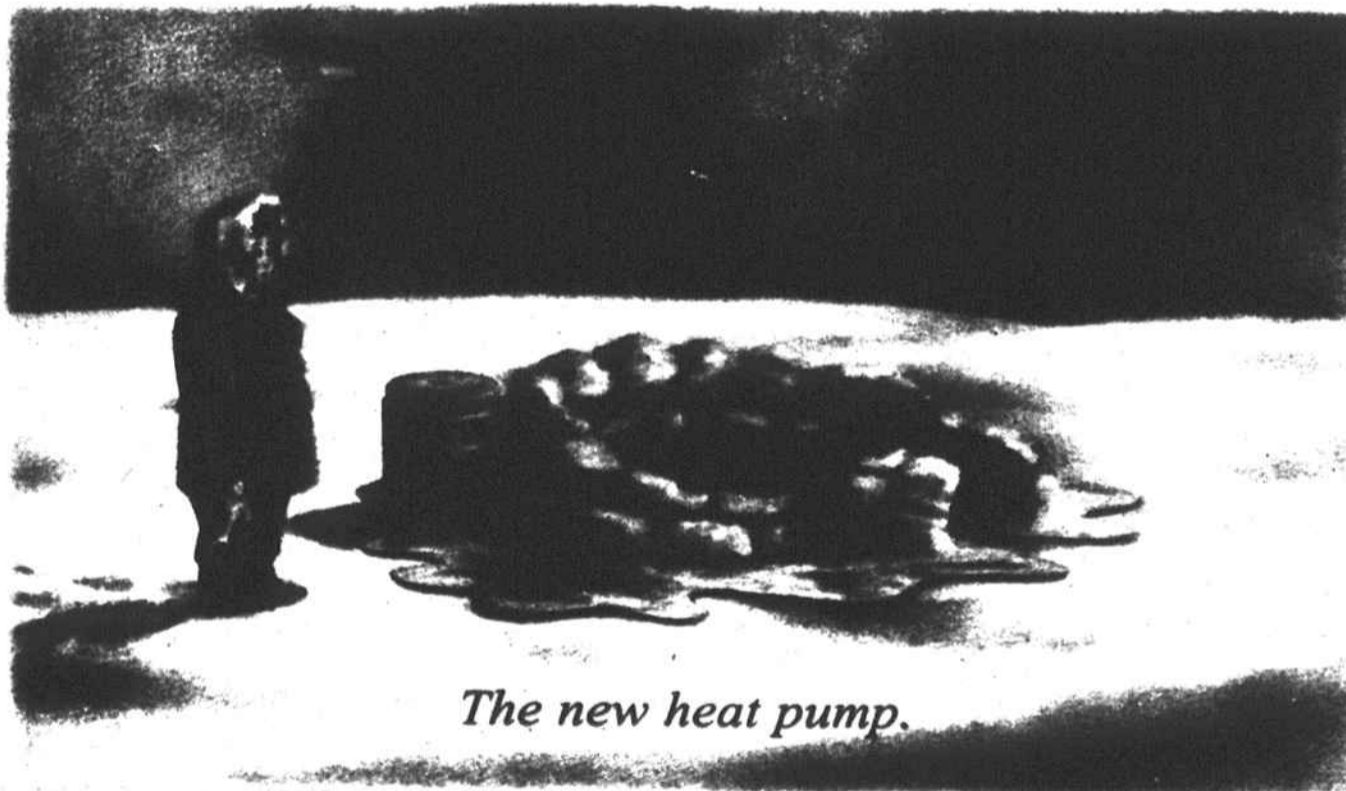


The old heat pump.



The new heat pump.

As you can see, today's electric heat pumps are considerably warmer than the models of yesteryear. Plus, when you choose a home with a heat pump, you'll enjoy a system that's perfectly suited to the mild climate of the Carolinas. One that gives you low energy bills year-round. For more details, call Duke Power Company.

Today's electric heat pumps are hotter than ever.

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