

## AUCTION SALE

ANTIQUE AND USED FURNIURE
Saturday, November 4, 1972 at 10 AM.
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## mantousicaterwherano  FOREVERYONE.

Not just your family. Though with clean, quiet, even, odorless electric heat, theyre bound to be blissfully comfortable.
Everyone.
Because the more electricity we provide in the wintertime, the closer we come to balancing the demand for power. And the closer we come to balancing the demand for power year 'round, the better we're able to keep your rates down.
In summer, you see, when everybody's air conditioner is going like mad, the demand for electricity is at its peak. And we must have enough turbines and generators to meet all that demand.
Then, when winter rolls around, the demand for power drops. About $17 \%$. Which means that a lot of that expensive equipment isn't being fully used.

But we still have to maintain that equipment, pay the operators, and pay the interest on the money we borrowed to buy it. And since our customers are our one and only source of
 operating income, you wind up paying for these things. And paying higher summer rates if you are a high summer-use customer.

That's why we encourage people to select electric heat through advertising. To help balance the demand for power. To keep that equipment busy all year 'round. To see that it pays for itself.

So next time you hear that someone's chosen electric heat, give him a loud and lusty cheer. He's doing your pocketbook a favor.
Not to mention his family.

