

NOW! A NEW LOW ELECTRIC RATE!

FOR ELECTRIC COOKING!
FOR HEATING WATER!
AND FOR ELECTRIC REFRIGERATION!

EFFECTIVE MARCH 1st—a *much lower cost than ever before* for electric cooking, electric water heating and electric refrigeration!

This *new low rate* is especially designed to make electric cooking and electric water heating economical for every family!

ELECTRIC COOKING—New developments in the design and construction of electric ranges make electric cooking *faster than ever*—and this *new low electric rate* makes it more economical than ever before.

ELECTRIC WATER HEATING enables you to have plenty of hot water, when and where you want it, at a *cost surprisingly low* with the new rate.

ELECTRIC REFRIGERATION, day in and day out, year after year, at a *new low cost* that will enable thousands of additional families to enjoy the comfort, convenience and protection of electric refrigeration.

A representative will call on all our customers who are now using electrical cooking, electrical water heating or electric refrigeration, and explain this new optional rate.



THIS
COUPON
WILL
BRING
YOU
ALL THE
FACTS!

VIRGINIA ELECTRIC
and POWER COMPANY:

I am interested in Electric Water Heating
 Electric Cooking
 Electric Refrigeration

and would like to know more about the new low rate.

Name _____

Address _____

City _____

Phone _____

VIRGINIA ELECTRIC AND POWER COMPANY