

# RATE REDUCTIONS



*West Penn Power Company announces  
rate reductions totaling  
\$706,000.00 annually.  
The first of the new rates becomes  
effective after February 15.*



**T**HE new rates which West Penn Power Company is announcing benefit all of West Penn's residential customers and most of its commercial and small power customers.

West Penn rates have been consistently low. Low priced electricity is appreciated by our residential customers as shown by the fact that 12% more electricity is used by them than the average for the nation; and despite the slump of the depression, their average annual use has risen more than 100 kwh. since 1929.

Still lower rates are now established in spite of increasing costs and increasing taxes because West Penn recognizes the spirit of the times and because it hopes that lower rates will encourage still greater use.

## *New Residential Rate*

Every residential customer will benefit from the new schedule; even those customers paying minimum bills can use additional electricity at no increase in cost. This new rate becomes effective with the first full month of service after February 15 (a month is the period between two regular meter readings).

The total annual reduction for our

residential customers is estimated to be \$258,000.00. In terms of use, this saving would permit the average family, for example, to have adequate light for the reading or study table every evening at no increase in cost.

*The new rate is 6c per kwh. for the first 50 kwh; 3c for the next 100 kwh; and 1½c for all additional use within the month.*

## *New Commercial Rate*

The new commercial rate makes reductions in the bills of approximately two-thirds of our commercial and small power customers. The annual reduction totals \$260,000.00 for commercial and \$115,000.00 for small power customers.

*The new rate is 6c per kwh. for the first block of 100 kwh.; 4½c for the second block; 1c for all additional. The size of the second block is 200 kwh. when the customer's requirement is 2 kilowatts or less; 40 kwh. are added to this block for each additional ½ kilowatt required.*

This new rate becomes effective with the first full month of service after March 15 (a month is the period between two regular meter readings).

The new rate has the feature of making available to many customers added use of electricity at the low cost of 1c per kwh.

## *Other Rate Adjustments*

More liberal provisions regarding minimum bills on rural line extensions; reductions in the wholesale D. C. schedule and, as already announced, the making permanent of previous temporary adjustments in municipal and industrial rates,—bring the total amount of the estimated annual reductions up to \$777,800.00.



These reductions, of varying importance to individual customers, are in the aggregate large. They should materially contribute toward the more abundant use of electricity throughout this area.

Details of the rate changes as they affect you will be gladly explained at your West Penn office and you will be put in touch with those of our employes who can show you how to get maximum benefit from the use of electricity.

# WEST PENN POWER COMPANY