



ASK DUKE POWER WHY THE HOUSE ON THE RIGHT IS A SMARTER MOVE.

Lots of houses in the Carolinas may look alike, but Duke Power can help you tell the difference. Just by looking for a few energy efficient features.

A Maximum Value Home features today's high-technology heat pump. Instead of cranking out heat like a furnace, it extracts and moves heat from the same air you breathe. So it's the cleanest and safest heating and cooling system available today.

Perhaps the most comforting thing about the

high-technology heat pump is that it costs less to operate in winter than standard heating systems. Now there's a feature sure to make you feel good all year long. Plus when you buy a Maximum Value Home, you get Duke Power's best residential rate.

Ask your builder or REALTOR about The MAX[®], an all electric home designed to meet Duke Power's strict energy-efficient guidelines.

It's advice you can't afford to live without.



The Smart Choice
for The Future