

FILE

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637 Ambler Cr.
Tallmadge, OH 44278-2401
(330) 633 4342

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October 29, 2010

PUCO

Alan Schriber, Chairman PUCO
Attention Docketing Division
180 E. Broad St.
Columbus, OH 43215

Reference: 10-176-EL-ATA

Dear Sir:


In 1968 we were considering building a home in Tallmadge Woods and bought a lot on Ivywood Dr. At that time the "Home Builders Association" was going to have a "Parade of Homes" on Ambler Circle in Tallmadge, OH and we were asked by a builder, Jay Stits, to consider building a display home for the "Parade". We were open to the idea and were approached by a representative of Ohio Edison Co., Sam Marchetta, to build an all-electric home. Ohio Edison Company was anxious to have all-electric homes in the "Parade" and told us that our rate would be low. We were skeptical about building an all-electric home and asked Mr. Marchetta of Ohio Edison Co. to provide us with an analysis of our electric expenses and rate. In order to be assured of the rate of .015 per KWH, we had to pay the added expense of building a tight home with additional cellulose insulation according to Ohio Edison Co. specifications. This included 10 inches in the attic and additional insulation between the floors and walls. We were told that 1.5 cents per KWH would be our all electric on going rate. After considering the economical benefits to us over a long period of time and to recuperate the additional expense of added construction cost, we agreed with Mr. Marchetta to build an all-electric home.

We would not have built an all-electric home had we thought that the Ohio Edison Co. would not honor the all-electric rate commitment. We would not have built the all-electric home if we thought that years down the road, we are now 78 years old, that we would not be able to sell the home because of high non-economical rates. I don't consider the rate promised to us as a discounted rate, but as an all-electric rate for all-electric homes.

We hope and pray that First Energy (Ohio Edison) honor their commitment to the all-electric economical house rate and allow that rate to continue with the house. We also hope that as the time approaches that we are not prohibited from recovering our investment in our home by selling it.

Sincerely,


Charles R. and Nancy E. Weiss

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.
Technician  Date Processed 11-1-2010

- 2.
- e. Copy of Ohio Edison Co. advertisement in the Akron Beacon Journal Newspaper 1968 advertising the "Gold Medallion" home in the "Parade" and promoting these homes by saying "Get the full story about economical total electric living."

Copy of Ohio Edison Co. "Electric Heat Loss Estimate" from Sam Marchetta showing a rate of 0.15 per KWH

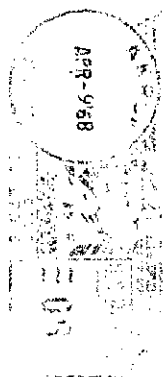
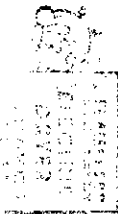
C. Anthony Rodriguez, Ohio Consumers' Counsel, 10 West Broad Street, Suite 1800, Columbus, OH 43215-3485

FORM A-558 S. G. Marchetta

OHIO EDISON COMPANY

47 N. MAIN STREET
AKRON, OHIO 44308

Mr. Chuck Weiss
117 Timothy Drive
Tallmadge, Ohio



STAFF 301 T-40 301 T-40

[illegible]

76. 218922

SO. OCT. 21 1965 PER PAGE 283.8

SECRET
NO. 100-444444
100-444444

SQ. FT. DATE: 2/2 2700JF

DEGREE DAYS : 2634.5th

[illegible]

CUSTOMER INFORMATION:

OPERATING COST:

KWH

CEILING: _____ SQ. FT. @ _____ PER KW = \$ _____

WALLS:

Sq. Ft.

BY

FLOORS: _____ ; SQ. FT. _____ DATE: _____

HEAT LOSS: _____

DEGREE DAYS _____

[illegible]

Look what they're wearing at the Parade of Homes this year!

Four of the Parade of Homes' finest homes are wearing the Gold Medallion—proof that the magic of total electric living has been built right in. Everything is flameless; cooking is cleaner; heat is draft-free; cooling is dependable; laundry equipment is economical. Even the outdoor grills are carefree electric. Get the full story about economical total electric living. Visit these homes for sure.

Jay Stitz Open beams grace the family-room ceiling; the den's paneled wall features built-in desk and book shelves. See these and many more Stitz quality features that add living value to this total electric home.



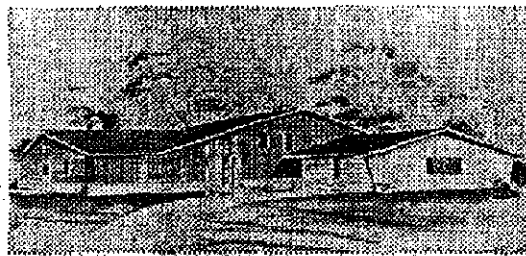
Dardenne Skylights for the dressing area, private bath, his and hers closets, walk-in storage and window seat—find all these features in one room of Dardenne's eight room Early American. When a builder is this meticulous, he builds total electric.



Williams Williams Properties built with care, preserving the beauty of the wooded lot, adding generous roof overhangs, styling luxurious contemporary living in two story construction. The result: spacious family living with total electric comfort.



McCormick-Otto From the curved staircase in the entrance, to the spacious family and recreation rooms, to the beautifully bay-windowed dinette area, this McCormick-Otto home speaks eloquently of the luxury that is total electric living in an ultra-modern home.



Electricity is the choice of other homes at the "Parade" for Air Conditioning. Quick, quiet, flameless home cooling can be added to any forced air furnace for economical central air conditioning. Get it for your present home. Installed for as low as \$13.95 a month added to your electric bill.

Gold Medallion

symbol of modern total electric living