Large Filing Separator Sheet

Case Number: 10-176-EL-ATA

File Date: 12/13/2010

Section: 3 of 3

Number of Pages: 124

Description of Document : Exhibits (Kirtland Hearing)

10-176-EL-ATA

EXHIBITS FOR THE

KIRTLAND HEARING

11/23/10 (CONTINUED)

PART 3

RECEIVED

DEC 1 3 2010

DOCKETING DIVISION
Public Utilities Commission of Ohio

X Officet Supple

Centerior Energy/Illuminating Company Documents

PUCO Hearing 10-176

Lakeland Community College on November 23, 2010

Presented by Chester Karchefsky Former FirstEnergy Employee



Leads Generates Sales Internal Incentive Program

6200 Oak Tree Boulevard independence OH 216-447-3100 Mail Address PO Box 9466) Cleveland Oil 4410(466)

Dear Valued Employee:

We are embarking on one of the most significant marketing programs in our Company's history. And we're calling on each Centerior employee to ensure its success.

This folder outlines the complete story of this new program - "Leads Generate Sales." It's designed to increase our revenue, boost customer favorability and help steer us to a new horizon as a market-driven electric utility.

The program offers you the opportunity to share your knowledge and support of electric technologies with friends and acquaintances. After all, when you need to purchase something for your home, don't you like to go to an expert? That's why we think this program will be so effective.

Leads Generate Sales offers the opportunity for your friends to come right to the expert - you and your co-workers in Marketing - when they're choosing heating, cooling, or outdoor lighting for their homes. And, if your referral results in a sale, you'll win a cash prize or gift certificate for your effort.

This program also supports our corporate strategic objectives. Increased sales means increased revenues. For example, if each one of our Centerior employees "sold" an Air Conditioner Plus, we would increase sales by 35 million kWh, or \$2.5 million annually. So, if you think your contribution doesn't matter, just look at what an impact our combined efforts can have.

We hope you're as excited about this new program as we are and look forward to watching our sales grow in the months and years ahead. Thank you for joining the Centerior "sales team."

Bob Farling President ce

Al Temple Vice President-Marketing

Operating Companies Creveland Electric Huminating Toledo Edison



LEADS GENERATE SALES

Leads Generate Sales is a program that allows all Centerior employees to be "sales associates" for The Illuminating Company and Toledo Edison. Under this program, your job is to provide sales "leads" to Residential Marketing. These leads, or sales referrals, can result from your talking to your friends, neighbors or relatives who are building, remodeling or adding on to their homes. In return, if your referral leads to a sale of specific electric equipment, the Company will give you a reward.



The purpose of the Leads Generate Sales program is, obviously, to increase kWh sales through the sale and use of electric technologies such as heat pumps, electric heating, post lamps, etc., while helping customers save money by becoming more energy efficient. The key to this program is to expand the Company's marketing effort by enlisting the help of you and your fellow employees in the marketing of these products. The more "sales associates" the Company has, the more people will be aware of the many marketing programs and benefits that Centerior offers its residential customers. This means a more successful marketing effort and better customer/Company relations.

PROGRAM DESCRIPTION

The idea is to discuss the benefits of these products with your neighbors and friends whenever the opportunity arises. Then if they are interested, simply fill in the person's name, address and phone number on a Lead Referral Form along with the product(s) that your prospect is interested in and return it to Residential Marketing in Toledo or Cleveland. That's all you have to do! A Residential Marketing representative will follow up on your lead and, if a sale is made, you'll receive an incentive for "selling" that product.

LIST OF QUALIFYING APPLICATIONS

- * Geothermal for new construction and retrofit
- * Conversion to Whole House Electric Heating or for Installation of Whole House Electric Heating in a Newly Constructed Home.
- * Air Conditioner Plus for new construction and retrofit
- * Permanent Supplemental Heating
- * Post Lamp

(OVER)

In some instances, the installation of outdoor lighting may not require the involvement of Residential Marketing. For example, at your suggestion, a customer may receive enough information from you to make the purchase. If so, indicate the date of your discussion with the customer and the date of the installation for these products on the Lead Referral Form to receive the incentive. Residential Marketing will confirm the installation of all products with the customer.

The incentives will be included in your normal paycheck. All incentives are subject to the appropriate tax and will, therefore, be included in your V-2 earnings.

ELICIBILITY

All Centerior employees (full-time and part-time), except for members of Marketing, are eligible to receive incentives under the program. You may submit as many referrals as you like, but each referred customer must own and live in the dwelling for which the products are purchased. The dwelling, of course, must be on Illuminating Company or Toledo Edison lines. In case of duplicate referrals, only the first one submitted, as determined by the date on the Lead Referral Form, will be honored.

ADMINISTRATION

Leads Generate Sales is administered by Residential Marketing in Cleveland (CLE835; Ext. 41368) and Toledo (TOL460; Ext. 5488). All completed Lead Referral Forms should be sent to the appropriate operating Company, depending on the location of the referral. Notify them, too, for additional forms. Centerior employees will be notified whether or not a sale is made. Monthly updates will be distributed to all participants to provide status of leads.



Here's What You Can Earn Through Leads Generate Sales

Incentive Schedule

System: GT Geothermal	\$170
All-Electric Heating	\$125
Air Conditioner Plus	\$45
Permanent Supplemental Heating (\$15 per KW)	\$75 (max)
Post Lamp	\$15

If your lead results in a sale (confirmed installation of equipment), you'll be informed by Residential Marketing. You can choose cash or a gift certificate for your incentive.

1

27. Are electric water heaters going to be part of this program?

They are not part of the program currently, however, they might be in the future.

28. Do I only participate after-hours?

You will have to take that one up with your manager or supervisor.

29. Are there any repercussions for not participating? in LGP

*

No. It is not part of your job to participate. However, each department is encouraged to have at least 5% of the employees in that department participating.

30. How long will this program last?

It will last until December 31, then the program will be re-evaluated to decide what changes or add-on features need to be implemented. All employees will be notified of program status.

31. If I have any questions, who do I contact?

Margaret Pugacz in Cleveland at 41368 and Rod Bayliss in Toledo at 249-5488.

LGS

Air Conditioner Plus Fact & Testimonial Sheet

	Typical Customer Questions	Air Conditioner Plus	Standard Central Air Conditioning
1.	Can it be installed in an existing home?	YES	YES
2.	Will it keep my home comfortable in the summer?	YES	YES
3.	Will it provide heating at a reduced cost in the spring and fall?	YES, an average of \$150-\$250 per year savings	NO
4.	Are there discount electric rates available 4	YES, with a 2nd meter	NO
5.	Will this equipment reduce my summertime cooling cost?	YES, due to the lower electric rate	NO
6.	Will it combine with my existing furnace to make my furnace more energy efficient and last longer?	YES, by allowing your existing furnace to operate more efficiently	NO
7.	Is there any organization that stands behind the installing contractor to provide me with additional peace of mind?	YES, The Illuminating Company backs and supports the C.A.R.E. contractor organization	NO
8.	How about value: How long each year can I expect this equipment to provide me with comfort and value?	10 months	2-3 months

The obvious choice is the new and improved Air Conditioner Plus rather than standard central air conditioning. If you have questions, call your Illuminating Company representative or call the Residential Heating and Cooling Hotline at 1-800-589-2222.

See reverse side for customer comments.

The Illuminating Company
The Energy Makers.

A Cemerior Energy Company

The Illuminating Company

The Electric Dream

ELECTRIC HEATING OPTIONS

PRODUCT INFORMATION:

Although Heat & Cool Pumps (also known as Heat Pumps) have been widely used for over 20 years, recent technology breakthroughs and higher local training standards have improved installations during the last 10 years.

The principle behind Heat & Cool Pumps is the movement of, rather than the creation of heat. Heat & Cool Pumps pick up available heat from outdoor air in the heating season. Heat is then compressed which adds additional heat, then moved inside where it is delivered throughout the home by a conventional furnace.

The Heat & Cool Pump provides up to 70% of your home's heating needs alone. During severe winter weather, a back-up electric furnace supplements the Heat & Cool Pump to assure your home stays warm and comfortable.

In the summer, Heat & Cool Pumps reverse their operation and provide central air conditioning and dehumidification in the same fashion as a standard central air conditioner.

Other whole house electric heating options include: electric furnace, electric baseboard, electric boiler and electric radiant heating panels.

Although not as popular as all-electric Heat & Cool Pumps, these options are none-the-less extensively used throughout The Illuminating Company service area.

With the exception of baseboard heating, all-electric heating options should be explored through a C.A.R.E. Heating and Cooling Contractor. Electric baseboard customers would be well advised to contact a licensed electrical contractor.

PRODUCT BENEFITS:

Since no fossil fuel is burned to create heat, homes with Heat & Cool Pumps require less dusting and have fever indoor air quality concerns.



Electric discount rates save all-electric customers money all year long. These rates as well as the energy efficient nature of Heat & Cool Pumps allow all-electric homeowners to enjoy low utility bills.

The back-up electric furnace provides a secondary source of heat which allows homeowners a greater piece of mind. If the Heat & Cool Pump should ever need service, your home stays warm and comfortable.

The Illuminating Company currently offers Heat & Cool Pump owners the opportunity to receive a <u>cash rebate</u> if they replace an older Heat & Cool Pump with a new, energy efficient model. Homeowners who switch from gas, oil or propage are also entitled to a cash rebate.

Non-Heat & Cool Pump whole house electric heating equipment benefits are also quite appealing. Benefits include: electric heating rate discounts, long equipment life and low maintenance bills, cash rebates for switching from natural gas, fuel oil or propane and of course clean, healthy indoor air as no fossil fuels are burned to create heat.

TYPICAL USES:

Local homeowners who might be in the market for a Heat & Cool Pump fall into three categories. First, many new homes are built with energy efficiency measures including a Heat & Cool Pump. Second, homeowners who currently own an older Heat & Cool Pump may benefit by replacing their older unit with a new, energy efficient model. Third, homeowners who own older natural gas, fuel oil or propane heating systems would benefit by switching to a Heat & Cool Pump.

FREQUENT QUESTIONS CUSTOMERS ASK:

- Q. Who sells Heat & Cool Pumps?
- A. Any C.A.R.E. Heating & Cooling Contractor carries Heat & Cool Pumps., To obtain a current C.A.R.E. list, call 1-800-589-2222.
- Q. How much will a new Heat & Cool Pump cost to purchase?
- A. Although prices vary greatly based on size of unit, energy efficiency, brand of equipment, etc., a typical range would be \$2,500-\$4,000.
- Q. I always thought it would cost more to operate a Heat & Cool Pump than a comparable natural gas furnace. Is this true?
- A. Although natural gas may have been less expensive 15 years ago, the same cannot be said today!

Several studies have been conducted of actual homes that have gas heating and Heat & Cool Pumps. These studies as well as accepted industry fuel and energy use calculations indicate the Heat & Cool Pump costs less to operate.

Information provided by: The Illuminating Company
For additional information, call 1-800-589-2222

ALL-ELECTRIC HEAT & COOL FURP AND OTHER ELECTRIC HEATING ALTERNATIVES

PRODUCT INFORMATION:

Although Heat & Cool Pumps (also known as Heat Pumps) have been widely used for over 20 years, recent technology breakthroughs and higher local training standards have improved installations during the last 10 years.

The principle behind Heat & Cool Pumps is the movement of, rather than the creation of heat. Heat & Cool Pumps pick up available heat from outdoor air in the heating season. Heat is then compressed which adds additional heat, then moved inside where it is delivered throughout the home by a conventional furnace.

The Heat & Cool Pump provides up to 70% of your home's heating needs alone. During severe winter weather, a back-up electric furnace supplements the Heat & Cool Pump to assure your home stays warm and comfortable.

In the summer, Heat & Cool Pumps reverse their operation and provide central air conditioning and dehumidification in the same fashion as a standard central air conditioner.

Other whole house electric heating options include: electric furnace, electric baseboard, electric boiler and electric radiant heating panels.

Although not as popular as all-electric Heat & Cool Pumps, these options are none-the-less extensively used throughout The Illuminating Company service area.

With the exception of baseboard heating, all-electric heating options should be explored through a C.A.R.E. Heating and Cooling Contractor. Electric baseboard customers would be well advised to contact a licensed electrical contractor.

PRODUCT BENEFITS:

Since no fossil fuel is burned to create heat, homes with Heat & Cool Pumps require less dusting and have fewer indoor air quality concerns.



Electric discount rates save all-electric customers money all year long. These rates as well as the energy efficient nature of Heat & Cool Pumps allow all-electric homeowners to enjoy low utility bills.

(OVER)



May 15, 1998

Mr. Richard Crombie Cromble Construction, Inc. P. O. Box 1158 Chardon, Ohio 44024 (440) 285-9802

Re: Single Family Geothermal Home @ 15646 Windmill Pt. Rd., Huntsburg, Ohio 44046

Dear Rick

Thank you for taking time to explore the beneficial opportunities of geothermal heating and cooling. By installing geothermal in Mr. & Mrs. Newman's new home, you provide your customer with safe, clean, comfortable and economically efficient heating, cooling and water heating throughout the year.

To support the geothermal installation decision, FirstEnergy can provide an equipment allowance as well as a discounted electric rate! Customers are placed on this year-round rate when the sole source of space heating and water heating are electric. Furthermore, with the geothermal Desuperheater optional feature, water heating costs can realize additional savings up to 50%! And finally, as a special incentive, FirstEnergy will provide an economically and aesthetically pleasing post light. The installation of the equipment noted in Exhibit 1 will qualify you for this proposed program.

Equipment Allowances / Needs

Exhibit 1						
Geothermal Program	Geothermal Equipment Incentive	Discount	One Electric Post Light	Electric Baseboard Heating Units	Electric Water Heater	Electric Range & Dryer
Home Plan	\$375/TON \$1500 Max		Provided	Available	Required	Required

In summary, the geothermal technology has been a *proven* winner by exhibiting efficiencies of 350%! Even though other electrotechnology HVAC systems out perform Fossil Fuel Burning HVAC systems, Geothermal has and continues to out perform them all. Here is a listing of the most popular benefits geothermal has to offer!

- Clean and Safe indoor environment.
- Optimal year-round comfort.
- Reliability.
- Ultimate equipment efficiencies.
- ✓ Discount electric rate.
- ✓ Low maintenance.

In order to assist you with outdoor landscape lighting needs, FirstEnergy can offer you economical and socially pleasing low voltage lighting packages. Tastefully-lit surroundings will enhance the sense of comfort and safety your homes provide.

7

Finally, since home electronics have become so extensive within our homes, FirstEnergy can also offer complete home surge protection! This new program is designed to protect valuable appliances from service spikes that can commonly occur. Surges can come through phone, cable or power lines. Repeated surge exposure can shorten the life of electrical, mechanical or electronic equipment.

For as little as 25 cents per day, through the Surge Protection Program, customers can protect appliances and sensitive electronic equipment. The program provides three levels of home protection. The basic electrical and mechanical equipment is protected through a meter socket adapter. The secondary line of defense covers electronic and solid state equipment with plug-in devices. Finally, the entire home is insured against potential damages.

I look forward to working with you for successful implementation of the Newman's geothermal system. Please indicate your acceptance of this offer (as outlined in Exhibit 1) and your commitment for all-electric heating, cooling and water heating, via geothermal, by signing this proposal. Landscape Lighting and Whole House Surge Protection packages are not part of this proposal, however they can be purchased separately.

Sincerety,

Chester A. Karchelsky, Jr. Residential Representative

Accepted by:

Accepted by:

Richard Crombie Date Chester A. Karchefsky, Jr. Date Home Builder FirstEnergy

Acceptance of this marketing agreement will be a binding contract with Crombie Construction (proposal designed for Single Family Geothermal Home @ 15646 Windmill Pt. Rd., Huntsburg, Ohio 44046) and FirstEnergy from the date signed. This marketing agreement will encompass an approximate six month time frame up to November 30, 1998 or until project completion, which ever comes first.

