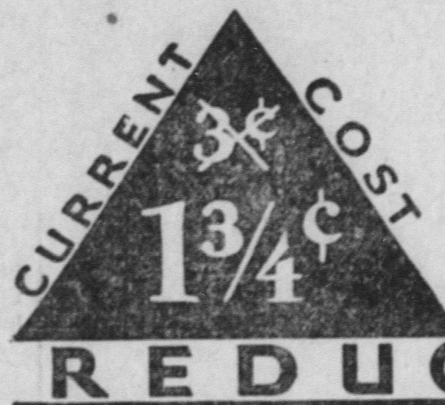


# FIRST ANNOUNCEMENT of the SENSATIONAL 3-POINT PRICE REDUCTIONS

**New Rate  
makes  
Electric Ranges  
cost less  
than ever  
to operate!**



Announcing a new rate step which materially reduces the cost of operating an electric range . . . thus removing one great obstacle to enjoying the convenience of electric cooking.

\* There will also be drastic reductions in range prices with improved design, construction, speed and appearance . . . all the cleanliness, safety, time and labor saving of an electric range for the price of an ordinary fuel range.



**REDUCED . . . . .**



\* There will be no more charge for installing adequate meter entrances . . . whether you are buying a new electric range or moving an old one . . . a revolutionary saving.

**ELIMINATED . . . . .**

*\*Watch for further announcements regarding these two important points a week from today.*

On June first a remarkable new electric rate for homes goes into effect! It provides a fourth step in the descending scale of current cost! . . . Only 1 3/4¢ for every kilowatt hour over 150 a month!

At present . . .

The first step costs (net after discount) 10¢ per kilowatt hour.

The next step costs 6¢.

The third step costs 3¢.

Now a fourth step for everyone using more than 150 goes into effect. At present, 75% of our customers secure some of the current used in their homes for 3¢. They will continue to do so! But if they use more than 150 kilowatt hours in any month, they get each additional kilowatt hour at the new low rate.

This is a vitally important announcement! For it means that the modern convenience of electric cooking is available to almost everyone in the community. It means that electric water heaters may be operated with new economy . . . that other electrical appliances may be enjoyed more freely . . . that the cost of ample lighting is materially reduced.



The 1 3/4¢ rate is wonderful news. But add to that reduced electric range prices and the complete elimination of range installation charges and all the old barriers that kept you from enjoying the supreme convenience, cleanliness, and safety of an electric range are down.

Cooking with electricity makes housekeeping modern, just as electric furnaces and electrically driven machinery have made factory production modern. Electricity sets the standards of today . . . it makes far better work and better living.

For details about how the rate reduction will affect you as an electric range owner . . . or a would-be electric range owner . . . inquire at our office. Questions are always welcome.

**ALSO - ELECTRIC WATER HEATERS**

This new rate results in exceptionally important reductions in the cost of operating electric water heaters. Complete home electrification is now entirely practical.

**WEST PENN POWER CO**