

NEW LOWER GAS RATES

For Homes Enjoying

Automatic Gas Water Heating

And Gas Heating

These two great conveniences
are now available at new lower cost!

This reduction in rates
means a saving to our customers
of \$112,000 a year

Gas Heating

This new gas rate will be welcome news to all those who now heat their homes with gas and to those who desire to have Gas Heat.

That the progressive lowering of gas rates is appreciated by our customers is evidenced by the fact that in 1932 we sold 289,000,000 cu. ft. for space heating and in 1940, 1,067,000,000 cu. ft.—or almost four times as much.

To illustrate the benefits to house heating customers of gas rate reductions since 1932, here are the figures for a typical eight-room house.

Year—1932	1940 (Feb. Rate)	1941 (New Rate)
Cost—\$249.20	\$181.26	\$166.81

New Homes!

Our new heating rate is streamlined to meet modern conditions and will be of particular interest to those who are building attractive, small, well insulated homes designed to give convenience and comfort at small expense.

Install Gas Heat!

Nothing can contribute more to convenience and comfort than well chosen modern gas household appliances. Gas heating is economical and without competition in terms of heating performance when all its advantages are taken into account.

Get the Facts!

Our House Heating Department will be glad to tell you about the new, beautiful, compact and efficient gas furnaces and boilers, and about burners which may be installed in your present heater. They will also give you the facts about the cost of heating your home with gas under the new rate.

Call Main 7070 and ask for the House Heating Department.

Gas Automatic Storage Water-Heating

A great many of our customers now know the value of the modern automatic storage type of gas water heater which requires no attention—no running up and down stairs, no worry—completely automatic and safe, and is more economical than ever before. That spells progress.

Low Cost!

Due to this reduction in rates, other thousands of homes can now enjoy the advantages of an automatic storage water-heater, that makes it possible for you to have hot water always on tap for little or no extra cost, as compared with other methods now in use. That also spells progress.

Easy to Rent or Buy!

This New Rate is applicable to homes having a fully automatic gas storage water-heater in use as the only source of hot water supply. We have provided a low cost Rental Plan which offers a convenient method for you to have a rustproof, highly efficient copper water heater in your home. These heaters represent down-to-the-minute progress in the development of gas fired automatic devices the purpose of which is to provide a dependable, low cost source of hot water supply for the home.

Get the Facts!

Our Domestic Sales Department will be glad to give you the facts about the low cost of heating water with gas under the new low automatic water heating rate.

Call Main 7070 and ask for the Domestic Sales Department.

ROCHESTER GAS & ELECTRIC

Corporation