27 | Lafayette Coop. | $6.00
28 | Oakdale Coop. | $6.00
29 | Northern States Power Co. | $6.25
30 | Wis. Power & Light Co. | $6.25
31 | Wis. Public Service Corp. | $6.25
32 | Wis. Hydro Elect. Co. | $6.30
33 | Pleasant Springs Lt. & Pr. Co. | $6.37
34 | Neshonoc Light & Power Co. | $6.75
35 | Interstate Power Co. | $6.87
36 | Northwestern WIS. Elect. Co. | $7.22
37 | Polk-Burnett Lt. & Pr. Co. | $7.22
38 | Dahlberg Lt. & Pr. Co. | $7.73

**Above bills are based on the following assumptions:**

1. Three customers per mile.
2. Line extension cost of $1000 per mile or $333.33 per customer.
3. One customer served from each transformer with capacity of 1/2 KVA.
### Chart A2

Net monthly bills for rural electric service in Wisconsin communities served by 50 electric utilities and 10 cooperatives (100 kilowatt hours) effective as of July 1, 1942.

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<th>Monthly Cost</th>
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<td>Plainfield</td>
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<td>Janesville</td>
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<td>Milton</td>
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<td>Sun Prairie</td>
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<td>Viroqua</td>
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<td>Clayton</td>
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<td>10</td>
<td>Tomah</td>
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<td>2.40</td>
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Above bills are based on the following assumptions:

- Farm customers per mile
- 1.5 lb. per customer for kerosene
- 2,000 per week for water
- 250,000 per month for security
- 1.25 per customer per mile for repair
- 25,000 per year for fire protection
- 1.25 per customer per mile for maintenance
- 500,000 per year for administration
- 1.25 per customer per mile for road service
- 1,000,000 per year for power station
- 1.25 per customer per mile for distribution
- 2,000,000 per year for generation
CHART A4
NET MONTHLY BILLS FOR RURAL ELECTRIC SERVICE IN WISCONSIN COMMUNITIES SERVED BY 20 ELECTRIC UTILITIES AND 18 COOPERATIVES

150 KILOWATT HOURS
EFFECITIVE AS OF JULY 1, 1939

RANK NAME NET MONTHLY BILLS (DOLLARS)

1 OCONOMOWOC MUNICIPAL $ 5.75
1 WIS. ELECT. POWER CO. 5.75
1 WIS. GAS & ELECT. CO. 5.75
1 WIS. MICH. POWER CO. 5.75
2 KAUKAUNA MUNICIPAL 5.94
3 PLYMOUTH MUNICIPAL 6.20
4 KEGONSA ELECT. LINE CO. 6.59
5 OCONTO COOP. 6.60
6 TREMPALCOU COOP. 6.70
6 VERNON COOP. 6.70
7 BUFFALO COOP. 6.90
7 CHIPPEWA VALLEY COOP. 6.90
7 CLARK COOP. 6.90
7 DUNN CO. COOP. 6.90
7 LAKE SUPERIOR DIST. PR. CO. 6.90
7 PIERCE-PEPIN COOP. 6.90
7 TAYLOR CO. COOP. 6.90
8 RICHLAND COOP. 7.05
9 HEAD OF LAKES COOP. 7.10
10 BARRON CO. COOP. 7.25
10 COLUMBUS COOP. 7.25
10 GRANT CO. COOP. 7.25
10 JACKSON COOP. 7.25
10 OAKDALE COOP. 7.25
10 ROCK CO. COOP. 7.25
11 STURGEON BAY MUNICIPAL 7.28
12 LAFAYETTE COOP. 7.50
12 NORTHERN STATES POWER CO. 7.50
12 WIS. POWER & LIGHT CO. 7.50
12 WIS. PUBLIC SERVICE CORP. 7.50
13 WIS. HYDRO ELECT. CO. 7.80
14 MARSHFIELD MUNICIPAL 7.90
15 INTERSTATE POWER CO. 8.25
16 NESHOBOC MUNICIPAL 8.50
17 PLEASANT SPRINGS LT. & PR. CO. 8.52
18 NORTHWESTERN WIS. ELECT. CO. 8.72
18 POLK-BURNETT LT. & PR. CO. 8.72
19 DAHLBERG LT. & PR. CO. 9.23

ABOVE BILLS ARE BASED ON THE FOLLOWING ASSUMPTIONS:
1. Three customers per mile.
2. Line extension cost of $1000 per mile or $333.33 per customer.
3. One customer served from each transformer with capacity of 3 KVA.
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<tr>
<th>Net Monthly Bills (Dollars)</th>
<th>Rank</th>
<th>Name</th>
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Above bills are based on 12,000 kilowatt hours.
CHART A5

