WESTINGHOUSE
ELECTRIC & MANUFACTURING COMPANY
EAST PITTSBURGH, PA.

June 28, 1933

Miss Ida M. Tarbell
120 East 19th Street
New York City

Dear Miss Tarbell:

In reply to your letter of inquiry addressed to Mr. W. G. Marshall, to ascertain if we were the first electric company to apply incandescent electric lighting to building ornamentation, we have made a careful investigation and find that there can be no question that the very elaborate outlining and ornamentation of roofs, cornices, columns, domes, etc. at the Chicago World's Fair of 1893 was the first use of incandescent lighting for this purpose in America.

It can also be authentically stated that this was the first large scale use of incandescent electric lighting in the world. True, at the Paris Exposition in 1889 some incandescent electric lighting on a very small scale was used for exterior building outlining. Some pictures which we were able to turn up showed that some few of the buildings were illuminated around the roofs and cornices. However, the Eiffel Tower, which was a great feature of that memorable exhibit, was not illuminated, so that while some arc and incandescent electric illumination was used in Paris, it was on a very modest scale as compared with the expansive lighting of the Chicago Columbian Exhibition.

There is a very excellent account of the lighting of the Columbian Exhibition starting on page 37 of the Cosmopolitan Magazine for September 1893. If you cannot readily refer to that copy, I will be very happy indeed to loan you the one that I have in our record file.

Trusting that this gives you the information you want, I am

Sincerely yours,

R. R. Davis

Publicity Manager
ADVERTISING DEPARTMENT

R. R. Davis::IRC

Digital Image, 2011, The Ida M. Tarbell Collection, 1890-1944, Allegheny College Pelletier Library.