* Note use of word" Permanent in fine print below

1996 BUILDER INCENTIVE REQUEST

SUMMARY SHEET

# ROC-100 44101	Total												T						CENTE The Illumin THE SM
Mail To: Centenor Energy Aun: E. Gosper, ROC-400: P.O. Box 5000 Cleveland, OH 44101	Appliance RAD Allowance	200	1. 680	¥20		1				1	1	1				<u> </u>	AMOUNT	5/23,9%	
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(40	City	KIRTLAND	16.10														BO=Geothermal EF=€ tadiant G=Gas O=Ol		quest for incentives the Built to the residence as the specific Content to enser it has been permeaned in the Edison Centerior Enser it installed Builder must be a Extraoribedges that health is a blancance of the descript and alternance of the descript and alternance of the descript and of this program. Builder ag of this program and the company follower and an exercise, or causes of a safery and arration or maintenance of the description.
Building Company Name KERN BUILDING INC. Building Company Address 2887 Cameror Cr. City Williamschift Hills Save OHIO Tax ID# 34-14804//	House Street Address	9127 JAHITE ON DE.	×7.40	-									100				*Electric Type: HPwHeat Pump GEO=Coothermal EF#Slectric Furnace Barbaseboard Rarkadiant Gadas O=Oil ParPropans	*	Installation Obligation: By signing this request for innectuives the Builder certifies that the equipment parchaered has been pertuanently intellied in the residence; as the specified address. Belifier agrees to permit The Illuminating Company/Thiesho Exisan/Centerior Energy to enser the residence during normal working hours to verify that the specified equipments has been permanently installed. Builder agrees to retain the hearth's to The Illuminating Company/Thiesho Edison-Centerior Energy if the appliance to retain the incentive was provided it not parametally installed. Builder must be current on electric bill to quality for retain. Builder, was provided it not parametally installed. Builder must be current on electric bill to quality for retain. Builder, by submitting this mayors, acknowledges that health is sold; responded for all costs and alleded to the charge of the state is easily in the state in and supers payment is conditioned upon the terms and conditions of this program. Builder agrees, by submitting this request, so indemnity, release and hold insurface? The Illumination of Course of Scion-Centerior Energy from any and all demands chains, including a submission, operation of every than wisaroner arising from, or relating to the use, installation, operation of maintenance of the equipment.
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The Illumin Diedo Edis THE SM



4141 Rockside Road Seven Hills, Ohio 44131 Phone: (216) 520-9024

FAX: (216) 520-9436

Proposal submitted to	Phone	Date
Crestpoint Builders.	(440) 729-4220	May 11, 1999
Street 12573 Chillicothe Road	Job Name Pepperwood Estates	
City, State, Zip Code Chesterland, Ohio 44026	Job Location Claridon Township, Ohio 44024	
Representative: Chester A. Karchefsky, Jr.	Tech Support	Representative Phone Number 216-520-9066

Project Scope:

- Seothermal Heating & Cooling with Electric Water Heating Project Assistance Fund will grant \$1,000.00 for the Model located at 14560 Essex Court, Claridon Twp., 44024. The other nineteen (19) homes to be built in Pepperwood Estates, located on Essex Court as well as S/L 7 (located on Chardon Windsor Rd.), will be granted project assistance funds totaling \$800.00 per home. These amounts will be flat rate amounts, not to exceed the specified totals per home. This project assistance funding scenario will be available to homes built on Essex Court and S/L 7 (Chardon Windsor Rd.), Claridon Twp., 44024 for as long as homes continue to be built within each coming year at this location (Essex CT. and S/L 7, Claridon Twp. 44024).
- The Model unit will have designed and installed one (1) Low Voltage Landscape Lighting package. Final price will be determined at the time of design and installation. Estimated package cost of \$816.00 / home includes: Sales Tax / Delivery and installation / Your choice of six (6) Gold Level Fixtures / 300-watt (270 W) transformer with capacity for up to six additional fixtures / Up to 150 feet of 12-2 gauge wiring / design consultation / Interest-free financing for up to 48 months / Minimum monthly payment of \$17.00/month. An additional \$50.00 cost will be assessed if boring under a sidewalk is necessary. Additional fixtures priced separately.
- After model home construction is completed in 1999, FirstEnergy will complete Energy Star Certification. FirstEnergy will provide the \$300.00 certification cost. This certification will act as a third party validation of energy-efficient features in your model. These energy-efficient features can be showcased to show when combined, provide dramatically improved energy performance relative to code-built homes.

Please indicate your acceptance of the proposed items by including your signature at the bottom of this proposal page.

Notes:

Expiration date of this agreement: As stated in the above terms and conditions. This Proposal may be withdrawn if not accepted within 30 Days.

Acceptance of Proposal

Authorized Signature \(\)

The above prices, specifications and conditions are satisfactory and are hereby accepted.

Signature: / XIMA / Author

Date of Acceptance: 3 13 9

Mr. Kirk Betteley
J. W. Betteley Builders, Co.
411 North State Street
Painesville, Ohio 44077
(216) 354-6258

Re: Sweet Briar Condominiums (A 111 Unit Geothermal Community)

Dear Kirk,

Thank you for taking time to explore the beneficial opportunities of System GT (geothermal heating and cooling). By featuring System GT in the Sweet Briar Condominium project, you are providing your customers with safe, clean, comfortable and economically efficient heating, cooling and water heating throughout the year. Your commitment to the geothermal technology undoubtedly positions you as an industry leader of energy efficient homes.

To support your efforts in providing the most efficient heating and cooling system in Sweet Briar, Centerior Energy can provide equipment allowances, special marketing and advertising support as well as a discounted electric rate to your home buyers. The installation of the equipment noted in Exhibit 1 will qualify J. W. Betteley Builders for this proposed program and Sweet Briar Condominium home buyers for CEI's discounted All-Electric rate. Customers are placed on this year-round rate when the sole source of space heating and water heating are electric. This rate combines the winter discount of space heating rate with the summer discount of the water heating rate. Furthermore, with the geothermal Desuperheater optional feature, water heating costs can realize additional savings up to 50%!

Equipment Allowances

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Geothermal	Equipment	50% Electric	Garage	Electric Post	Promo S	Insla-Flot	Bath	Electric Water
Program	Incention :	Bill Discount	Healer SIP	Light SIP	Per House	Product	Heater Fan	Heater, Range &
							Combo \$	Onyer
4 5697 July 8							3.30	
Modal Home		Х	\$ 25/kW (or) Product	\$ 60 (or) Product	1,000	Х	25/BATH	Required
Non - Model	200/TON		\$ 25/kW (or) Product	\$ 60 (or) Product	200	* X		Required

^{*} Optional Installation Items.





7

Centerior Energy will commit to promoting Sweet Briar Condominiums and the Geothermal system of choice in what will surely be the most appealing development of its' kind!

Promotion/Marketing Support

Our experienced advertising and promotional staff will also be ready to assist you with any other of your marketing, copy writing, and advertising concerns.

* Value

- ➤ Geothermal equipment allowances. (Based on a 1.75 ton basis for 110 Units as outlined in Exhibit 1 on page 1. Model receives special compensation. Tonnage sizes determine allowance per unit.)
- Promotions/advertising allowances. (Based on 111 Units, as outlined *\$ 23,200.00 in Exhibit 1 on page 1.)

Centerior Energy "In-House" Advertising Support

In addition to Centerior Energy's Promotion/Marketing Support for Sweet Briar's sales center, we will have our advertising and promotion personnel available to develop customized promotional pieces such as:

- > Geothermal training for J. W. Betteley Builder's sales force.
- A System GT (geothermal) Home Focal Point Exhibit Sign.
- > System GT collateral information such as fivers, brochures and folders.
- Customized tourist handbills identifying System GT customers' benefits.
 - * Extended equipment and loop warranties.
- * Reliability.

* Discount electric rate.

- * Ultimate equipment efficiencies.
- * Clean indoor environment.
- * Low maintenance.
- * Optimal year-round comfort.



In summary, when J. W. Betteley Building Company, Inc. selects Geothermal exclusively for Sweet Briar Condominiums, everyone benefits as well as the eventual home buyer. The Geothermal technology has been a *proven* winner by exhibiting efficiencies of 350%! Even though other electrotechnology HVAC systems out perform Fossil Fuel Burning HVAC systems, Geothermal has and continues to out perform them all.

In order to assist with Sweet Briar's lighting requirements, Centerior Energy will also provide each home with an economical and socially pleasing electric post light. Clearly illuminated areas in your development help residents and visitors feel safe. Well-lit surroundings will also enhance the sense of comfort the Sweet Briar Condominium project provides. Centerior Energy and I, will work diligently with J.W. Betteley Building Company, Inc. to help you provide improved visibility for both vehicle and pedestrian traffic.

Finally, for each Sweet Briar garage, Centerior Energy will provide a garage heater that will be installed by the builder. This supplementary heating unit is ideal for light duty residential applications.

I look forward to working with you for successful implementation of this proposal. Please indicate your acceptance of this offer and your commitment for all-electric heating, cooling and water heating, via System GT, by signing this proposal.

Sincerely,

Chester A. Karchefsky, Jr. Residential Representative

Accepted by:	Accepted by:
Kirk Betteley, President	Chester A. Karchefsky, Jr.
J. W. Betteley Building Co., Inc.	Centerior Energy
Date	Date

Acceptance of this marketing agreement will be a binding contract with J.W. Betteley Building Co., Inc. (proposal designed for the Sweet Briar Condominiums located in Madison Village, Ohio) and Centerior Energy from the date signed. This marketing agreement will encompass a three year time frame or until project completion, which ever comes first. Agreement terms may be modified after the first year if J.W. Betteley Building Co., Inc. and Centerior Energy deem a revision to be necessary.

Mr. Bruce Thomas The Narragansett Group 23 Bell Street, Suite One Chagrin Falls, Ohio 44022

Re: The Colony At Bratenahl (A Geothermal Community)

Dear Bruce,

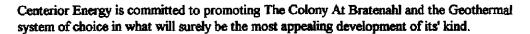
Thank you for taking time to explore the beneficial opportunities of System GT (geothermal heating and cooling). By featuring System GT in your new homes, you are providing your customers with clean, comfortable and economically efficient heating, cooling and water heating throughout the year. Your commitment to the geothermal technology undoubtedly positions you as an industry leader of energy efficient homes.

To support your efforts in providing the most efficient heating and cooling system to The Colony At Bratenahl, Centerior Energy can provide equipment allowances, special marketing and advertising support as well as a discounted electric rate to your home buyers. For example, the installation of the equipment noted in Exhibit 1 will qualify, The Colony At Bratenahl home buyers, for CEI's discounted All-Electric rate. Customers are placed on this year-round rate when the sole source of space heating and water heating are electric. This rate combines the winter discount of space heating rate with the summer discount of the water heating rate. Furthermore, with geothermal's Desuperheater feature, water heating costs can realize additional savings up to 50%!

Equipment Allowances

Exhibit 1

Geothermal Program	- 2- ,	50% Electric Bill Discount			Promo S Per House		Bath Heaterl Fan Combo \$	Electric Water Htr. & Rangel Dryer
Model Home	200/TON	х	\$ 25/KW (or) Product	\$ 60 (or) Product	1,000	x	25/BATH	Required
Non - Model	200/TON		\$ 25/KW (or) Product	\$ 60 (or) Product	200	ж	25/BATH	Required



Promotion/Marketing Support

Our experienced advertising and promotional staff will also be ready to assist you with any other of your marketing, copy writing, and advertising concerns.

* Value

- The Colony At Bratenahl Promotional Brochure *\$ TBD which will target qualified Residential Customers in the identified **Mover market. This Brochure will be developed and printed through Centerior's marketing/advertising staff.
- ➤ Promotions/advertising allowances. (Based on 19 Homesites, as outlined in Exhibit 1 on page 1)
- ➤ Geothermal training for The Narragansett Group's sales force.

Centerior Energy "In-House" Advertising Support

In addition to Centerior Energy's Promotion/Marketing Support for The Colony At Bratenahl's sales center, we will have our advertising and promotion personnel available to develop customized promotional pieces such as:

- ➤ A System GT (geothermal) Home Focal Point Exhibit Sign.
- System GT collateral information such as flyers, brochures and folders.
- Customized tourist handbills identifying System GT customers' benefits.
 - Extended equipment and loop warranties.
 Reliability.
 - Discount electric rate.

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- Ultimate equipment efficiencies
- Clean indoor environment.
- Low maintenance.
- Optimal year-round comfort.

In summary, when The Narragansett Group choose to use Geothermal exclusively for The Colony At Bratenahl, everyone benefits along with the eventual home buyer. The Geothermal technology has been a proven winner by exhibiting efficiencies of 350 %! Even though other electrotechnology HVAC systems out perform Fossil Fuel Burning HVAC systems, Geothermal has and continues to out perform them all.

7

In order to assist with The Colony At Bratenahl's street lighting requirements, Centerior Energy can offer three economic and socially pleasing selections. Clearly illuminated streets in your development help residents and visitors feel safe. Well lit surroundings will also enhance the sense of comfort The Colony At Bratenahl provides while enjoying the internally organized paths, pavilions and gazebo. Centerior Energy and I, will work diligently with The Narragansett Group to help you provide improved visibility for both vehicle and pedestrian traffic.

I look forward to working with you for successful implementation of this proposal. Please indicate your acceptance of this offer and your commitment for all-electric heating, cooling and water heating, via System GT, by signing this proposal.

3

Sincerely,

Chester A. Karchefsky, Jr. Residential Representative Centerior Energy

Accepted by:	Accepted by:
Bruce W. Thomas, President	Name
The Narragansett Group	Centerior Energy
Date	Date

Acceptance of this agreement will be a binding contract with The Narragansett Group (proposal designed for The Colony at Bratenahl, Bratenahl, Ohio) and Centerior Energy.





GEOTHERMAL

Come Visit These Builders And Their Geothermal Model Homes

J. W. Betteley 501 Brair Patch Lane Madison Village

Phone: 428-8186

Bennington Hamlet, Ltd.

23202 Bennington Hamlet Circle and 23201 Bennington Hamlet Circle

Euclid

Phone: 289-6894

Crestpoint Builders

Phone: 729-4220

Farrow Builders

11675 Colchester Lane Auburn Township Phone: 975-0199

LakeHouse Builders

846 Western Star Court and 823 Western Star Court Village of Roaming Shores

Phone: 563-3518

Zillich Companies, Inc.

10085 Foxwood Drive North Royalton

Phone: 230-0005

Please call ahead for model home hours and directions.

7

Moit page report.

General Job Listings

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30	29	22	27	26	25	24	23	22	21	20	19	18	17	16	36	14	13	12	11	10	6	00	7	6	5	1	3	2	1	
Chris Muzzin	Chris Muzzin	Chuck Graniteo	Chuck Graniteo	Thomas Tyrell	Thomas Tyrell	Craig Core	Keith Soitese	Mike Huston	Revelle	Kevin Kotnik	Bill Kachele	Russell Neaman	Neil Craxton	Kevin Doherty	Barry Maxwell	Todd A. Suszyns	Ray King	Marty Deutsch	Steve Adams	1998 YMCA Dream	David Glorgi	David Glorgi	Patricia Lung	Don Kiffer	Thomas Kermode	J. Hrapko	Dave Barr	Dale Beveridge	Kurt Lillie	Name
14265 Countyline Rd.	14265 Countyline Rd., Russell	5851 Taylor Rd., Leroy	5851 Taylor Rd., Leroy	10472 Cedar Rd., Chardon	10472 Cedar Rd., Chardon	5243 Maple Spring Dr., Chagrin Falls	681 Furnace Rd., Conneaut	7278 Bushnell Rd., Conneaut	4461 Montgomery Rd., Windsor	5270 Chadwick, Leroy	10949 Fairmount Rd., Newbury	15646 Windmill Point Rd., Huntsburg Crombie Construction Water Furnace SXV048	16091 Hart Rd., Montville	9692 Mentor Rd., Chardon	14900 Radcliffe Rd., Thompson	Todd A. Suszyns 17207 Rock Creek Rd., Thompson	8675 King Memorial, Chardon	1180 Stoltz Rd., Geneva	12510 Painesville-Warren Rd., Paine	1998 YMCA Dream11129 Caddie Lane, Concord	7295 Caecade Rd., Concord	7295 Cascade Rd., Concord	4980 S. County Line Rd., Geneva	17181 Thompson Rd., Thompson	Thomas Kermode6892 Belle Rd., Thompson	8792 Williams Rd., Chardon	2918 Hayes Dr., Willoughby Hills	1654 JoAnn Dr., Montville	6379 River Rd., Kingsville	Address
Russell	(Split System)			Jamestown Builders	Jarnestown Builders	Matt Dennis			D. N. Construction, In		Payne & Payne	Crombie Construction			Crestpoint Homes	Suszynski Construction	Better Builders	Hedrick Homes	PainesD. T. Design	Oakton			J. W. Betteley Bldg.		Little Mountain Home	Little Mountain Home	Barr Bros. Constr	John Ginerich	John Steel Constr.	Contractor
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G E O T H E R M A L

Dear Valued Customer:

Thank you for ordering your Geothermal Savers Kit. We have prepared this material to help you learn more about this energy-efficient technology providing comfort to families in thousands of homes across the United States.

Geothermal is clean, safe and offers the lowest total operating cost. Geothermal is an ideal heating and cooling choice if you are building a new home or upgrading the heating and cooling system in your present home.



Just a reminder: When you put in a new geothermal system, you receive the special allelectric rate offered exclusively to Illuminating Company customers. This special discount rate—combined with the operating efficiency of your geothermal system—provides immediate payback for you by lowering monthly operating costs.

Join the many satisfied homeowners now using geothermal for their year-round heating and cooling needs. For further details about how geothermal can benefit you, please complete the enclosed postage-paid card.

Sincerely,

The Employees of The Illuminating Company

BACKYARD LAKE IDEAL FIT FOR GEOTHERMAL

Bob and Vicki Weltman knew they wanted to have an energy-saving geothermal system in their home when it was under construction in 1993. They knew they wanted a small lake to enhance their home on its 51/2-acre lot in Chesterland.



So it was only natural to use the scenic, one-half acre lake to provide the home's year-round heating, cooling and water heating needs. Using geothermal, the Weltmans now live in total comfort in their 4,100-square foot home, which includes four bedrooms, 2 ½ bathrooms and full basement.

"The loops (which transfer heat to and from the home) are secured to the bottom of the lake and we have a five-ton system," Bob notes. "It was the right choice and the best choice for us. What we're doing is not eccentric. Geothermal has been around for a long time."

"We did some extensive research and talked about the different ways to go with geothermal," Vicki says. "We read articles from the newspaper, we visited builders' open houses, we talked with a geothermal dealer before choosing this system."

"If we ever build again, we'll go the same route," Vicki exclaims. "We keep the thermostat at a constant 72 degrees and the system maintains that temperature extremely well. Geothermal is very cost efficient. We have a larger home now but smaller utility bills."

"There's no doubt in my mind that no other source can compete with geothermal, even gas," says Bob, a CPA. "If the cost of energy is important to you, than go with geothermal."

Find out why more people like the Weltmans are going with geothermal. Call The Illuminating Company at 861-9000 or 1-800-589-3101 outside the Cleveland calling area for additional information.

The Illuminating Company

A Centerior Energy Company

* Every Testimonial has a backside like

this one but only first one Scanned

to Show as example. Each one gave Specifics

Geothermal Home Fast Facts

On customer's

Owner's Name:	Robert and Vicki Weltman
Location:	Tattersall Drive, Chesterland
Year Completed:	1993
Home Size:	4,100 square feet
Features:	
Insidation:	R-30 ceiting; R-13 sidewalls; Low-E glass windows
Lot Size:	5 ½ acres with one-half acre man-made lake in backyard
HVAC Dealer:	Grace Gcothermal (298-9772)
Geothermal Mfr. Name:	. Water Furnace
System Type.	5 ton Premier AT Series
Long-Type:	Pond
Average Monthly Bill:	\$203.00*

*The average monthly bill includes the total consumption for heating, cooling, water heating, lighting, laundry and other household appliances. By using goothermal, the Weltmans' home is placed on the all-electric discount rate offered exclusively from The Illuminating Company. The Weltmans are also on Budget Billing.

