

A QUARTER MILLION DOLLARS To Users of Our Electric Service

We are most happy to announce that as a result of conferences with, and the approval of, the State Corporation Commission, a reduction is being made in our retail light and power rates and combined lighting and appliance rates for residences, which will bring savings to the great majority of our patrons, in the aggregate amounting to approximately a quarter of a million dollars a year.

This reduction will be effective on all bills for service sent out after May 1, 1927.

It has been the constant effort of the present management, thoroughly convinced as to the possibilities of this great section, to contribute to the full extent of its ability toward the progress and development of North-eastern North Carolina.

By the end of the year 1927 we will have spent approximately \$20,000,000 in expanding our field of usefulness, in bringing cheap and reliable electricity to numerous communities heretofore unable to enjoy this advantage, and in additions and improvements to our property, that we might render service which is modern, efficient, adequate, and dependable—a service which would be a source of pride to you and to us.

We realize that good electric service is essential to the growth of this section, and we further appreciate that in order to bring about in the home and in industry the maximum of blessings and advantages from the use of electricity, our rates must be as attractive and as low as possible.

Our power rates are low and attractive. We are now supplying practically all the large industries in our territory with their electrical requirements.

That we have, at this time, been able to work out, with the approval of the State Corporation Commission, an 8 1-2 cent net per kilowatt hour top rate for retail service, is a source of real gratification to us.

A public-utility company can be a constructive and important factor in the development of community and State only when it has the confidence and cooperation of the people it serves. Our ability to expand and improve service and reduce rates is due to the wholehearted support of the people we serve, and the loyal cooperation of our employees.

One of the really inspiring things to us has been the way our patrons have subscribed to our stock offerings, because a utility company, in order to satisfactorily fulfill its obligations as a public servant, must always have good credit so as to freely attract new capital to meet the ever-increasing demands for expansion and development. We are partners working together for big things—earnestly endeavoring to bring about greater growth, prosperity, and happiness in this section.

In this rate reduction, there is tangible evidence of our appreciation of your confidence in us and of our abiding faith in the future of the territory we are privileged to serve.

Carolina Division

VIRGINIA ELECTRIC & POWER COMPANY

W. E. WOOD, President

J. T. CHASE, Manager