NET MONTHLY BILLS FOR RURAL ELECTRIC SERVICE
IN WISCONSIN COMMUNITIES SERVED BY
20 ELECTRIC UTILITIES AND 18 COOPERATIVES

250 KILOWATT HOURS

EFFECTIVE AS OF JULY 1, 1939

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<tr>
<th>RANK</th>
<th>NAME</th>
<th>NET MONTHLY BILLS (DOLLARS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PLYMOUTH MUNICIPAL</td>
<td>$8.20</td>
</tr>
<tr>
<td>2</td>
<td>OCONOMOWOC MUNICIPAL</td>
<td>8.25</td>
</tr>
<tr>
<td>3</td>
<td>WIS. ELECT. POWER CO.</td>
<td>8.25</td>
</tr>
<tr>
<td>4</td>
<td>WIS. GAS &amp; ELECT. CO.</td>
<td>8.25</td>
</tr>
<tr>
<td>5</td>
<td>WIS. MIC. POWER CO.</td>
<td>8.25</td>
</tr>
<tr>
<td>6</td>
<td>KAUKAUNA MUNICIPAL</td>
<td>8.31</td>
</tr>
<tr>
<td>7</td>
<td>TREMEALEAU COOP</td>
<td>8.33</td>
</tr>
<tr>
<td>8</td>
<td>VERNON COOP.</td>
<td>8.45</td>
</tr>
<tr>
<td>9</td>
<td>BUFFALO COOP.</td>
<td>8.53</td>
</tr>
<tr>
<td>10</td>
<td>CHIPPEWA VALLEY COOP.</td>
<td>8.53</td>
</tr>
<tr>
<td>11</td>
<td>CLARK COOP.</td>
<td>8.53</td>
</tr>
<tr>
<td>12</td>
<td>DUNN CO. COOP.</td>
<td>8.53</td>
</tr>
<tr>
<td>13</td>
<td>TAYLOR CO. COOP.</td>
<td>8.53</td>
</tr>
<tr>
<td>14</td>
<td>OCONTO COOP.</td>
<td>8.60</td>
</tr>
<tr>
<td>15</td>
<td>KEGONSA ELECT. LINE CO.</td>
<td>8.64</td>
</tr>
<tr>
<td>16</td>
<td>PIERCE-PEPIN COOP.</td>
<td>8.65</td>
</tr>
<tr>
<td>17</td>
<td>HEAD OF LAKES COOP.</td>
<td>9.10</td>
</tr>
<tr>
<td>18</td>
<td>RICHLAND COOP.</td>
<td>9.18</td>
</tr>
<tr>
<td>19</td>
<td>BARRON CO. COOP.</td>
<td>9.25</td>
</tr>
<tr>
<td>20</td>
<td>JACKSON COOP.</td>
<td>9.25</td>
</tr>
<tr>
<td>21</td>
<td>OAKDALE COOP.</td>
<td>9.25</td>
</tr>
<tr>
<td>22</td>
<td>COLUMBUS COOP.</td>
<td>9.38</td>
</tr>
<tr>
<td>23</td>
<td>GRANT CO. COOP.</td>
<td>9.38</td>
</tr>
<tr>
<td>24</td>
<td>LAKE SUPERIOR DIST. PR. CO.</td>
<td>9.40</td>
</tr>
<tr>
<td>25</td>
<td>STURGEON BAY MUNICIPAL</td>
<td>9.40</td>
</tr>
<tr>
<td>26</td>
<td>LAFAYETTE COOP.</td>
<td>9.88</td>
</tr>
<tr>
<td>27</td>
<td>ROCK CO. COOP.</td>
<td>9.88</td>
</tr>
<tr>
<td>28</td>
<td>MARSHFIELD MUNICIPAL</td>
<td>9.90</td>
</tr>
<tr>
<td>29</td>
<td>NORTHERN STATES POWER CO.</td>
<td>10.00</td>
</tr>
<tr>
<td>30</td>
<td>WIS. POWER &amp; LIGHT CO.</td>
<td>10.00</td>
</tr>
<tr>
<td>31</td>
<td>WIS. PUBLIC SERVICE CORP.</td>
<td>10.00</td>
</tr>
<tr>
<td>32</td>
<td>NESHONOC LIGHT &amp; POWER CO.</td>
<td>10.50</td>
</tr>
<tr>
<td>33</td>
<td>INTERSTATE POWER CO.</td>
<td>10.75</td>
</tr>
<tr>
<td>34</td>
<td>WIS. HYDRO ELECT. CO.</td>
<td>10.80</td>
</tr>
<tr>
<td>35</td>
<td>NORTHWESTERN WIS. ELECT. CO.</td>
<td>11.72</td>
</tr>
<tr>
<td>36</td>
<td>POLK BURNETT LT. &amp; PR. CO.</td>
<td>11.72</td>
</tr>
<tr>
<td>37</td>
<td>PLEASANT SPRINGS LT. &amp; PR. CO.</td>
<td>12.12</td>
</tr>
<tr>
<td>38</td>
<td>DAHLBERG LT. &amp; PR. CO.</td>
<td>12.23</td>
</tr>
</tbody>
</table>