> The Illuminating Company

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GEAUGA FAMILY MAKES THEIR MOVE' TO GEOTHERMAL

When Connie and Carl Schwartz purchased a home at Derbyshire Estates in Geauga County in 1994, it marked the seventh time they moved into a new home since Carl began his career in the retail industry.



The Schwartzes have moved throughout Ohio living in Dayton, Columbus, Youngstown and the Cleveland area. Their home at Derbyshire Estates – where every home is built with an energy-efficient geothermal system – is a 3,500 square-foot transitional Colonial with four bedrooms and three full baths.

"We've lived in homes with either gas and central air, a heat pump or all-electric," Connie says. "We knew this home was built with geothermal when we saw it. We were skeptical at first, but fortunately our Realtor knew all about geothermal and answered all our questions."

The home sits on a two-acre wooded lot. The geothermal system uses a horizontal underground loop system to transfer heat in and out of the home.

"Twenty years ago, you would question how much better an all-electric home was (over gas), but geothermal has far exceeded my expectations," says Carl, now a buyer for Office Max. "Even gas can't operate as affordably."

Connie concludes, "It's fantastic. I would never have anything else. The house is so clean. It's nice and fresh all the time."

Find out why more people like the Schwartzes are sold on using energy wisely with geothermal. Call 861-9000 or 1-800-589-3101 outside the Cleveland calling area for additional information.

The Illuminating Company

MEET A BUILDER WHO LIVES IN HIS OWN GEOTHERMAL HOME

For years, home builder Mark Ventura has been selling geothermal to his clients. Whenever the discussions come around to heating and cooling systems, Ventura always stresses the energy-saving and comfort benefits of geothermal.



"I deal with customers who are used to living in gas homes and convincing them that geothermal is the best system around," Ventura says.
"I give them the facts about how much they can save on heating and cooling costs, how quiet the system is and how long it lasts and they're sold."

Ventura likes geothermal so much that he included the system in a new 3,700 square foot home at Derbyshire Estates in southern Geauga County. Mark, his wife, Kathy, and their two children moved into their new three-bedroom home in the summer of 1994.

"We love geothermal," Ventura is quick to point out. "We are very comfortable here. Plus, the system is very efficient. We came from a home that was half the square footage as this one and our total energy bills are the same."

The geothermal system provides year-round heating, cooling and water heating needs for the active Ventura family.

"A lot of people are amazed at the low operating cost of geothermal when you go over the calculations with them." Ventura says. "And after they're in the home, they say they're happy and they're convinced that geothermal works."

Find out why more people like the Venturas are using energy wisely with geothermal. Call 861-9000 or 1-800-589-3101 outside the Cleveland calling area for additional information.

The Illuminating Company

FAMILY LIKES GEOTHERMAL'S CLEAN, EVEN HEAT.

Robin and Mark Adryan read all about geothermal heating and cooling before building their ranch-style home in Brook Park. They found a heating and cooling



dealer who specialized in geothermal, figured out their upfront costs and payback and decided to install the system.

Now that they've lived with geothermal since the summer of 1994, they're quick to explain how this home is different from other homes they've had with gas forced-air systems.

"We really did our homework before going with the geothermal," Mark says. "We made our decision based on our estimated cost savings over gas. This home is twice the size of our last home, yet utility bills are lower."

"The geothermal is cost efficient and the maintenance is low. All you do is change the filters," he says. "It also gives off a nice, steady heat. You don't get blasted by too much hot or cold."

The three-bedroom, 1,850-squarefoot home with full basement features a 3ton geothermal system with four vertical loops on a one-quarter acre lot. The added cost to have a geothermal system over gas and central air conditioning would be "paid back in 3-5 years," according to Mark.

"I would do it again (install geothermal) because of the money savings," Robin says, "People who have older systems would benefit by replacing them with geothermal."

Find out why more people like the Adryans are using energy wisely with geothermal. Call 861-9000 or 1-800-589-3101 outside the Cleveland calling area for more information on geothermal.

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BENNINGTON HAMLET TAKES SAFE, CLEAN WAY WITH GEOTHERMAL

Bennington Hamlet is being envisioned as a hideaway to comfort and convenience in the heart of Euclid. When completed, Bennington Hamlet will be a secluded community of 27 attached single-family residences featuring ranch and two-story townhouse style homes.



The comfort and convenience found at Bennington Hamlet extends to the geothermal heating, cooling and water heating system featured in each residence. That's the system of choice for Smithco Builders, Inc.

"We started planning this project several years ago and were looking at using gas furnaces and gas water heaters for each home," said Dennis Smith, vice president of

Smithco Builders. "Then we heard more about the benefits of geothermal from The Illuminating Company and were convinced that geothermal was the way to go."

The benefits for residents include a clean and safe living environment because there is no open flame and no carbon monoxide. The geothermal system is quiet and needs little maintenance. Residents also benefit from the lowest total operating cost thanks to the discount rate offered by The Illuminating Company exclusively for all-electric homes.

"Having geothermal at Bennington Hamlet gives us a niche," says Smith. "It shows people we can offer an environmentally friendly comfort system that's above and beyond the norm."

For more into emation (eg. ading Bermington Hamle), call Dave Boschieri of Smythe Cramer Casa 975-2086. To find out why more people are using energy wisely with geothermal, call The Illuminating Company at 861-8600 or 1-800-589-3101 outside the Cleveland calling area and reserve you complimenturs.

Geothermal Savers Kit todas

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Sweet Brier Reflects CONVENIENCE, COMFORT

"At Sweet Brier, we're offering care-free condominium living and presenting it in single family detached homes, giving our buyers the amenities and high value features they need and want," says Kirk Betteley, president of Sweet Brier Building Co., Inc.

"Satisfying our customers requires effective communication and that means listening closely to their needs and wants," says Betteley. "That's why we're offering a geothermal system that provides high quality heating and cooling comfort while saving our buyers money.

"In about four years, a high efficiency geothermal system will have paid back its installation cost. After that, you're saving money."

When completed, this community in Madison Village will encompass 111 detached ranch and Cape Cod style homes, each with a Water Furnace geothermal system. For greater savings, each homeowner at Sweet Brier will receive an allelectric discount rate



GEOTHERMAL FAST FACTS

Project:

Sweet Brier Place Condominiums

Location:

Madison Village

Builder

Sweet Brief Building

Co., Inc.

Number of planned units.

111 detached ranch and Cape Cod style homes

Unit square footage:

e 7. 10.

7 different plans Ranch style: 1,290 sq. ft. Cape Cod style: 1,434-

1.602 sq. ft.

Insulation:

R-30 ceiling R-13 walls

Loop type:

Vertical closed loop

System size:

1.75 to 3 ton

Water beater size:

52-gallon

CARE Contractor:

. . .

Grace Geothermat

Geothermal mfg.:

Water Fornace

exclusively for customers of The Illuminating Company.

"Our experience with geothermal goes back about 15 years. The technology has certainly advanced in that time," says Betteley.

The system is kind to the environment. Because it's below ground and out of sight, it's not a landscape distraction – and geothermal is quiet. There are no worries about the hazards of carbon monoxide, a growing concern among many prospective buyers today.

The geothermal technology has proven its reliability. With few moving parts, geothermal systems aren't prone to breakdowns like conventional systems. Equipment will last 25 years or more and loops are warranted for up to 50 years.

For a complimentary Geothermal Savers Kit, call The Illuminating Company at 861-9000, or outside the Cleveland area at 1-800-589-3101. For more information about Sweet Brier, call 1-216-428-8186.

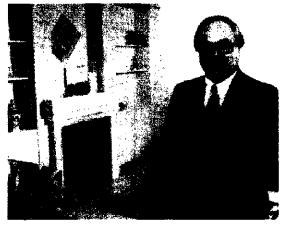
> The Illuminating Company

> > A Centency Energy Compan

new POWER to you

GEOTHERMAL HOMES RISING AT ROAMING SHORES

Nestled in the heart of Ashtabula County is the 550-acre Lake Roaming Rock. Surrounding this scenic man-made lake are more than 525 homes, most of which are occupied year-round. If Dennis Dropic's plans stay on course, more affordable homes will rise up soon around this scenic lake.



Dropic, owner of LakeHouse Builders, envisions an additional 40 homes being constructed as part of Roaming Shores Village. The homes – most priced under \$100,000 including lot – will range in size from 1,440 to 1,855 square feet and offer a variety of designs and lifestyle amenities. One benefit for homeowners which Dropic highly endorses is geothermal heating, cooling and water heating.

"Geothermal is the future and we plan to incorporate this technology into the homes being built at Roaming Shores," Dropic says. "Right now, homeowners have their choice of either geothermal, propane or oil, but we recommend geothermal for the savings, cleanliness, safety and energy efficiency."

Dropic is so keen on geothermal that he has become a certified member of the International Ground Source Heat Pump Assn., a national organization which sets policies and procedures on geothermal installations. "Geothermal is a great system and I have comfort knowing that it will work for our homeowners," he says.

"The initial investment you will make in a geothermal system will be recovered very quickly in energy savings," Dropic notes. "Plus, the system has very low maintenance and high safety benefits. Selecting geothermal heating and cooling is a very easy decision to make."

For more information regarding Rouming Shores, call 1-800-LAKEHOL SE. To find out why more people are using energy wisely with geothermal, call The Illuminating Company at 851-9000 or 1-800-589-3101 outside the Cleveland calling area and request a complimentary Geothermal Savery

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GEOTHERMAL SAVES MONEY EACH MONTH FOR THIS COUPLE

When Kurt and Vera Moher were building their new home in North Royalton, they considered many energy-saving options that would give them a return on their investment.

One option they researched at length was having a geothermal heating, cooling and water heating system installed in their



2,200-square foot, Colonial-style home. The Molters realized geothermal provided the total lowest operating cost of any other energy source.

"We did our investigation of geothermal and found out we could save 30 to 60 percent over gas," says Kurt, an electrical engineer. "Besides the savings, geothermal is an environmentally cleaner system than gas. We don't worry about having a flame in our basement."

"Our utility bills are very low here,"
Kurt says of the four-bedroom home which
he and Vera occupied in early 1995, "We had
a small bungalow with no air conditioning
before we moved here. We pay almost the
same amount now in a larger home with
central air conditioning. We don't skimp on
our electric use, either."

The Molters calculate their initial investment in a geothermal system will be paid back in a few years, based on their monthly operating cost savings. "The energy savings we're getting made geothermal an easy decision," Kurt says.

Find out why more people like the Molters are saving money each month with geothermal. Call 861-9000 or 1-800-589-3101 outside the Cleveland Falling area for additional information.

The Illuminating Company

A Centerior Energy Compan

From The Illuminating Company 🔳 Residential Marketing

DISCOUNT ELECTRIC RATES

You might think that all residential customers in The Illuminating Company's service area receive the same basic rate each month, no matter how much electricity they use. This is not necessarily true.

Customers can be placed on a "standard" residential rate or be placed on one of several "discount" rates depending upon:

- How they heat and cool their home
- How they heat the water in their home
- How and when they use their electricity

Residential customers use about 500 kilowatthours per month. The more electric appliances you add to your home, the higher the monthly use of electricity.

Basically, customers who use electricity in a higher-than-average volume can get electricity at a less expensive kilowatthour rate. Unlike many commercial products, electricity can't be stored for later use. It is produced on demand.

The excess power that we generate can be sold at a lower price. So the more electricity you use, the less your cost will be for each kilowatthour.

The Public Utilities Commission of Ohio approves the rates that The Illuminating Company offers to our customers. The following is an explanation of our discount rate schedule.

You may qualify for a discount rate

WATER HEATING: This discount rate applies to any home that has an electric water heater as the sole source of water heating. Customers can receive significant savings on their total monthly energy bills by using an electric water heater discount rate. There are a few requirements to qualify for this discount. The electric water heater must be insulated to R-10 or higher and be warranted for at least five years. This rate represents on average an 18% discount compared to the standard residential rate.

SPACE HEATING: You qualify for this discount rate when the sole heating source of your home is electric. This could be an electric furnace, heat pump, baseboard, electric boiler, radiant panels or System:GT Geothermal.

Again, you're saving on your total monthly energy bills because you're getting electricity at a discount rate over using fossil fuel, like gas, oil or propane to heat your home. This space heating rate is in effect between October 1 and May 31.

ALL-ELECTRIC: Customers are placed on this year-round rate when the sole source of space heating and water heating is electric. This rate combines the winter discount of the space heating rate with the summer discount of the water heating rate.

Once again, you save money since you're getting electricity at a discount rate rather than using gas, oil or propane to heat your home and water. And because of the summer discount, cooling costs are also less.

AIR CONDITIONER PLUS: You'll receive a significant discount on your cooling and heating when you install the Air Conditioner Plus onto a gas, oil or propane furnace. A separate electric meter records only the electricity used by the Air Conditioner Plus. This usage is then billed to



you at a discount rate - in the summer for cooling; in the spring/winter and fall for heating.

The Air Conditioner Plus rate will save you money compared to using regular central air for cooling and gas, oil or propane for heating.

LOAD MANAGEMENT OPTION: If you're using more than 750 kilowatthours per month, you can save money with our Load Management Option. One option allows you to lower your kilowatthour cost by spreading the use of major electric appliances throughout the day rather than operating them all at the same time. The other option offers lower rates if you operate most of your appliances evenings or weekends.

The Load Management Option can be used in conjunction with any of the above discount rates except for the Air Conditioner Plus rate. Using Load Management plus a special discount rate, you can see substantial reductions in your monthly electric bill.

The Illuminating Company has a special brochure about Load Management. Call us at 861-9000 or 1-800-589-3101 outside the Cleveland calling area.

The Illuminating Company

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THE SMART WATT

FAST FACTS

The Illuminating Company

A Centerior Energy Company

THE SMART WATT

WHOLE-HOUSE HEATING

When icicles are dangling from your roof and snow covering the lawn shows no signs of melting, isn't it nice to be cozy in the warmth of your home? Here's an idea to warm up to. You can heat your home more efficiently, which means you can save money. Explore today's most comfortable climates with the warmth of electric heating



warmth of electric heating.

- More space in your home.
 Electric heating systems burn no gas, oil or propane in your home.
 Therefore, no chimney or special venting is required. That increases the usable space in your home.
- Cleaner and safer surroundings.
 Unsightly chimneys and
 unhealthy combustion byproducts such as carbon
 monoxide are eliminated with
 electric heating. Electric heat
 frees your home of fuel odors
 and sooty residue. You breathe
 clean air, which means healthier
 conditions for everyone.

Warming Up To The Comforts

• Lower your total heating costs. Using a combination of electric heating options to their full potential results in the greatest efficiency and the lowest total costs. Special discount electric rates are available from The Illuminating Company for particular applications. Save money and enjoy safe comfort with the pleasant

Exploring A New Climate In Heating System: GT® Geothermal

The most efficient and reliable comfort system on the market is provided by System:GT. Rather than producing heat to warm your home to a comfortable temperature, it takes the heat that naturally exists in the earth and moves it into your home, utilizing a

FAST FACTS

The Illuminating Company

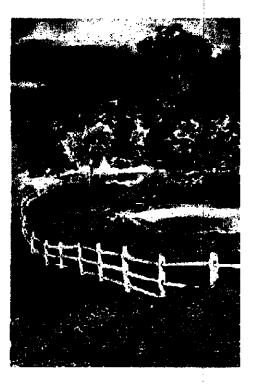
A Centerior Energy Company

THE SMART WATT

System:GT® GEOTHERMAL

Did you know that every time you step into your backyard, your complete heating and cooling comfort is stored right beneath your feet? Just five feet below the earth's surface the temperature registers 55 degrees year-round. Discover how the earth's temperature can maximize your comfort throughout the year for less than any other energy source.

A technology called System: GT® geothermal takes this stored earth energy and uses it to provide the most cost-efficient heating and cooling system available today.



Down To Earth Benefits

- Save up to 60% on heating and cooling. System: GT offers homeowners the lowest total operating cost over other heating and cooling systems. Your exact savings will depend on your lifestyle and thermostat setting, but savings of 30-60% are typical. By using System: GT, you qualify for a discount electric rate from The Illuminating Company, where you save on your total energy usage each month.
- Cleanliness. Clean, safe electricity powers System:GT. No gas, oil or propane is burned to produce heat. As a result, no byproducts of the combustion

process are introduced into your home.

- Long life. All equipment is underground or inside your home. By avoiding harsh weather extremes,
 System:GT provides improved performance and a longer life.
- Quiet surroundings. You can relax and entertain outdoors without hearing the compressor run.

FAST FACTS

The Illuminating Company

A Centerior Energy Company

THE SMART WATT

WATER HEATING

There's nothing quite like relaxing in a soothing warm bath after a tiring day or sipping a steaming cup of tea while you enjoy a good book. Hot water provides the most basic comforts, from a delicious bowl of soup to fresh, clean clothes. Dive into the comfort and energy efficiency of electric water heating.



Electric water heaters have no open flame. Special venting and unsightly flues are not a problem. That makes them easy to install and more compact, leaving more usable room for you and your family.

· Easier and less expensive to install.

- Variety of options. Hot water heaters range in size from a 20-gallon under-cabinet model to a 100-gallon model.
- Quiet operation. Since electric water heaters are flameless, there's no ignition noise from a pilot light.
- Safety for you and your family. The absence of an open flame

eliminates the risk of burns, carbon monoxide gas emission and any special venting concerns. The tank is fully insulated, so it is cool to the touch.

 Special electric rates. With an electric water heater you qualify for an exclusive discount rate from The Illuminating Company.

Oceans Of Benefits

Electric water heating offers an abundance of benefits:

 Nearly 100% operating efficiency. Since the heating element is in direct contact with the water, almost no energy is lost. With no open flame the tank is 100% insulated unlike gas, oil and propane water heaters.
 Higher operating efficiency means lower energy consumption and greater savings.

Sensational Alternatives

Investing in today's high efficiency electric water heaters will conserve energy and save you money.

