



## Cutting The Cost Of Better Living

Long before the war, "conservation" was a strong selling point for electric service. Time—energy—food were among economies of the electrical household, not to mention the convenience and comfort of doing things the care-free electrical way.

These economies have been doubly important as aids to the family budget in War Time and as a help to more efficient living during the time that has imposed new duties and opportunities for service on the American homemaker.

Remember to be as careful as you can with your appliances:

Keep them clean, avoid loose screws or nuts, oil where indicated, and treat your cords and plugs with an eye for long trouble-free service.

*Duke*  
**POWER COMPANY**