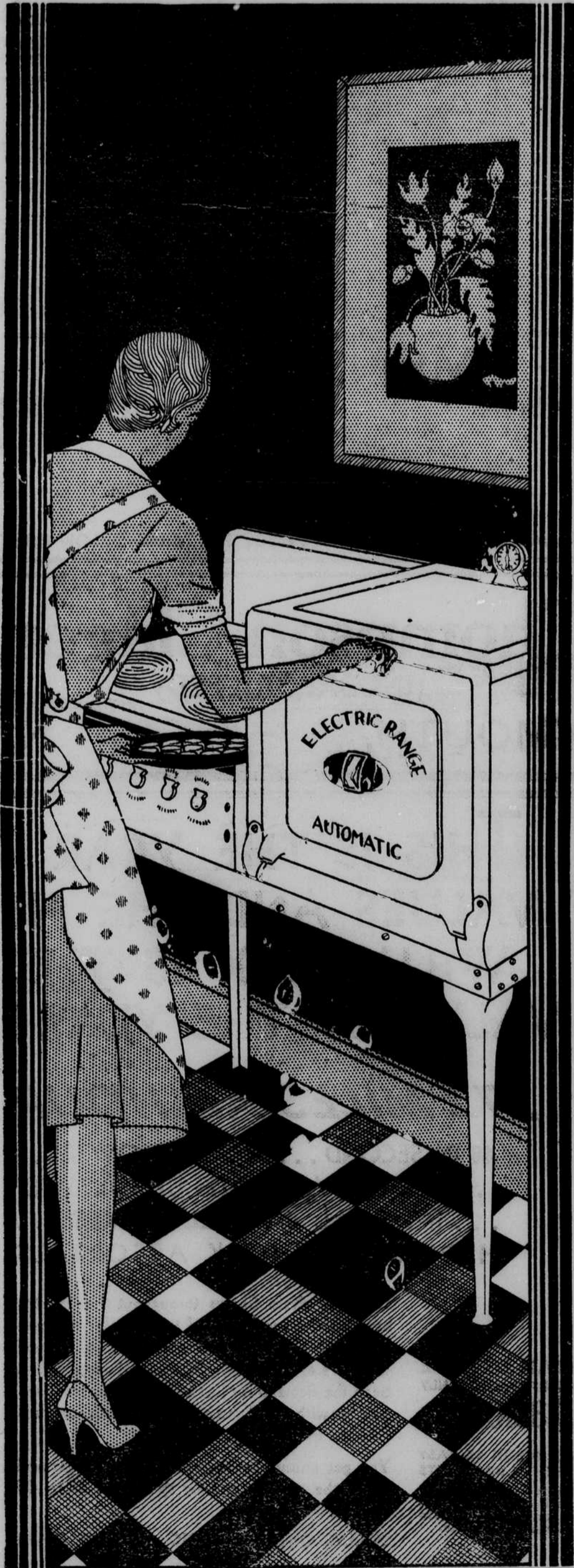


# NOW! A NEW LOW ELECTRIC RATE!



-FOR ELECTRIC COOKING!  
 -FOR HEATING WATER!  
 -AND FOR ELECTRIC REFRIGERATION!

**E**FFECTIVE MARCH 1st—a *much lower cost than ever before* for electric cooking, electric water heating and electric refrigeration!

This *new low rate* is especially designed to make *electric cooking* and *electric water heating* economical for every family!

**ELECTRIC COOKING**—New developments in the design and construction of electric ranges make electric cooking *faster than ever*—and this *new low electric rate* makes it more economical than ever before.

**ELECTRIC WATER HEATING** enables you to have plenty of hot water, when and where you want it, at a *cost surprisingly low* with the new rate.

**ELECTRIC REFRIGERATION**, day in and day out, year after year, at a *new low cost* that will enable thousands of additional families to enjoy the comfort, convenience and protection of electric refrigeration.

A representative will call on all our customers who are now using electrical cooking, electrical water heating or electric refrigeration, and explain this new optional rate.

**THIS COUPON WILL BRING YOU ALL THE FACTS!**

VIRGINIA ELECTRIC and POWER COMPANY:

I am interested in  Electric Water Heating  
 Electric Cooking  
 Electric Refrigeration

and would like to know more about the new low rate.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Phone \_\_\_\_\_

# VIRGINIA ELECTRIC AND POWER COMPANY