4

1996 HEUMINATING COMPANY ELECTRIC SPACE HEATING PROGRAMS

Customer Rebate Recuest Form

Conversion

(changing from fossil fuel to electric)

Type Of Sys	tem Installed								
☐ System:GT	Geothermal (\$200/ton)	☐ All-Electric	Heat Pump (\$150/ton)						
☐ Central Syst	em baseboard, ceiling	cable, electric boil	er (\$500, prior approval)						
Fuel Source	e Of Old System								
☐ Gas	□ Oil	☐ Propane	☐ Wood						
	_	lacement ying electric)							
Type Of Sys	tem Replaced								
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	ing Company reserves the rebate programs can		space heating installations. hout prior notice.						
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From The Illuminating Company
Residential Marketing

GEOTHERMAL HEATING, COOLING AND WATER HEATING

Imagine your back yard as a source for your home's total heating, cooling and water heating needs. The fact is less than five feet beneath the surface of your yard, the earth's temperature is about 55 degrees F. year-round. Geothermal uses this solar resource to provide you the absolute lowest cost and cleanest home comfort system available today.

Although geothermal systems are not new, they are gaining widespread acceptance in both the new home construction and existing home market. In fact, more than 500 geothermal systems have been installed in The Illuminating Company's territory during the last 10 years.

"Geo" means earth and "Thermal" means heat. Heat from the earth offers you an environmentally-sound choice from past heating, cooling and water heating systems.

What are your benefits with Geothermal?

Cost savings, comfort, long equipment life and cleanliness are just a few of the benefits you receive as a geothermal system homeowner.

- Since geothermal systems are so energy efficient, you'll pay less each month over a traditional heating and cooling system. Typical annual savings range from 30% to 60% depending upon how large your home is, what temperature you keep your thermostat and your lifestyle.
- Geothermal is more expensive to install than a typical fossil fuel/regular central air system. That's true whenever you buy a premium product. But a geothermal system - with its low operating cost - pays back your investment beginning with the first month and every month thereafter.
- Because all parts of a geothermal system are either underground or inside your home, the operating life is extended. The underground piping is usually warranted for 40 years; indoor

equipment carries a five-year C.A.R.E. Contractor parts and labor warranty with an additional five years available on some systems.

- You'll find your home needs less cleaning since geothermal is cleaner than a fossil fuel system. This is because no outside air is needed and no fossil fuel is burned. Also, a geothermal system is quieter, so you and your neighbors can sit outdoors in the summer and not hear a compressor running.
- Geothermal provides total, year-round comfort. Heating and cooling is done on a more constant basis so you have more even temperatures throughout your home both winter and summer. Heat output at the register compares with today's fossil fuel furnace.
- You can save up to 50% on your water heating costs with a Desuperheater feature on your geothermal system. A Desuperheater makes heating water more efficient by channeling "waste" heat into your home's water tank.

How does Geothermal work?

During the heating season, a geothermal system uses a network of liquid-filled underground piping (plastic or copper) to pick up the earth's heat. That underground heat is channeled into your home where the heat's temperature is raised by a compressor. The heat is distributed throughout your home using conventional ductwork.

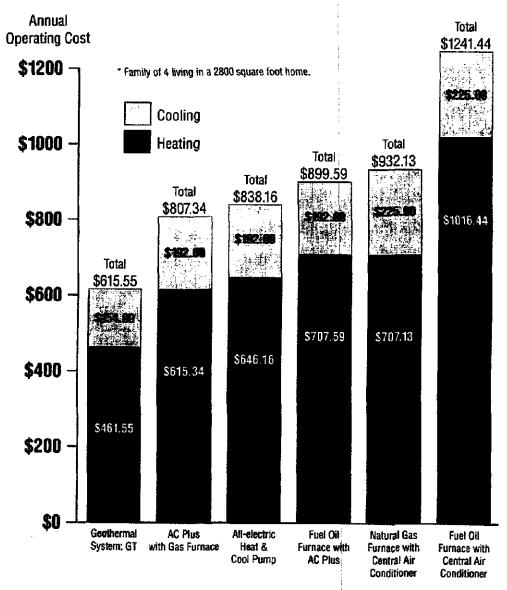
During the cooling season, the process is reversed. Indoor heat and humidity are removed from your home and transferred to the cooler earth. This method is highly cost efficient because electricity is used only to operate the pump, compressor and fan, not to produce energy.

Did you know...

You save even more money with a geothermal system because The Illuminating Company has a special all-electric discount rate for residential customers.



How System:GT Geothermal Measures Up to Other Heating and Cooling Operating Costs



50 Years of Mass Marketing

Advertising by FirstEnergy Companies

Documents Presented November 23, 2010

PUCO Hearing Case # 10-176

Lakeland Community College

Submitted by: Rich Jordan

Good evening, and thank you to the PUCO for holding this public hearing.

You've already heard from numerous customers about the extreme financial hardship that the loss of the all-electric rate has caused. Many of these customers have testified about how they were enticed to either buy or build all-electric homes based on both verbal and written promises. You've also heard testimony from former FirstEnergy employees who stated that they sold all-electric heating equipment to customers in exchange for a discounted electric rate.

The question becomes, if consumers purchased specific electric heating equipment in exchange for receiving discounted electric rates, does this constitute a contract?

In its order for this hearing, the PUCO asked for consumers to bring written documents that illustrate the promises of FirstEnergy. Tonight, I will submit with my testimony about 75 of these documents. These documents span 50 years worth of mass marketing of all-electric homes. All newspaper articles and ads I will be submitting were printed in the Cleveland *Plain Dealer* and were found using its On-line Historical Archive Search Database.

Many people think the all-electric home industry didn't come about until the energy crisis of the 1970s. However, the Illuminating Company began publicity in the Cleveland *Plain Dealer* in the 1950s, promoting the "innovative" heat pump. In 1954, the *Plain Dealer* reported on the first full year's cost of a heat pump installed in an Illuminating Company engineer's home, and reported that it earned the "bulk rate for power," a discounted electric rate. Then in 1956, the Illuminating Company began running ad campaigns advertising the "Amazing New Electric Heat Pump."

By 1960, the *Plain Dealer* was reporting on the "Live Better Electrically Medallion Home Program," noting that a home earned the highest Gold Medallion if they had all electric heating. In 1965, the Illuminating Company began running large ads in the *Plain Dealer* with the headline of "Doesn't anything ever go down in price? Sure. Electricity!" In these ads, the company began further promoting the idea of the quantity discount by stating, "Best of all, the more electricity you buy, the lower the unit price goes."

The 1970s ushered in the energy crisis, and the subsequent moratorium on gas home installations. In 1975, the *Plain Dealer* reported that the "Illuminating Co. is going out of its way to provide a series of meetings on how to heat a house economically with electricity." A 1976 Illuminating Company ad's headline said "The Amazing Story of the Heat Pump" and told of how it was "amazingly easy on energy for both heating and cooling." The late 70's continued with ads stating that

Puco quoted articles attached

Testimony of Rich Jordan - PUCO All-Electric Hearing - Lakeland College - 11.23.2010

"Your all-electric home may be the smartest and most important investment you ever make."

The 1980s was the decade with the heaviest mass marketing of the all-electric home, and was also the decade the Illuminating Company began partnering with numerous builders. They ran multiple ads with the same tagline stating that the Builder "is building for today and the future with all-electric, easy-on-energy construction." These ads also began to detail the increasingly specific equipment, building, and insulation requirements these homes were required to implement in exchange for the "favorable Energy Conservation Rate." In 1983, the Illuminating Company ran ads stating as fact that "Nearly 70% of the homes built during the last five years in Northeastern Ohio are all-electric." In 1985, the Illuminating Company ran a half page with a bold headline of "Home Sweet Electric Home." The ad was publicizing the multi-builder All-Electric Variety Show, and also included the statistic that a "1985 study shows that total annual energy costs are often less for all-electric homes than for homes with gas-fired furnaces and central air conditioning."

Another half page ad appeared in 1985 with the headline "Another Myth Just Went Up in Flames." The ad stated "A brand new study has analyzed 157 practically identical homes.... The study has demonstrated that annual energy costs for electrically heated homes are quite often less than for gas heated homes.... The Illuminating Company's new special discounts and rate options can save on total annual energy costs. It's worth looking into. We can prove that electricity is the power of the future. And it's here today."

The Illuminating Company heavily promoted the "Amazing Heat and Cool Pump Offer" with half page ads stating: "you'll not only enjoy year round comfort in your home, you'll get special discount electric rates that can save you hundreds of dollars on heating and air conditioning each year. At these rates, the money you save on heating will actually pay for air conditioning all summer."

Even Bernie Kosar became a spokesperson for Ohio Edison in a 1989 half page ad with headline reading "Electricity, it's the Power of the Future." In 1991, Ohio Edison heavily marketed its Good Cents program in the *Plain Dealer*, stating that a Good Cents "home will save you about 35% on energy costs....month after month after month!" During the 90s, the Illuminating Company also printed mass marketing messages on the electric bills themselves, such as "If you're planning to replace your worn-out heating system, look into the many energy-efficient choices you have with an electric heating system. By converting to electric, you qualify for a cash rebate and a discount electric rate."

The mass marketing that the companies now owned by FirstEnergy did for the last 50 years clearly indicate that their goal was to sell as much electricity as possible by promising discounted rates in exchange for building homes with specific equipment and structural requirements. This certainly meets the definition of a contract. These ads contain that promise in writing, and none of them have an expiration date.

I respectfully submit these documents and request the PUCO to order FirstEnergy to permanently reinstate the all-electric rate program. A contract is a contract, and FirstEnergy should not be allowed to break their side of the contract while we, as customers, are still fulfilling our side by maintaining all-electric homes.

While testifying at an Ohio House Committee Hearing in February of 2010, PUCO Chief of Staff, Steven Lessor, stated that the rate shock was a (QUOTE) "unintended consequence" of FirstEnergy's rate plan. He continued to testify that the PUCO (QUOTE) "did not see it coming." The Plain Dealer's John Funk first reported on the end of the all-electric discount back in January 2006. He interviewed PUCO Chairman, Alan Schriber, for the article. When asked what he felt about the end of the all-electric discounts in 2006, Mr. Schriber is quoted as saying it is (QUOTE) "discomforting.....It's not what I would have done."

To Mr. Schriber and the rest of the PUCO commissioners, I respectfully say that you now have a chance to do it differently and correct this mistake, and that is all we are asking you to do. Please do the right thing and permanently reinstate the all-electric rate program.

Thank You.

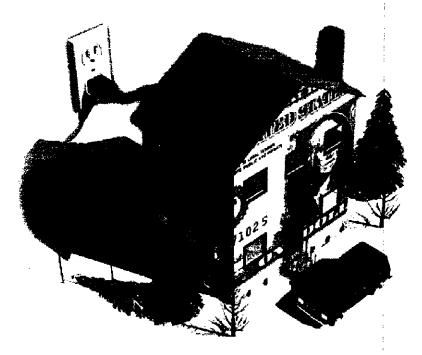


PUCO admits it made a mistake when it allowed FirstEnergy to hike bills for owners of all-electric homes

Published: Thursday, February 18, 2010, 5:52 PM Updated: Friday, February 19, 2010, 10:15 AM



John Funk, The Plain Dealer



Ohio utility regulators have admitted they made a mistake when they allowed FirstEnergy Corp. to increase bills for owners of allelectric homes.

In testimony to an Ohio House committee this week, an administrator for the Public Utilities Commission of Ohio said skyrocketing bills that hit more than 100,000 consumers this winter were an "unintended consequence" of a new FirstEnergy rate plan.

That plan called for eliminating most of the deep discounts FirstEnergy had offered to all-electric homes in marketing campaigns for more than 30 years. View full sizePlain Dealer file

For more information

Testimony by Ohio Consumers' Counsel (PDF)

Comparison of total energy bills (PDF)

Previous coverage

Feb. 16, 2010: Customers sue FirstEnergy Corp. over Increase in rates for electric heating

Feb. 13, 2010: FirstEnergy customers with all-electric homes to get discounts partially restored after Strickland intervenes

Feb. 8, 2010: Snow threat delays

http://blog.cleveland.com/business_impact/print.html?entry=/2010/02/puco_takes_blame... 11/23/2010

When questioned by lawmakers, Steven Lesser, chief of staff for the PUCO, said he and other analysts "did not see it coming," referring to the sharp increases in monthly bills.

Lesser explained that the agency's analysis of the effect on consumers focused on the "typical" FirstEnergy residential customer, one who uses about 750 kilowatt-hours per month. The owner of an all-electric home may use up to 4,000 kilowatt-hours.

Ohio Consumers' Counsel Janine Migden-Ostrander did not oppose the PUCO decision to eliminate most of the discounts for all-electric homes. She is out of the state and did not attend the hearing Wednesday, called by Elyria Democrat Matt Lundy, chairman of the Ohio House Consumer Affairs and Economic Protection Committee. hearing on all-electric heating bills

Jan. 16, 2010: Heating costs soar for thousands of FirstEnergy Corp. customers with all-electric heat.

Dec. 2, 2009: **NOPEC residential** customers to get a 6% discount

Oct. 6, 2009: Natural gas heating bills to be about 15% less this winter in Midwest

Aug. 1, 2008: FirstEnergy seeks rate increase, but bills could fall next year

March 2, 2006: Electric homes' cheap cost to end

In written testimony to the committee, Migden-Ostrander said she argued for the gradual elimination of the discounts, not exactly what FirstEnergy did, though the company did include some credits this year that it thought would soften the effect.

Migden-Ostrander's position has been that other residential rate payers were subsidizing the all-electric rates in the form of slightly higher rates. And she has argued that consumers paying both an electric bill and gas bill actually face a combined energy bill that is higher.

In her written testimony, Migden-Ostrander included a fresh analysis of gas and electric bills of homeowners who heat with gas and those who heat with electricity. She used rates charged by Dominion, Columbia and FirstEnergy's companies.

The analysis assumes the typical home heated by gas used 10,000 cubic feet of gas (10 Mcf or 100 Ccf) and 750 kilowatt-hours for lighting and appliances. She assumes the average all-electric home used 1,800 kilowatt-hours of power and no gas.

The conclusion: The all-electric customer of the Illuminating Co. paid \$192 a month while the home heated by gas paid a total between \$169 and \$208, depending on whether Dominion or Columbia served them.

That conclusion clashes with the all-electric homeowners who have called the Plain Dealer and shown up at hearing. They say they are paying between \$300 and \$900. They report that their bills have risen by 60 percent to 100 percent.

Lesser was appearing at hearings in Lake and Ashtabula counties Thursday answering direct questions from the public at hearings convened by state Rep. Lorraine M. Fende, a Willowick Democrat, and state Rep. Deborah Newcomb, a Democrat from Conneaut.

Republican state Sens. Tom Patton of Strongsville and Timothy Grendell of Chesterland will have a public meeting at 7 p.m. Monday in Strongsville, at the city's community center, 18100 Royalton Road, to hear from consumers with all-electric homes.

The two are considering legislation that would have lawmakers intervene and order the PUCO to reinstate the old rates. They cite a U.S. Supreme Court case that would allow such a move. Grendell has filed a lawsuit suit on behalf of the all-electrics seeking reinstatement of the old rates.

Gov. Ted Strickland on Friday ordered the PUCO to revisit the rate Issue and work out some sort of relief for FirstEnergy customers.

The company after hours last Friday filed a proposal with the PUCO restoring about 80 percent of the old low rate for now, but then removing it slowly over the next eight years. By the winter of 2017-18, the all-electric customers would pay roughly what other consumers pay per kilowatt-hour.

The PUCO is still analyzing the proposal. There have been no objections or comments filed with the agency about the proposal.

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Sue Steigerwald

From:

To:

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>

>

"Sue Steigerwald" <sue2811@roadrunner.com> "Sue 2-Steigerwald" <suesteigerwald@adelphia.net>

Sent: Subject: Tuesday, November 23, 2010 4:29 PM Fw: Requested NewsBank Article(s)

> FirstEnergy to end all-electric rate Plan eliminates discount for buyers > after April 1

> Plain Dealer, The (Cleveland, OH)-January 27, 2006 > Author: John Funk, Plain Dealer Reporter

> Corrections and clarifications: The following published correction
> appeared on January 28, 2006:Because of a reporter's error, a story on
> Page C1 of the Business section Friday about FirstEnergy Corp.'s
> elimination of discounts for all-electric homes contained incorrect
> information. The Ohio consumers' counsel estimates that FirstEnergy
> Corp.'s earnings will grow by about \$60 million over the next three
> years - including \$10 million this year - because of the elimination of
> rate discounts for new customers buying all-electric homes. Under an
> agreement between the utility and the agency, however, the additional
> money FirstEnergy earns this year will be used to help consumers increase
> the energy efficiency of their homes. The programs will be available to
> all consumers, regardless of income.

> FirstEnergy Corp. is pulling the plug on cheap rates for > all-electric homes.

> A "rate certainty plan," already approved by the state, includes > the eventual end of deep discounts now enjoyed by the owners of about > 388,000 all-electric homes in FirstEnergy's service area. The Cleveland > Electric Illuminating Co. and Ohio Edison gave home builders rebates back > in the 1970s to coax them into using electric heat.

Current customers covered by the discounts will continue to pay an
 average of 7 cents per kilowatt-hour, compared with nearly 12 cents that
 FirstEnergy's companies charge other residential customers.

But anyone buying such a home, whether existing or new, after
 April 1 will have to pay the steeper standard electric rate.

> That concerns Scott Kubit, vice president of Bob Schmitt Homes in > North Ridgeville.