ABOVE BILLS ARE BASED ON THE FOLLOWING ASSUMPTIONS:
1. Three customers per mile.
2. Line extension cost of $1000 per mile or $333.33 per customer.
3. One customer served from each transformer with capacity of 3 KVA.
<table>
<thead>
<tr>
<th>Monthly Consumption</th>
<th>Average (Weighted) Net Monthly Bills</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Private</td>
</tr>
<tr>
<td>40 Kw-hrs.</td>
<td>$3.88</td>
</tr>
<tr>
<td>50 Kw-hrs.</td>
<td>4.02</td>
</tr>
<tr>
<td>100 Kw-hrs.</td>
<td>5.61</td>
</tr>
<tr>
<td>150 Kw-hrs.</td>
<td>6.88</td>
</tr>
<tr>
<td>250 Kw-hrs.</td>
<td>9.40</td>
</tr>
</tbody>
</table>
CHART B

WEIGHTED AVERAGE OF NET MONTHLY BILLS FOR RURAL ELECTRIC SERVICE IN WISCONSIN COMMUNITIES SERVED BY PRIVATE AND MUNICIPAL UTILITIES AND RURAL COOPERATIVES AS OF JULY 1, 1939.

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>TYPE OF UTILITY</th>
<th>AMT</th>
<th>AVERAGE NET MONTHLY BILL (DOLLARS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>PRIVATE</td>
<td>$3.88</td>
<td>40 KILOWATT-HOURS PER MONTH.</td>
</tr>
<tr>
<td>5</td>
<td>MUNICIPAL</td>
<td>4.03</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>CO-OP</td>
<td>3.49</td>
<td></td>
</tr>
</tbody>
</table>

| 15     | PRIVATE        | 4.02  | 50 KILOWATT-HOURS PER MONTH. |
| 5      | MUNICIPAL     | 4.21  |
| 18     | CO-OP         | 3.92  |

| 15     | PRIVATE        | 5.61  | 100 KILOWATT-HOURS PER MONTH. |
| 5      | MUNICIPAL     | 5.33  |
| 18     | CO-OP         | 5.63  |

| 15     | PRIVATE        | 6.88  | 150 KILOWATT-HOURS PER MONTH. |
| 5      | MUNICIPAL     | 6.71  |
| 18     | CO-OP         | 6.99  |

<p>| 15     | PRIVATE        | 9.40  | 250 KILOWATT-HOURS PER MONTH. |
| 5      | MUNICIPAL     | 8.85  |
| 18     | CO-OP         | 8.91  |</p>
<table>
<thead>
<tr>
<th>TYPE OF SERVICE</th>
<th>NET MONTHLY BILL (DOLLARS)</th>
</tr>
</thead>
</table>
| 0-10,000 Watt-Hour Per Month | Private: 30.0  
                      | Municipal: 20.4  
                      | Rural Co-op: 19.2  |
| 10,001-19,999 Watt-Hour Per Month | Private: 48.8  
                      | Municipal: 30.4  
                      | Rural Co-op: 28.2  |
| 20,000-29,999 Watt-Hour Per Month | Private: 66.2  
                      | Municipal: 40.0  
                      | Rural Co-op: 38.0  |
| 30,000-59,999 Watt-Hour Per Month | Private: 84.8  
                      | Municipal: 58.0  
                      | Rural Co-op: 56.0  |
| 60,000-119,999 Watt-Hour Per Month | Private: 103.0  
                      | Municipal: 72.0  
                      | Rural Co-op: 70.0  |
| 120,000-199,999 Watt-Hour Per Month | Private: 122.0  
                      | Municipal: 90.0  
                      | Rural Co-op: 88.0  |
| 200,000-299,999 Watt-Hour Per Month | Private: 140.0  
                      | Municipal: 110.0  
                      | Rural Co-op: 108.0  |
| 300,000-999,999 Watt-Hour Per Month | Private: 158.0  
                      | Municipal: 128.0  
                      | Rural Co-op: 126.0  |
| 1,000,000 Watt-Hour Per Month | Private: 176.0  
                      | Municipal: 136.0  
                      | Rural Co-op: 134.0  |