AT THE RATE YOU'RE GOING YOU COULD END UP PAYING THE PRICE FOR ELECTRICITY.

QUALIFY FOR THE RC RATE AND SAVE

You can enjoy Duke Power's lowest electric rate if you make certain energy-saving home improvements. Of course, you'll save through reduced energy consumption as well.

Qualifying for the RC rate isn't easy. But it's not overwhelmingly difficult either. In fact, you can make many of these improvements yourself.

And Duke Power can help. Just fill out this easy-to-complete coupon. Mail or drop

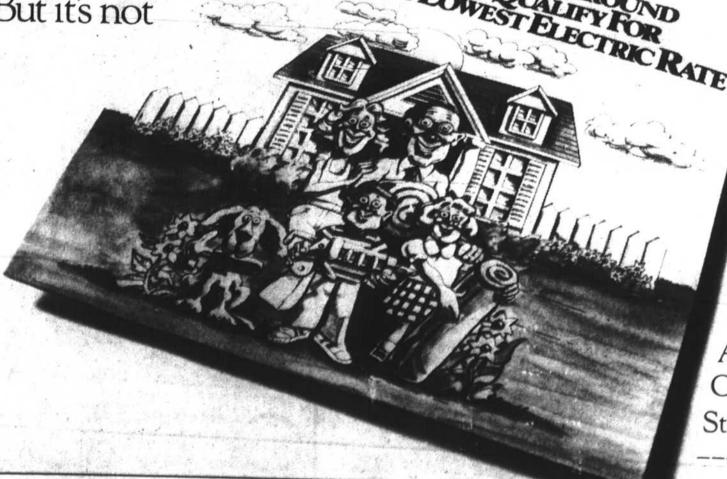
it by your

local Duke Power office.

We'll send you detailed instructions on how to bring your home up to RC standards.

Our residential specialists will be available to answer any additional questions you may have. So feel free to call us.





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Name.

Address

City.

State_

Zip.