> The contractor is in the middle of building a development of 1,000 > all-electric homes. This week, he's running computer cost analyses to > determine how to alter the houses that will be done after the deadline - > perhaps adding more insulation, moving to dual-fuel furnaces, using

> more-efficient heat pumps or relying more on geothermal units, which draw > heat from deep underground. > The existing 2,400-square-foot Schmitt homes have an average total > monthly energy bill between \$123 and \$134, he said. > Kubit said FirstEnergy never mentioned its plans to his company or > other builders. This week, he heard a rumor of the change from another > contractor. FirstEnergy proposed the rate certainty plan - freezing today's > > rates through 2008 - last September, as a compromise to allow it to keep > track of rising fuel costs over the next three years and then collect the > expenses, spread over 25 years beginning in 2009. The state approved most > of the plan this month but reopened it this week to clarify some details. > > The original idea behind the discounts was to boost power sales in > the winter, when demand normally falls, said FirstEnergy spokeswoman > Ellen Raines. The company also marketed "load management" devices to > lower overdemand in the summer. Those are going to disappear as well. > That's because the special rates no longer benefit Ohio Edison or > CEI, she said. They only distribute electricity now; they don't own the > power plants. Instead, outside suppliers or other FirstEnergy > subsidiaries provide the electricity, as part of Ohio's deregulation > plan. > In the company's filing with the state, FirstEnergy described the > > end of the discounts for all-electric homes as an effort "to promote > conservation." > But it's the all-electric homes that promote conservation, said > Joyce Laska, who owns a Bob Schmitt home in North Ridgeville. > > Even under the discounts, her bill rose to \$162 in December, she > said, because of Christmas, extra lights, baking and entertaining. "This rate change is terrible," she said. "It would be different > > if we had another source of energy." > > Alan Schriber, who accepted the plan as chairman of the PUCO, > called the end of discounts "discomforting." But several big-city mayors > and the Ohio Consumers' Counsel had signed off on the deal that > FirstEnergy submitted, he said.

> "It's not what I would have done," Schriber said. "It's one of > those negotiated elements that you leave on the table."

>

Janine Migden-Ostrander, the Ohio consumers' counsel, said the
 deal already had been struck when she began bargaining with FirstEnergy.
 She noted that she did get the utility to invest in new home insulation

> programs for low-income families and new load management devices that > would allow the utility to reduce summer demand by cutting power to > selected circuits in the homes of participating customers. > > (SEE CORRECTION NOTE) Her agency's analysis predicts that > FirstEnergy's revenues will increase by nearly \$10 million over the next > three years as some of the all-electric homes are sold to new owners and > discounted rates no longer apply. > > To reach this Plain Dealer reporter: ifunk@plaind.com, > 216-999-4138 Edition: FinalSection: BusinessPage: C1 > Record Number: MERLIN 4663131Copyright, 2006, The Plain Dealer. All > Rights Reserved. Used by NewsBank with Permission. > http://docs.newsbank.com/s/InfoWeb/aggdocs/NewsBank/10F6BF4882825198/0E59242613FA5A8A? n multi=CPDB&s lang=en-US



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OF THE LINE!

_and we're making deliveries!

Things are really humming! We're getting n the best-looking, Best-performing De Solos ever built. And the best automobile value radgy!

Here's more good news. You'll be surprised how easily you can get a new De Sote. If you're looking for a really good deal, don't wait . . . stop in and see us now!

Enlargement from Previous Page

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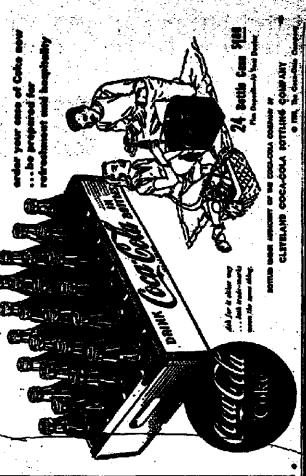
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How to Fix Your House

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McDermott's Mailbag

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by Will. Like P. Beddenboy?
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Main Street Meditations

By BLEANUE CLARAGE

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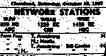
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The Week's Movies on Television

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MAY EXPORAL. Beilish became, will be a good on The Polly Bargen Show tonight at Rein Channel S.

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Orient Sends Kitchen Its Spring-Like Colors

by Marion Faker plantic punchs above the sink Someonics Department decar.

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Heat Pump to Be Among Displays



BRENGHAD WITH THE ECONOMIATER In mind, this spring violet and thy blue littings is at hereticized as

it is Secretified. The black leaves subflect table cont winter serving out odd opposit interests in the "Ensi-era Horzon" gaz kitchin:



Confidence Seen in High Spending

on Homes in U.S.



WINDOWS



FOLDING DOORS

At the Herne & Flower Show **BOOTHS 662-663**

* GUNTON *

Simulated Brick Made of Cork

Antifer type of simulated and hathtours where male before wall comes on the man-castrest in the site is just her than it made of carly pieces inch thick. It should be the than it made of carly pieces inch thick. It should be the site if the face of bretz teached with an effective that are subset to the wall. A commented by the pieces that are nitted to the wall. A commented by the pieces is entirely placing and alignment of the shift for this pumpose, process comes with the such in





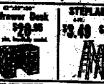


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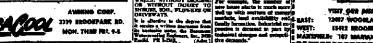




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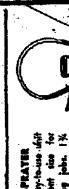
MOGET TERMS EASILY ARRAHOED

Roof Coating





Enlargement from Previous Page



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Among Displays Heat Pump to Be at Home Show

place to another . . . that's wint the electric heat pump merely by morting air from one Heat or cool your house

PUMP. All

Preying.

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the lower exhibition hall near the model homes. Presented by the Cleveland Electric Huminating Co., the electric heat purp that just does that will be displayed in

BROS.

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SAUTHGATT Shared Contra NO E-1978

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NOW AND SAVE!

Sun

works, the heat pump will ex- spring fever vaccine and plan tract heat from one room and measures to stem oncoming pump it into the other. Thus heat waves.

Alto fans, room air-condictions will be warmed, the from the cooled. Show visit times and cool drinks are effects in medies for pumplifying these from the fifteence in disconitor; after heat stillers heat pump operates.

Variable 1. To demonstrate how it

In an actual home installation it takes heat from the entire home and pumps it out-doors, thus cooling the interior

re are several prescrip-ENTEND the roof so that it

hang over the acuth wall.

(Coverhangs are ineffective in contractive days, and divertions because of the pay. In a smooth of eventuag to probert a south-facing window from a tract" heat from outdoors and pump it into the home, the pump is heating. This device MOVES the heat indoors or outdoors, wherever the occupants of the bone does not operate by creating but merely

AOUS, ADJUSTABLE

NOW IN EFFECT

AL PRE-SEASON

Your refrigerator, in a of the heat furnace. The inside resembles a king-sized electric refrigerapump looks like a conventions

About 30 former in the Cleve-

Grapevines bear fruit on the



pressed mother-of-KAPPA SHELL well

shimmering irridescence, adda distinction as well as chamour to the kitchen. If

Now let the time to inoculate gives with state set at 45 de. must be considered. If possible, the bonne handy man with grees are 70% effective in re-plant decidious varieties bespring fever vaccine and plan ducing heat from the sun. Here, the winter and admit the sun measures to stem oncoming ducing heat from the sun. Here, the winter and admit the sun. is practical, too—for it is fire, water and alcohol-proof. Shunner Helps House Stand Heat

moulous designs should be se- when it's welcome.

Important new development on gas ranges, from the homemaker's point of view, is a ment thermometer that lets her put meat in the oven and TREES, are especially good forget about it. When the thermometer, which is inserted in on the appearance of the house. Thermometer Tells You acreens for the root and east and west walls. Planting pat-CANVAS AWAINGS are from 65 to 73% effective in blacking the sun's rays, Awnings protect, windows on east, lected to minimize the effect south and west walls during most of the day.

degree of "doneness," it suitomature height of the tree and matically shuts the gas off in the meat, registers the desired cutting of the branch spread the oven.

tern, should tollow the shape-and height of walls. Of course,



WINDOWS

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SUNING WENINGS

depends on the latitude

LLS OR FENCES make

ve acreers for the low

ht shade of quarry tile is

companion cooler. sying the waterproof tile face lowers the temperature JGHT-COLORED JALOU-



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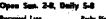
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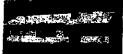
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Enlargement from Previous Page

Clevrland Plain Dealer, Saturdày, September 10, 1936

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Homes Set I

Medallión

(Continued from Page 29)



LUMINOUS CELLING with

thorescent fules above corrugated phratic sheeting, gives an all-over illumination practically, without shadows,

least 100-angue service calca-ily, an electric range, plus any tirre of the following electric devices: refrigerator, freezer, aufennatic washer, automatic diyer, water heater, garbage disposer, harlomatic dishwash-er, air conditioner, heet pump, registance heating or small ap-

Cold medaillons are awarded to homes that are completely . electric, including the heating

homes that are open to the public begins in a thought begins and the control of t same category electrically.

> Beinze medallions mi sanded to homes having at

Fronts for 100 Ampa.

One is the \$18,000 range is the ranch burgatow on Subbot 7. Taylor May Youd Basis-bridge, in the Essiwood Connecty Estates that is to include 100 similar hones built by M. & R. Construction Co. in the next two years.

One is the \$25,000 range is at 28 Exat Bel-Mendow, larve in South Russell, a ranch home in South Russell, a ranch home

113 Ras! Estate, Munikana 113 Rad! Estate, Manthesau 113 Ras! Estate, Manthausa 113 Mail Bales, Manthausau

is Falles through

The third is in the \$52,000 range. It is at 342 North Main Street, Chagring Palls, a conferencerry home with three bedrooms and two haths, an IMMO-foot reverselder royes, and 200-ampere capedry, Sush are custom belit by James E. Betteren.

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TWINELING above this iron staircose raiting with illumination for both the hallway above and the stairs, is one of the delightful modern flutures.

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to to 9 PM. The Ultimate in Exterior Beauty,

New Moisture Barrier is Put on Top of Slab

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Lights "Lower" Ceilings, Bring Modern Look

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Nearly 1,000 hours Take, Ashtubuk and Gest

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Royal Parkway

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3-BEDROOM RANCHES 1 or 13/2 Baths \$20,600 Designed and

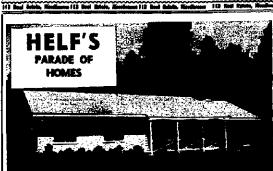
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Make this Home a BEAL VALUED
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Strein-type Iring and dising more with humand earling is large littlesse with onling more a marked
pump. * I fall hards—as has a glass carbont with home * comply is July label; to delibe more and
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FORES TORN.* Delive root on Lake But to Stap 98. Two late on bloomwood to make the more
Medd Home WE 35072—Seleman's Residence. TR 1-801.

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HOS SIGNA NO MOREY DOWN and GRAY SHOWN GLTS
There sight NO MOREY DOWN and GRAY SHOWD FOR MOUTH (for veterant). Binds up your
mind to STOP PAYMER (HEST TODAY. Take your wife and hide army from the consideral anily
city and live in this new boarding Scholmon manch is personth Sufficial Labe. All city terrest-cases and improvements in and small for This is your LAST CHANGE to keep under those terre-chart, degree-see these today. Take Labe Rd. (Rose 2 and 6) to Sup 80, hum hit to model home. Marky acceptancy, Call Allonic 85:155 for information is your cast yet not to they

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CEDAR RD. — PRICES START AT 513,500

NO DUBN PAPERNI—CLL. 3 REBROOSS—115 SNTHS - LAGE SCREE LOTS - California spit matche, Long, low, specifieg, designed for related, supposing substatus firing. Here we have really most off or to affer you face he had at small machinemia sping pain States for the state of the california exchanges sping pain States flat you can't find only-bers due for a home of this californ. You'll be supplied at the low count and command at his low mostally projected. RDIVE, GUST TOMAY, Each on States (Rd. (R). 122) BN. 304. Installate to Code Rd., care cight to model home. If you can't get out today call PAck 5-6579 for appoint-

CHESTERLAND.—5 MIN. E. OF SOM CENTER RD.

HAME ON RUSER PRETERVATION FLAM. 3 REDROCKS.—2 BATHS FULS EER. AS LOW
AS 8400 KOWN FAM. 20 ROWN FAM. 3 REDROCKS.—2 BATHS FULS EER. AS LOW
AS 8400 KOWN FAM. 20 ROWN FAMACTI CL's laws rection note to a relative per from
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into a glave-school still shown in 2nd bod " black day alloway: " Soiry cast on Haydick Rd.

Ready Alloy to Carce Rd., you might be their lines.

RALLY WEED FOR MODERS EIECTRICAL LINES. BOAMP. SERVICE: ELECTRIC HOT
WATER TANK, ELECTRIC RURLING SYEN AND RANCE.

CHARDON-3-BEDROOM BRICK RANCHES CLL 100 DOWN PAYMENT—FIA NO SOUN PAYMENT (means parishinates). Birkt. 3-betteam fully completed tensors. Near chains of point, the seed brick rates throughout. Your stamphted bears includes tensors and across of the finise spelling for all divers and visuous, plus Washinghouse waters and dayer insulty trains.

All improvements in and poid for—perced streets included, COSPARE RIS FEATURE, \$45,550. MODEL HOUSE AH South Kambelon met of Charles Syman in Charles. Al Kuplan, min representation. LV 14720. Hedde House phases AV 6-8120. -correct streets included, COMPARE THIS HOME REATURE FOR



En blagement from Preulous page





(Built by Members of Home Builder's Association) designed for you to TER ELECTRICALLY

Nearly 1,000 homes in Lake, Ashtebula and Genga Counties are now receiving their heat electrically, the IN WICK.
LIFFE 43715
Willewick
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house is the
model, varied
in a unmber of it
ways for an extensky developThe builder is entired by simpler construction, more space for floor living erea, with the estimatorie certifications, flow and intricate ductwork and time saved in

r central heating systems making rapid gains. This The beseboard-type heatroom, with individual tem-

Illuminating Co. reports:

The factors described as responsible for rapid growth in electric heating are conv fort provided, safety, cleanliness, silence, trouble-free operation and virtual absence of maintenance are outstand-

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ship. Then it is the mastic. On an age of the footing. The flowing is ship assistance the room in facilities are the fell and the surface that the flowing is a first than the following the fell and the first than the the period, way to given and techniques that conserve cheerful outdoor atmosphere the heat have played a large all year long.

part in the increased econ-

to perature controls - is the ing unit-with units in each

Electric Heat does what the old in the summer months the profilerates. Colder weather in 3 Counties of with the same breath, Inset the same principle as a same mechanism, as Westlete, Arm, Arm 32 Westletee, Arm 32 Westletee, Arm, Arm 32 Westletee, Arm, Arm 32 Westletee, Weellake, Aven, Aven Lake, North Displad, Olmsied Falts Dimestod Falls

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TURING: Extra Large Quality "Stepasver" Kärden with 9-10 Ening Spanish Professor with 9-10 Ening Spanish Pro

TOLLIS BLDG. CO. 20278 HARYARD

that allowed to John's butted, is embedded in contrate size b foundations Lights "Lower" stilly. Then it is the mestic. On all store of inditions it as the mestic.

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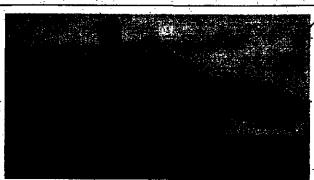
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Properly installed, lighted omy feet of sur of the sereeds. Insmstle proved successful in thos-beringue by which strip issues of structures through-of 15-pound behingues are fishalled but the country.

or luminous cellings give even, comfortable lighting is all parts of the room. Best of all, the Installation helf makes



Real Estate Sales in Cleveland Area =

IT'S YOUR LANDSCAPE

Keep Woodland Natural

SOUTHWEST Three diets in this run leave to the same leave leave to the same leave leave to the same leave leave leave to the same leave le HOMES

Emphasis on Luxury



By Cocil Reliber

THE luxury trend, on the appende for several years, continues its increase as this Italian Provincial chainside table of waters Obstrates

White is very popular in all types of terminus now heing shown at the Henry Fur-dellings blackets in Chicago and Grand

Rapids.

The wariety of wakut figures indicates a major reason for the wood's popularity. These are some two dozen different types of swirts, striplays and slapings.

These patterns result from the way the wood is out, or from what part of the true to wood is taken. Heartwood shows a rich insure center reading; the crotch- loof from the truth just below the branchest shows a plunge-like design.

Burin (arkally wart-like growths) essich the drawer front of the phistographed table and show a wendrous mattling of they declare.

dreibs.

There is neight talk about distressed walput today. This is a term introduced by the furniture industry and usingly usuals that the method has been introduced to the furniture industry and usingly usuals are usually as the same untigue took. However, it should not be confirmed with industries andiques model as the real thing.

The method industries and contracted with segurated exhibits, the decentries and map have easily all imaging also point, up the house, thems.

Sixteen Hundred Greater Cleveland Homes Display Medallion Award

Herring Roll

httely their 1,400 Medallion Hizmes have been built in Greeter Cleveland share the program was introduct 20 mentiles app. Some 335 builders pair them app, each anothing specific Hedal-lion Home standards of electrification. Typical Medallion Homes are pic-tical and discussed in this section of the Philo Dukler.

A Medallion Home is one not only fully estimated for the present colony fully estimated for the present colony.

MA THE MINES

A Metallion Stone is one not only skilly outsigned for the present colony of cherchical devices, but the another case of their that are on their vary to the market. The idea was presented by the yeast fractions since World Mer. If it use of electrical devices in bosons. Be present place is but a start, in the when of Anierica's electrical jackstry, transf, in the when of Anierica's electrical jackstry, transf, in the when of Anierica's electrical jackstry, the present program equips man who was the present program equips and the property metally from for comparable electrical conveniences and efficiency.

The program here is spursored by the Huminat-Company. Across the nation it is backed by 180 ing Compuny. Acrois the nation it is bacons or now electrical manufacturers and 300 utility computers. Patently it postooles the business of both groups while advancing the living standards of the public. The Augustan way of The less made the advances.

appliances it ment have up electric ratige plus two other electricuministich-as a distrussiber, garbage cliquest, electronic filter unit, retriguentur, freuer or a combination, electric washer or dryer, water beater, elec-tric hours heating, centrel alt condi-tioner, at least rives in all fundamy that Supervisor Peal C. Missers, of the Bumbaring Company said. Electrical Eachtric is recurred.

Illuminating Company and Bectrical Sighting is required. Houses no equipped quality for the branch modulate. Houses no equipped quality for the branch modulate. Houses no equipped with appliances that are all electric locationing insuting quality for the gold mechanism, Monre pointed out. The mechalities are affirmed to the house when it is complete, and having ownified, a noclaffium may be attoched to the wall, or the sidewall, or the steps.

Why the medalities? "It assumes the buyday public that the home coming onto the market is clear-trically equipped for present and future convenience, safety and efficiency." Moore stated. "Second, it recognizes have halfelen who provide more than the minimum requirement. And fibrid, it identifies Mechalism Houses in general as the example of electrical quality and next."

Qualification of the house for a Medalion is not a matter of architectural spie. The hone can be a reach, Cape Cod, colonial, or agait level or other type. Nor done is price range mere directly upon the house qualification, When the house is capaloped to do electrically what is prescribed in the program thes. It courses within the scope of Modulion Rome stanshyde and the whole instabilition is a nound investment, if house engipment.



SOLD BY MUNDER—This three-bodrogus farms bringulary at 17580 Glaciative Avenue S. W. has been bought by William and Carolyn July home Carl Imbrigattie, builder. It is in: the \$17.500 price claus. The Larent cilica of the R. R. Golf Racily Co. builded the become

Home Prices Seen Stable

Walkerintition — Landing merities predictions of shourt. A hight issu-hair of the re-holding throughout the United 20% decide he home building percit relationship that the prices are inclined at the state strategy and the special property of the special property in the special property of the special property in the special property in the special property of the special property of the special property in the special property of the special property in the special property of the special property in the special property in the special property of the



through the woods.

If selfctional planting in required, we again the partial power of the pa will look at though they were matrice.

For example, wild crab angles, redbrowing rangheary, magh-leaf vilarname and wayfaring trees are only a
ten that then thermaches well to the

coe. Forms and wilddiswert, at variety,

will also contribute much to the nutrated forces are at least when it cannot be the expense of plants, those that are expense of plants, the expense of the expense of plants, there expenses of the expense of the expense of plants, there expenses the expense of the expense of plants, there expenses the expense of the expense of plants, there expenses the expense of the expense o



SCRD BE RECRESS.—This wood-shingle Williamsbury Colonied, designed and built by Robal Merckey, hos been brought for about \$25,500 by Robat Silverson. The oddress is 21 28 February Boundard Library, and the living woon is present on to transled library, and the living woon is present on the dade and a recredit some norm in the hossesses is possible on party if and a secretion soon for the hossesses is possible intesting pine. These can been bedrooms. The Joseph Anderson Co. months to note for Richard I. Smith.

Electric Healing Gain Is Cited by Institute

More Simple in Baseboard

Electric Heat





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General Electric Clothes Dryer in convenient landey room. High speed drying system brings clothes our completely dry, ready to put

and the contract of the contra



DISHWASHER

Enlargement from Georgius Page

CLEVERAND PUAIN DEFLER, SATURDAY, SEPTEMBER 24, 1966

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More

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Medallion

Electric Hearing Gain Cited by Institute

the number of Gold Medellion work afficiently are by-prod-homes this year compared with ubts of electric living, according 1859.

The Edison Electric Institute tute. The growing public actent weating, 10% hours; garbage raise across the nation for to disposal, 1 hour; time saved talketic house during 1960 with automatic range, 3 hours; positic up the growing swing to miscellances (sweeping, etc.). Relettro house heating, Gold 6% hours. Taket, 38 hours annually, steried by local electric utilities, The time constmind by dally prescribe electric heating as chores compares with the aver-One multitum requirement.
There has been a 40% rise in

notes there are \$50,000 electrically above, that home trically heated homes in owners list electimises as the America today. Electric heating chief attraction of electric heathas increased more than 50% ing, by a 9-1 ratio. Thay say each year for the past five there are no scoty smudges estimated 6 million electric- behind radiators. years. By 1970 there will be an

can save a housewife almost or five hours daily. A break-2,000 hours of work annually, heated homes in the country.

age working week, The ability

around hot air negisters or

trically-heated homes. Walls Drapes need not be sent out scribbed as regularly as with The completely electric home to be cleaned so often in aldoand woodwork don't have to be

down of the time saved can be conventional heat systems.

Vided by ceiling cable,, glass central system; which includes heat from the same central the heat, the heat pump and the central unit. One setting of the ther- whip up writes like this:

Washing and drying clothes, ducted and ducted, Non-ducted units can be built into a wall vide centralized air movement, temperature during any sea, comes on full 6 hours weekly; froming, 5 units, are locally heated and or cabinet, with or without The heat pump offers both son, no matter how outside the breaze hours; shopping, 6 hours; shopping, 6 hours; date, controlled, with warnith pro- faux. The ducted type is the summer cooling and winter temperature may change.

IN PARRANEW. A story and a hall and a basement give this dem-austration home surprising interior space. If employs cutstons, brick and wood siding on the several sections of the exterior. It is located at the end of Robinhood Drive. The price is \$55,000.

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Compact!

that's flameless electric heat. E settle beautiff and it is a settle beautiff and it i

chimney, flues or fuel storage space. And it's actions to the valuable living space you're paying for. Eletti often the most economical method of heating acthan you think, Install economical electric heating in a 331, for further information. There's no obligation

VOU LIVE TILOTHY

is wide variety of units. All of them may be installed but of the way to give you are adapts itself to new houses and supplements, heating, too. For example, it is Lams, convented garages, attibs or basements. Choose electric heat, it costs less Tay 122 Cinicasy monthly installments on your electric bill. Call CH 14290, extension



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School on Wolfe
Western Reserve University's
mapport of Its Andreas Enternance
western right to express himmell publish on mosters of gub. the it
is interest was architected yetterrity by the WRU chapter of more

Quiet

that's flameless electric heat. Why? Electrical heating agents to native noise. They don't aqueste in through constricted spaces, thus doing every with another source of he electric heating so noiseless they don't even know it's there. Electric heating adopts heal to new houses and supply example, it is often the most especial method of heating added-on source, converted garages, attice or testernations like they don't may see that 1-400, e indemnation. There's no obligation.

Nation. You John British and John British and John British Bri



RECORD NUMBER OF MODEL ELECTRIC HOUSES WILL BE SHOWN

NATIONAL HOME WEEK IS THE TIME when the country's home builders put their outstanding examples of modern living on display for the examination and approval of the public.

Builders in Northeastern Ohio each year show their homes to many thousands of visitors tur-ing National Home Week, which starts Sunday and continues through next Sunday.

More than \$3-million worth of model electric homes, stretching through 38 municipalities from Avon Lake in Lorain County east to Geneva in Asktabula County, are being offered for public in-

The number of different homes, constructed by 95 builders, totals 125, a new high for the number of model electric homes in this area during this anal event.

Prices range from \$11,000 to \$55,000.

These houses are Medallion Homes, designed to offer better living and greater convenience through ern wiring, improved lighting and other electrical

Approximately 175 electric companies in various parts of the country sponsor Medallion Home programs which set up electrical requirements for which houses are awarded the Medallion Home

'N NORTHRAST Obio's 1.700 square miles, this program is sponsored by the Illuminating Co.
Homes which meet cortain standards for electric kitchess, lighting and wiring receive its

113 Heat Belgte, Misselbuce

Bronze Medallion. Homes which are completely electric, including the heating system, win the Gold Medallion.

Electric advancement in the home are pro-ceeding steadily and surely, Illuminating Co. sur-veys have found.

Among recently completed and occupied homes for example, built-in models account for 79% of all electric ranges in single family homes.

As the value of the house increases, the in-cidence of built-in electric ranges grows. About 90% of the single homes priced over \$25,000 that have electric ranges have built-in models.

Built-in electric ranges in new homes outnum-ber free-standing models by four to one.

The garbage can is gradually disappearing. Electric garbage disposers are installed in 39% of all new houses, an increase of 13% over homes built two years ago.

WELVE per cent of new homes are equipped with electric past lights, nearly double the number used in houses built two years ago. Installation of electric dishwashers has in-

creased significantly. Nearly 30% of new homes have electric dishwashers, compared with 15% two years ago.

In houses costing over \$25,000, well over half have electric dishwashers.

Electric dehumidifier use in new single family mes stands at 15%, nearly three times the level

113 Real Estato, Meschacous

_Continued



With a luminous calling in this bothroom, th entire ceiling becomes a lighting fixture, provid-ing a high level of illumination, without plane or shadow. Good lighting in the bathroom is essential to good grooming.

ALL FLAMFLESS FLECTERS HOMES-WOODED LOTS ALL IMPROVEMENTS IN AND PAID PRICES START AT \$19,990 3 bedrooms, 1½ baths, fiving noom with disting "L". Ignely kitchen with angless electric built-in appliances and setting parage. Brick are HARRIGER REALTY 113 Roal Estate, Micoellinates

(13 Rogi finiate, Micoellonogue

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NO TWO PEOPLE THINK ALIKE . . . THAT'S WHY OUR STONEYBROOK HOMES ARE CUSTOM-BUILT FOR YOU.

is a basic framework Steamybreck homes may be personal-in and your requirements and so expusse your individuality

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WEST SINE REALTY

Central National's P. E. Martin Dies U.S. Deaths Tells of Red Growing Pains

Ben Cruickshank Jr., Former Jockey, Dies

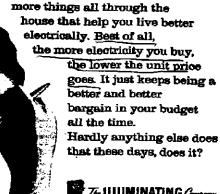
Karamu Dancers Head Into New Directions



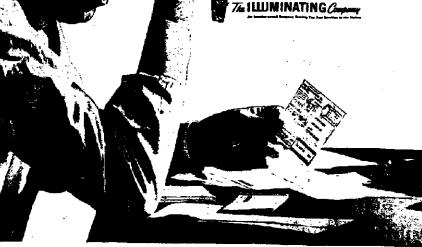
Doesn't anything ever go down in price? Sure. Electricity!



Since 1940, the average unit price of the electricity you use in your home has gone down 28%. It may not seem like it when you get your bill, but it's true. You're simply using more electricity all the time. Just think of all the new uses for electricity since 1940 that are now a part of modern living: frypans, electric blankets, freezers, hair dryers, can openers, dishwashers, better



lighting and television. There are



L. H. Mulcahy, Ex-Fire Officer, Dead at 60

gay manufatures, Both Living Chief Bernard W. and Cupt. Harry V., seller last five years with 10 years of service betwee

SINCE THE THERE'S has been at least on

representations of the second of the second

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UKAYA Ayunith — Comband Pollon Impac-tor Michael Mackwell, left, is computableted by Municipal Judge Poul D. White for re-ceiving a 1886 Unique Award. This Beats Fire States I, Mah.

The 1986 annual Uniquined, a topoter for the Ph

proudly-outside your win

ASSOCIATION

A fourth generation in on the job. Two of Capt. Leanart's those soos, inchered and James, are with the dependence. Bladert is a sensitive of Bagine Co. 18, questioned and Readonsy of this incher's war. Released and Capt. Melonshy's critica, William, retired in 1922 after Capt. Melonshy's critica, William, retired in 1922 after Styness becomes of highest received on day. The grantfather, a Union soldier, was a volunteer firstnam before Convision and a presentation shell. Be because one of the Circle paid Research of the Story Wer.

Robert Powers Dies; Founder of 3 Firms

Robert W. Colson, 66, Jeweler Here, Dies

Mrs. Peter J. Hofman De., We Down we need to be a second of the comments.

Bit cargood habing parama for other based to has present positions, and speak married have been been presented by the comments of the co

ple Charch.

Warront C. Sheith, make representative 25 years for word withouth zone companion, died Saintery at hones, 878 Arthuras Book, Christon Blaith. He was R. His father, the his Prince W., Sheith, was one-tim Clauselmed chief of palice.

A Christon antive, his "Landil was a Sid dagran Mayon a member of Brighth Ledge Nr. 133 P. & M. M. Christon antive, his "Landil was a side dagran Mayon to member of Brighth Ledge Nr. 133 P. & M. M. Christon and May May December 134 A. of Joseph Nr. 135 P. & M. M. Christon and May May Earth and May Nr. 135 Per de May N

Situs, Feber J. Instantial.

Friends, here have between of the dreift of fifth, Hannah lifehum, a Rebustion Army officer with with her measured lifehum, a Rebustion Army officer, with whit her measured Feber at Navy bright and a standard officer Starches Center II years.

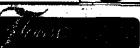
Services will be indep in Anhany-Pett, No., where the comple had fived since retiring from the Army two years are. Altr. Beleman dated Bursting in Test (In Army 1998), they were first to incorporate and Altrohilder Atmyration chapters with the Army 1998. Feber St. of the York UST, and a dangelon, little, Allon Workstone of Chembrad.

John C. Vernier

"To fully protect the

Marker Jan 12 1922 1925 550 Saller 12 Marker Pages 401-403.





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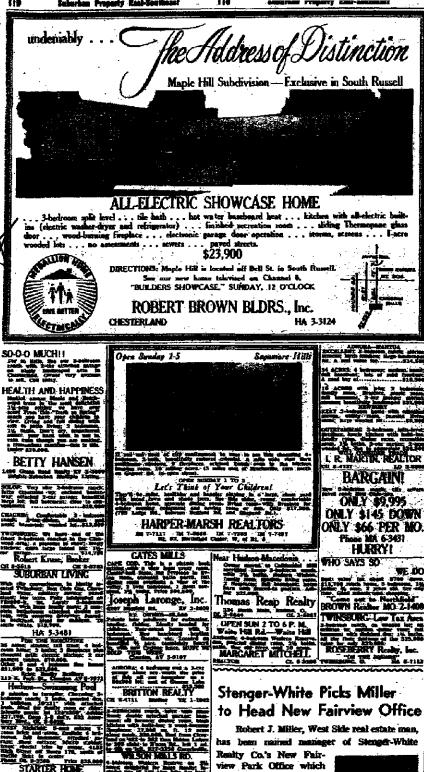
You'll get a new quick moreouy vater heat-me installed that heats all the water you need....feel! You'll also get apecial electric rates that heing down the cost of heating water the fluorates way! You can add the low monthly cast for

your electric water heater right on your electric bill, tool

So think about it. An electric water h the mater first ... installs practically any-then water first ... installs practically any-then: basement, bathroom, oven under a contents, It's completely seize of figures 2-12

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Stenger-White Picks Miller to Head New Fairview Office

Robert J. Miller, West Side real estate man, has been named manager of Stenger-White

view Park Office which opens today at 22000 Lorain Road.

Associated with Miller, who has been connected with Stenger-White for more than two years, will be a staff of five salespeople whose efforts will be principally devoted to sales of residential property in the westerly suburban areas.

BA 8-714



Main office of Stenger-White is at 4176 Rocky River Drive N. W.

Miller lives with his wife and family 3.81 Riveredge Road S. W.

PIONEER HEAT PUMP house with seven levels at 29656 Detroit Road, Westlake, has been told to James M. and Jamne Mangan by the owner, John R. Linders, for \$30,000.

Unique Seven-Level House in Westlake Sold for \$30,000

Said to be one of the first split-level houses built in this region, and the first to be hoth heated and cooled by an electric heat pump, the colonial home at 29656 Detroit Road, Westlake, has been sold by John R. Linders to Mr. and Mrs. James M. Mangan for \$30,000. Mangan is branch manager for the Bardahl Distributing Company.

Built in 1949, the house has seven levels, is electric in all its appointments. The heat pump was designed by Linders, who is an engineering Supervisor of relay planning for the Illuminating Co. Its heat pump cooling system is unusual for this region, consisting of 1,600 feet of copper pipe buried five feet in the ground just east of the house. It uses the ground instead of wellwater or air as its source of heat. It has been widely written about as a pioneer installation.

The house contains four bedrooms, three baths and a finished basement level. It stands on nearly an acre of rolling ground with many fruit trees.

Attorney handling the transaction was Steven Kormendy,

Today's Homes Scrutinized as Hedge Against Inflation

A man's home can be a citadel of financial security as well as a castle providing shelter.

Shrewd citizens today are looking over the home builder's product with an eye toward hedging against inflation. As a result they are asking searching questions about the use in new homes of permanent, value-increasing and valuemaintaining materials.

One such material is ceramic tile. Ceramic tile on walls and floors will outlast the mort-8age and help leep the value of a new home abreast of price increases.

Buyers of older homes are also on the alert for permanent value and low maintenance costs. Again such materials give them a sense of financial security as well as general confidence.

Keen observers of the home building indus try are now offering some cogent arguments that real estate is one of the best ways for the average family to protect itself against some of the effects of ever-increasing prices. They calculate that a home bought now for around \$16,-000 very likely will increase in value to arous \$25,000 by the time the mortgage is retired if present inflationary trends continue.

This is probably a sound argument, but it does not apply to just any home. It applies only to homes containing quality workmanship and distable materials.

Geraniums Add Accent

For a striking color accent against a white house, frame a wooden terrace or patio bench with two 10 or 12-fach city pots of brilliant redflowering geraniums.

The same of the sa

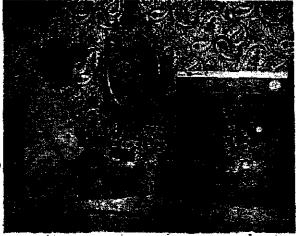
Plan Cool Comfort Now

ELECTRIC sir conditioning units are becoming standard equipment in many commercial, industrial and residential buildings.

stallation of some type of central tum electric equipment has been wing in the Cleveland area in

why this month and the nex

Customers qualifying for the speci-"all-electric" Residential Rate or operate their air conditioners for a average of about \$11.50 monthly.



Portable Dryer Is Useful Anywhere

WHETHER ONE live in an apart-ment, his own home, away at college, or own when on the read, a portable electric dryer can fill many drying needs, with time-saving convenience.

can dry up to two pounds of g per bad, with a variety of

133 Real Estate, Mar

112 Hard Malada, Missellanus

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4 ACRES ASHRABULA COUNTY
GERSPACHER

GALLERY OF MOMES

Builders turning their attention to electric heat

By Marcus Gleisser

Means of heating a home—and what it will cost the homeowner—are gaining more and nort attention not only from the builders but also from the suppliers of energy as well.

So it is that the Cleveland Electric Diaminating Co. It going out of its way to provide a series of meetings on how to heaf a house economically will electricity.

This is becoming of great importance as we approach the cut-off date for new connections set by the East Ohio Gos Co.

Connections in the westerly suburban areas have already largely been cut off by Columbia f'as Co. The new houses in Bay Village, Avon, etc. are now mostly electric.

Now East Ohio has said a new house must have its basement in place by Aug. 31 in order to qualify for a gus connection. Eventually that date will pass and electric heating will become domi-

CEI is stepping out now to make the change constortable with lengthsy explanations.

At a recent meeting with a room filled with building commissioners, CEI emphasized the importance of a heat pump in reducing cost of heating the all-electric home.

The pump, according to CEI spokesmen, is really a miracle of a house air conditioner. When the valve is flipped one way, it cools the whole house-by pumping the heat to the outdoors.

When the valve goes the other way, the heat pump brings heat in from outdoors. Even in winter, this pump is supposed to find particles of heat in the air and bring them into the house.

In the coldest winter, however, the heat from the air is not enough to warm the house comfortably and an electric furnace then comes into play to make up the difference_between the pump's heat and what is needed to be comfortable.

That, simplified, is what the heat pump is supposed to be all about. This may be some sort of answer to recent efforts to raise the price of elec-tricity just about when its supply is to become of great importance here.

The heat pump is supposed to be sized for the cooling requirement of the house. If a three-ton central air conditioner is needed, a three-ton heat pump would be required.

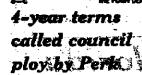
Supplementary heat furnaces are needed when outdoor temperatures fall below approximately 25 degrees, according to CEI experts. They added that the pump was expected to save 25-40% of electrical consumption and heating bills.

wer, is only part of the heating problem. The other part rests in construction of the house. It includes special attention to recom-mended insulation standards for wise energy man-

It was noted that heat flows from hot to cold and that good insulation reduces energy consumption, provides greater comfort and saves money.

Builders in this area have added other criteria. For example, they note that a sliding glass door, or other wide expanses of glass, wastes heat. Also, open fireplaces conduct needed heat to

So now the big push is starting toward more impossing ways to save heat (and its costs) in



A widely endorsed cluster successions on legaling the terms of the major and symmilians from the years in four dress strong artificians patiently from Hope Bulgh J. Port.

"The house war designed and placed on the hallet in the primary to content the public." Park glosped, The toppic of the major and of committees are objected inner, and should be decided superately, Pork told.

"To just them on the same lame in a political play to get four-year lesson for countil members."

The charter change, house to as the June it hallow, would effect persons elected in Hovens her 1977.

Speec was played on the ballet by its Benginalic controlled City Council City Offi of 10 Speechings aggreed the meaning

Since early Aprill when copied approxitio lane, it has picked up endomento live the Clinco Langue, the Growth Association an empositor civic and later groups.

The state time was defeated by city voters in the Nov. I ground election. Statillar measures have been defeated seven other times since 1811.

Epopulation of the charter procedured maintain a from your term affects elected with cials pure times they be outlet on affects with problems. Two-part terms, they say, require officials to spend too much time companying.

In appealing the assemblances, Perk pointed out strip representatives and comprehense are absoluted in terrocomplexion.



he Amazing Story of the Heat Pump



Heat pump, to many people, may seein like a space age machine, still in the experimental stage and not ready for the average home. Yet, the heat pump is here and in use in lumdreds of homes in this area. And it has proved to be remarkably simple, yet amazingly easy on energy for both heating and cooling.

Even though use of the heat nump.

Even though use of the heat pump is relatively recent in this area, the idea has been around for quite a while in a different form—the household refrigerator. A refrigeration must removes heat from much an insulated container—the food storage compartment—and transfers it into the air quiside the box. A heat pump works in fiftich the same way only on a larger acade.



The whole idea of a heat pump is being on a fact many people find hard to lead the contains a mine heat. A heat pump, acting like a self-inguishers and brings it inside.

But a beat pump has a reverse cycle, tio. In summer, it reverses the whole process, by lowering indoor temperatures and transferring beat outdoors/the same as a standard air



What does a heat pump look like? There are two basic parts. The section inside the house resembles a conventional furnice; the part ofindoirs looks like the condenser of a central air conditioner.

Because of occasional very cold weather in this area, the heat point also has supplemental resistance heating elements. These provide extra heat to compensate for severe temperature drops.

Suprimply though, the heat pump—as a heating unit—delivers 1% to 2 units of heat for every one unit of the trickly it sum—good news in the heating of higher energy cours. [17] it shout implation?

Main about conduction As in any other form of beating, proper impulsion and suggifier profession of any electric

The tighter the house, the less it costs

Since the heat pump operates on a blower system, a house noist have a ducted system just as with any central heating and air conditioning system.

And because a heat pump has, by nature, two functions, you also have summer air conditioning and its benefits; cool, less humd, more dust-free air throughout your house.

art throughout your house.

Installation may cost more than separate heating and cooling systems, but it can return its cost in sourcefficient, lower-cost heating.

Would you like to know more? Then use the coupon below to send for the free Easy-On-Energy information packet.

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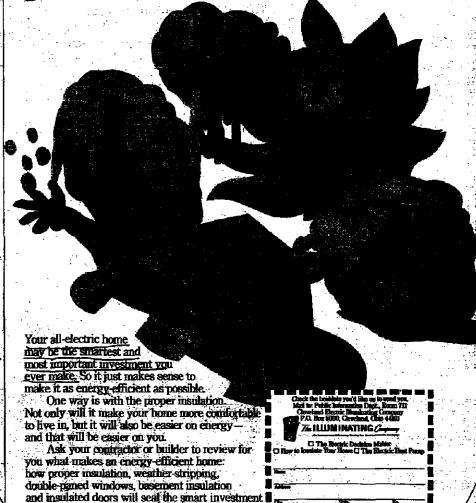
SALT pact attainable, Gromyko declares

Truck ignites cloud of gas, 2 aboard critically burned

NEW CITYANA, CAM. (27) - In invited of partners are never later a 500-tool later

Helps Shrink Swelling Of Removrheddal Timmes Due To inflammation. Relieves Pain & Re

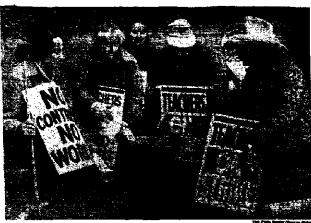
If you're buying or building an all-electric home, seal the deal with good insulation.



And for additional information, just

Easy on energy, your home represents I ...

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Striking Markson school touchers, grilling wissees up the picket line, are, for Lucile Tribovich, Ame Peterson, Mary Pelich, Ben Soriane and Jeseph Murver.

Man, 100, credits work and whisky

PAIRFIELD, O. (AP) — Jesse Breofin grew a fine gray beard re-cently to help blue look bits ago. Nobody believed him when he said he was 100 years old.

"It was the years out.
"It was the farm that made me five so long," Brooks said. "We raised what we ate — had to, or was wouldn't have been able to eat. Hard week and good whisty, that's what makes your heart strong."

Brooks was one of a decen citi-fren who grew up un a farm near Corinth, Ry. Re lives here now, at the Tri-Connty Extended Care Coster, with a brother, Hen, 91.

"People never have believed it," Brooks said. He referse to accept the intimutum of age.

the intifruntian of age.

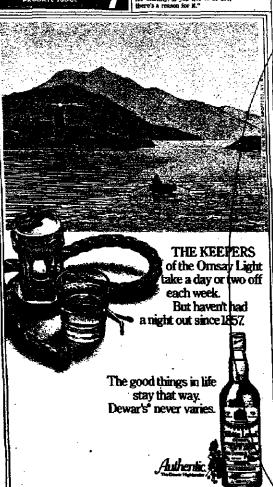
"I had arthritis for swidle," he said. "Bot I went to the descent and descent. If felt like a million needles in the legs. I just dish't want to give age.

Brooks figures like nation's best and worst presidents have been and worst presidents have been focusered in The best was Traday but "that other old (Franklin Delsuo) Responsels but yarded this but yarded the

just

Brooks had at last 39 different jobs during his working years, ac-cording to his own estimate. The changed jobs whenever the feeling unreed him.





Madison teachers on strike; schools stay open; few attende

outile a malory dispute.

About 500 of the 4,700 pushs in the option reported for class and were greated by their teachers may be suited by their teachers are untiling picture lines that were set up before drawn around the district via robools.

Classes were tength by substitute teachers are do not been schools open, and Supt. Lewis E. Galantie.

Schools with m spen today despite yesterday's law attentione, Galantie satis.

said.
Negotiators for the teachers and
the school board sond for seven
hours Sunday with Indeed mediator
Harvald Gold to try to resolve the
dispute. Gold said he pleas to mendagain with negotiators later this

wink. The school heard and the Madison School hours and the Madison School to the district's 220 teachers, have been burgaining since April to not salarize for the second year of a how-year eachers they approved in 1979.

The second year began Sept. 1, but transfers have been working sizes then under first-year; provi-sient, which set amount starting pay at \$11,000.

at \$11,000.

Daring talks on the wage reopener, teachers easied for assemal
hase pay of \$12,100. The school
haser's latest often was \$11,800 for
a first-year teacher; if raises fire
teachers with more experience.

Federal, local prosecutors to hear Atty. Gen. Civiletti

to hoter AUT. META-CHARGES.

U.S. Atty. Gen. Benjamin B.
Civiletti will speak at a meeting of federal and loop-fromening of benefits and loop-fromening berefice. M. acquiding to U.S. Atty.
James R. Wilkins, Williams is the new prospins of the Poleral Bar
Association in Cleveland.

could be deferred until January, and John T. Mercefith, the board's lawyer.

Under that proposal, he sold, the system would spend 3% more for teacher adaries this school year than last.

tributed, said Dr. Charles Labork-night of Luke Eris UniServ, local negotialing arm of the Otto Education Association, Lebershight is loading the MEA negotiations.

because askins this school year than last.

Teachers believe the amount of the increase cas be weaked out, but they are concerned shool when and how the memory would be discussed in the increase cas be weaked out, but they are concerned shool when and how the memory would be discussed.

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The full story on electric heating



is an Eye Opener.

Thinking about building or buying a new home, or moybe just replacing your besting system? Then you're exactly the person we want to talk to about all the facts on electric heading. Because the monthly cost of reusing as all-electric home depends on many things—from the way your home is halk to your family's particular lifestyle.

Many all-electric homeowners, in fact, report that the one monthly energy bill they pay your is considerably less than they had expected. But that's other people, not you. So we at the electric company want to give you all the facts we can to fully you decide which kind of leasing system to acted. We ill analyze everything in your home—proposed room sites, total space feet, window areas, etc.—and give you a very chase intend of what your monthly electric bill would rus. No obligation, of course.

We'll also help you plan your insulation and

Get the full Eye Opener Story on electric heating.

suggest which of the many electric heating systems would be best for you.

As we mail, we want you to know the facts. And what we've discussed here are but a few of them. Ask us to led you the complete entry by calling the number below. We think you'll agree it's a real eye-opener.

We want to help you be easy on energy.



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Forum

Opinion/ Analysis/ Commentary

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🦥 World is chewing up its rain forests 🐐

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The unamber of these, filtered, in the Brown. "It is not bettered deposits of the Approximately in the approximately in

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Adds Rivan. "Development of important trapical crops, such as rather and paths oil, during the past life years about restorate as not to have offer possibilities before they have been examined by a single scientist."

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Half of the African rain furest is gone, as well as two-thirds of the jungles in Lake, Barron and Sci Lanks.

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print trends.

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Rays Frank B. Golley, of the University of Gotogia Institutes of Ecology in Affence. The Intelligency sound may epide to convert trapical rate forms and pastures.

Golley and his soll incorrect that making

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review, however. There sould be a returnessee in those wages and prices to recomp earlier leases. The Millers of velocity vega-mal price stembers to stem infla-tion over the part year has not deterned President Carter from making the program part of his anti-plantation policy for the country genera to recents entirer houses.

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That there are almost at the "under-play grate of infinition." While the underlying rate card; he measured directly, if importes the incidently sentiment with "other prices" the ly, the prices that had disrep-lacement during the year, such as food, energy, handing and stortings interpola-

Can the structurity — which have been becomed rether then tightness for 1000 — otherstooly slow the rate of inflation? The prospect is not bright.

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PRANK SANCENEZ chief of the Hotherstern U.S. Higher Industri-hal Chaucht, which has alghared war-ragelinst has. "The infinite view as abused minerity, but we brank the world to reclim that we have present one growness through the courts. We have power taken her-tages to make our problems."

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The administration's strategy— or hope — seems to be that the succeptual inflation rate will tall both to the controlled rate faster than the latter rises.

The entrance of that race is security but once if percental it seems the inflation rate in the last

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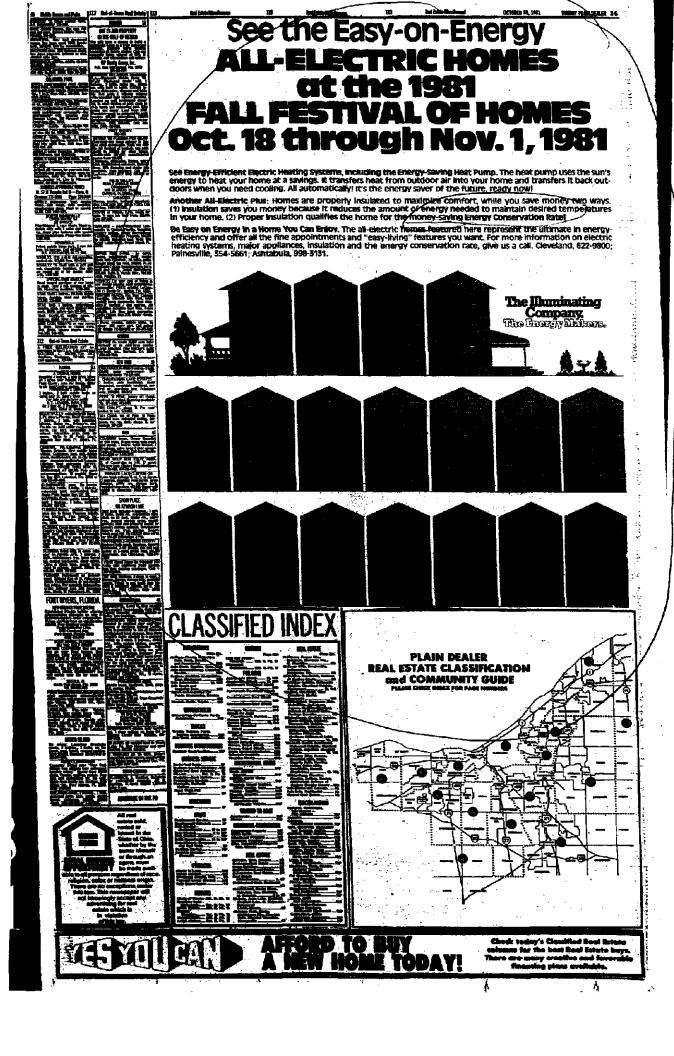
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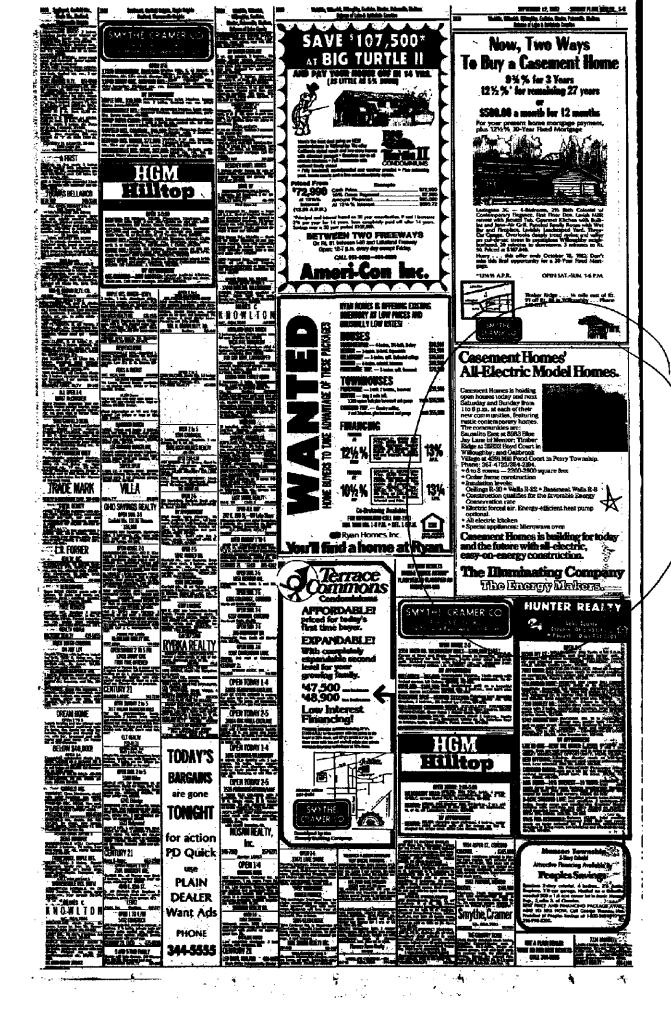
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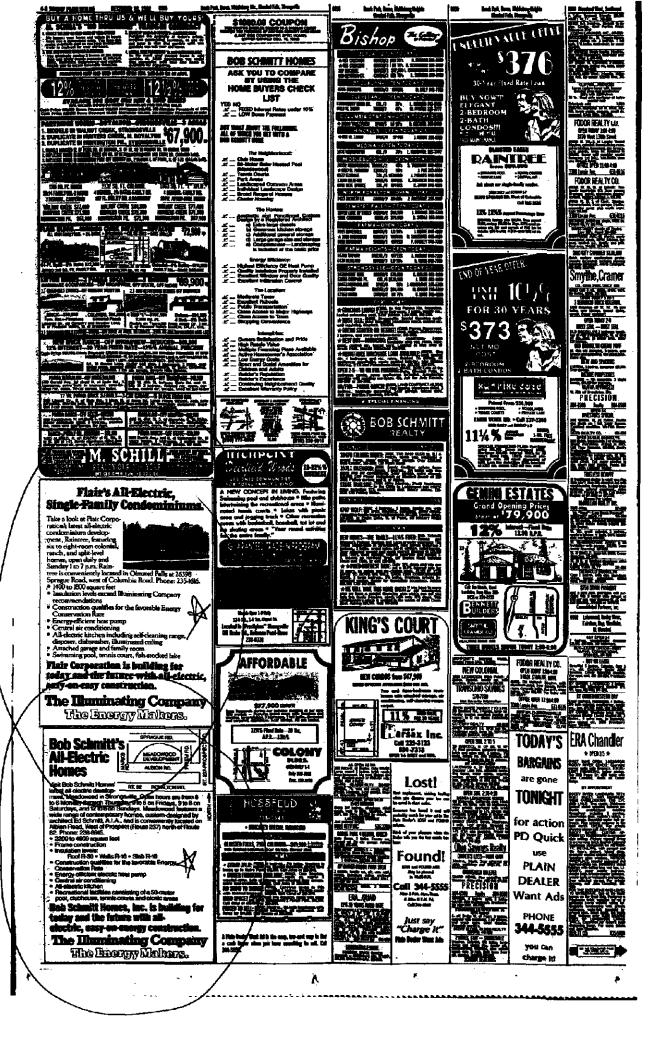
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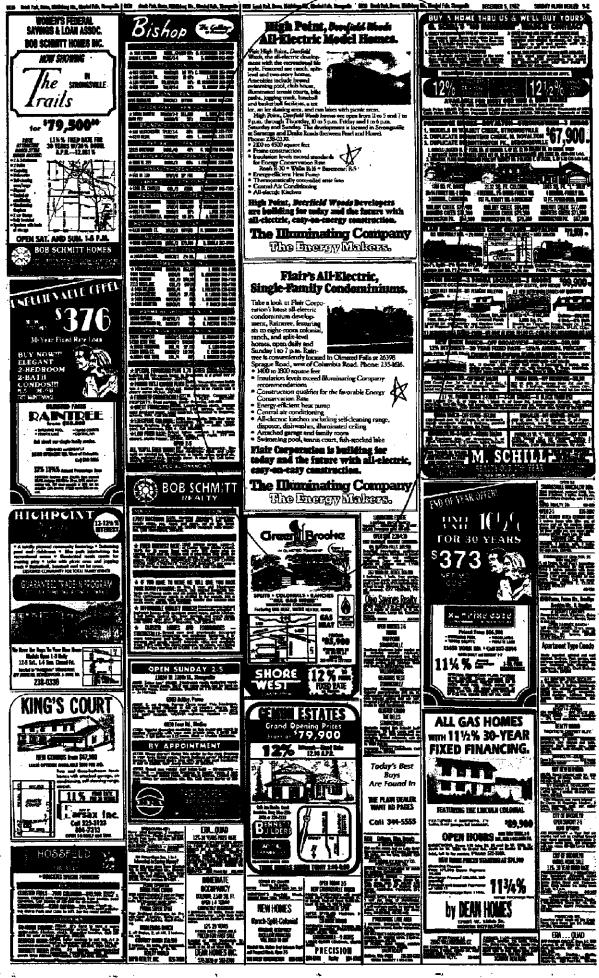
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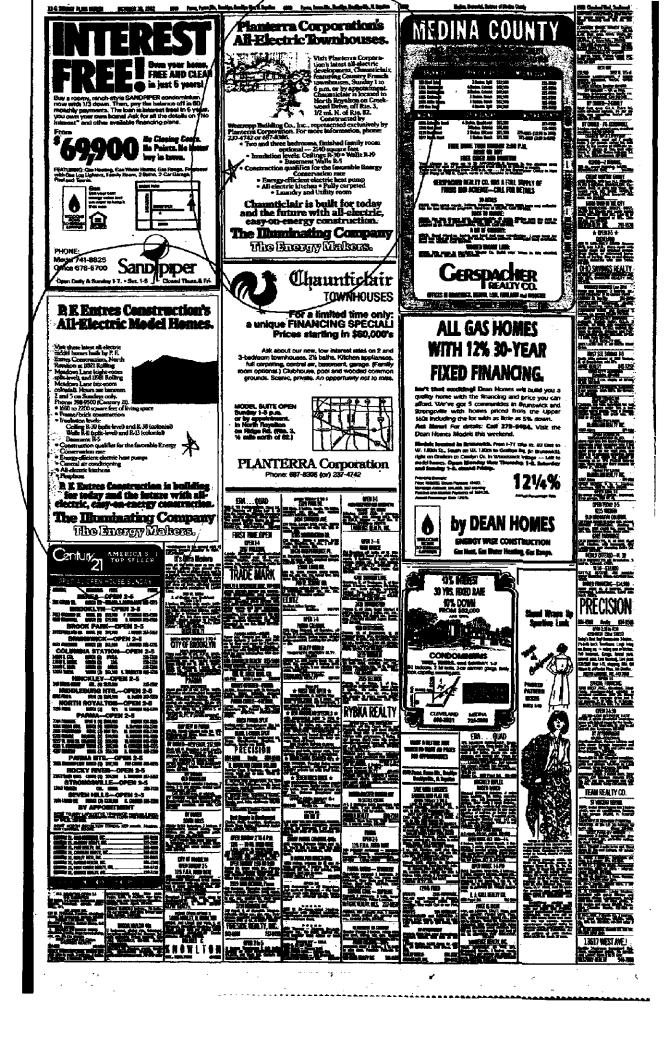
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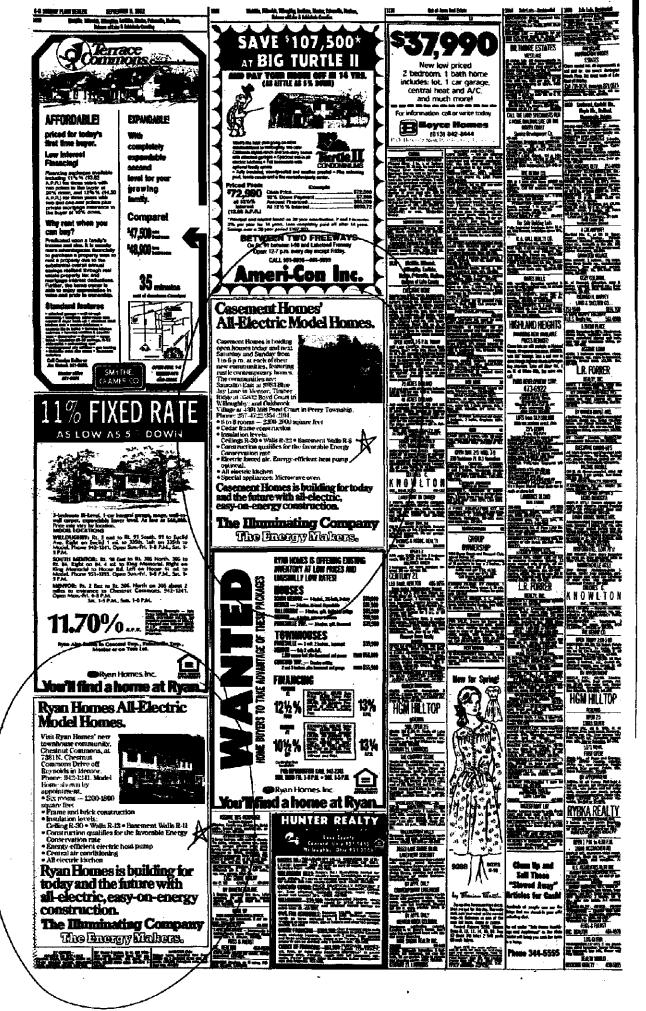
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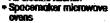
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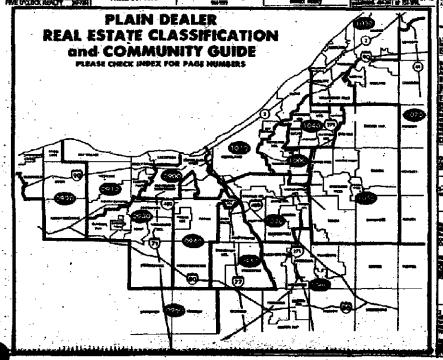
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Peronists lose Argentine election RUENUS AIRES (AP) — Real Alleman and his lott-of-contoe Readcet Circle Union was Agreement describes in 19 years, fixed returns shawed the trained the Explicate business Rues a stamming detect for the Previous party which has demanted attention in 19 years, fixed returns shawed puriercy. Rues a stamming detect for the Previous party which has demanted attention to the previous will constitute used. The military pure means agreed to the only fixed and appropriate to the regime were excepted at the easy may appealine are business or their green that engine were excepted at the easy may appealine are business or the party to the business of the party means that that relief the business of the Argentine const. The Military measurement that has relief Lance & consider defend venturing the business of the party depends with the business of the party that the province streets of total synthes. The military prevents agreed to the on March the supplier were excepted at the easy may the supplier were second, business and the business of the party agreement agreed to the the original representation of the Argentine const. The Military measurement that has relied the supplier were second to the total synthes. The military prevents agreed to the one state agreed to the thread are the relief to the supplier of the supplier of the supplier were the supplier of the supplie

Dir mettey way years.

The military procrement that has raised since a 1976 comp said Alfonnia and vice providential transing more Victor Martiner, beth lowyers, had exceived 7.35 million of the onere than 14 million hallots coat — good for \$24 wees in the electronic ordings. The railings will given Nov. 30 to ratify shertlen rounds.

e up the daje. The Persoint conditions, Nemier Sin. Holo er and his running mate Destindo Bittol, good 5.71 million votes — 254 electoral

The rest of the presidential ballots were dryined among 10 parties with Outer Almoho of the Surrainant party hadding third party with 25° of the Istal, followed by Ragello Prigorio of the Istal, followed by Ragello Prigorio of the Istaly and Development Movement with 15°.

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Prince separated several chaines between
Redicules and Promises in the capital and subdefined asymme. Alformin, 64, total clusters,
supporters at party handquarters here as
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The leber-hand Personne, decoded threa-time president Jude Person, have we made elections since the porty's Journal of

threa-time prosident Juon Preva. have well must eleptions since the party's bonding in 1949.

Deep dies in other one year alors the party in the critical government being formula in Argunitate will return the deplanants; complete the critical and occurred relations with firsten that were next of the Philippin and vice president leader.



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Judge rules jury names not secret in biker trial

By Jubo Griffith

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According to Howel's rising, some will wear shirts and then with ne cyles officiation width. All spectators will have so check in at a special deal and greases plantification before, they will be admitted.

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Wortmon's huyer, Alan P. Caplan, Ing.

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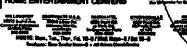
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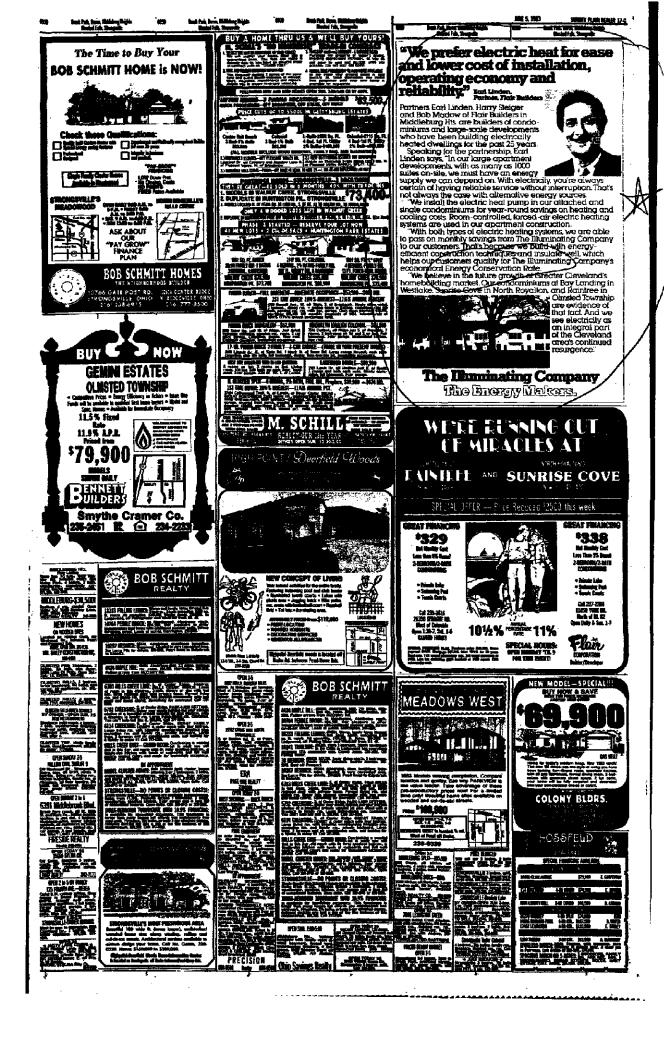


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ESAN BLATY, INC.

Panel puts off airport restaurant decision

of testimony, slide lay, a decision on marract list (Class-

"It (the Bost proposal there's Charme ... then what we would pit in there's Charme ... Then the Brankle, proposal manager of Sky Chefe, tald The Phin Dueber. "This (proposal) didn't adverse the major issue of engaging bouild beauties for an engage issue."
"Of parameter concern," and Desarchesse Date Miller, D.26, "the jobs, the rights, the searing conditions of the Sky Chef employer



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Desk Clearance Sale





Producer of waste testifies it was safe

Under cross-munication by Pressenter: Energy W. Energ. Reven agreed that the residual paints and salvents from the plant point and salvents from the plant such legally defined as hearthes residen and ments in the case for 34 a.m. Manday.

that the Sepallon drops containing them here warming labels prescribed by law.

Resen, now associated with a Constraing comparing orders are fire, and testified he had settler resigned our retired from R.G. Smith. Bit tall dischara from the B. Rite he was fired last Rivrember for wint the company told him was incompetiment, a logitude to he axid applied to the competition, not to him.

Earlier, Dal D. Camphall of Purma Heights — no relation to John Camphall, although City were touthers associated — recommed that desirge with the Olds Earlier necessary and E.G. Smith.

After Resen's testigony, a sebusted withcas a supering blace it with John Camphall and Del Camphall and Del Camphall to help the search and Del Camphall and Del Camphall in early blace in the contributed law-enderogenest sweep as lier Jurison Rit size — sphe old them it was likegal to hold the waste there, and that it must be returned to E.E. Smith.

Visiting Lavine County Common Pleas John S. C. Smith R. C. Smith Smith of the same in returned to E.E. Smith.

Killer Speck laughs at idea of parole

JCE-SET, FIL (AP) — Bichard B. Spack, corrected of eleping eight student numers in 1900, styp he in at teace in Statuville prints new and image at the pensibility that he might ever he person.

of cas.

It said he descrit cure, now that his or has died. "That's the only person I all to get out to soo," he said is a cognitativism in the Beachterd Register for the Person I over loved."

pe."

Prison officials said Speck has reduced regards for interviews in recent years, whom he wandered by two Register Star criters tenting the prison this weak, he and no relactorate to talk.

Speck said other lumster respect him and y clear "cause Fe kill these raids out." He work up of pageting in genera, but my produced mysting to years and length at linear who chains to have Speck

Besping Father's Day card creates bomb see

CARTC CTORIUS EDURID SCARCE

LORPOC, Call. (AP) — A bouday enrelige that postal warkers bilieved neight
hold a bumb cantained potting rance than a
materiactusian sensical Father's Day card,
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BREWSTER STROUD





Tapes reveal JFK was waggish, casual

Remety's conversations, some quite dis-tincily delivered in his high-pliched Buston access, partriy a stern and sometimes impa-tient man who could also be very and

The 11 hours of convertations related sterday cover a 15-0000th period, ending a transition before Kennedy was assessmated 1963. Other input will be released later.

in 1985. Other laped with the recision inter-The release method the Best there may presidential tapes have been eithered for sale-to the public, and reportars waited extracti-tion for the public of the report materials, to pick up caples of the report and transcripts prepared by the library staff.

Prepared by the Havary state.

In construct to President Richard Nixon's tapes, which reveated a dark said to the presidential personality, Roumely's tapes indicate that his private manner was truck the same as his public manner. But they do hocked a few negatives remarks.

Rennedy's secret taping system operated only when he wanted it activated and therefore contains only believed conversations. Rinner's was suited activated and included all

Niner's was retice-activated and included all Orel Officia funcerations. Over 1986, in discussing legislation with Waiter Helfer, his top trousmic activation, for the left of the left of

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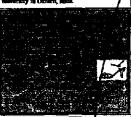
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On the convening of Sept. 38, 1968, a dis-nion was held on an operating New York min article by James H. Essten, than chief halloging opprospectors for the paper, who used to varies about in havitation from its 8, Happicher.

Allegacities.

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"We ought to knock it down tought. That's hicking that Route right to the —, but't the precident unid. He then separently ght better of his idea.

The mapt dramatic newversitions involve early a duzen telephene calls between senedy and then-Blackmapp Gov. Rose Far et in September 1992 when James blay lit, a black, tried to cavell at the all-sub-al secretly in Orders, 1800.





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Bernatt had ignored Econoly's appeals and repeatedly formed bleredith somy from the school. On Styl. 30, Mercellik was most-ed acts the company by state troupers and federal sparshals as a most former.

State troopers reminent at critical mo-ments and Selecul marshale could not havelle the crowd. Resemby called in the Retinal Capet. Two mer were idled and insulvels were injured in rioting.

The next day, blavelith, accompanied by U.S. marshala, was registered at the school. Smarshala, was registered at the school was cardial with flaranti in the enricy conversations, "I have be carry out the order," he total Europe, "I don't want to do it in any way that causes efficiently to you or to anyone alon."

But evenimally, the president's de aged. "I know ... your testing about the

"You just don't understand the situation on here," Borosti, cald, miking Kannedy to nove bleredish from the school.

"Let's get with up there, then we can do sething about Marchith," Remoth

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Coat virus may yield clues about arthritis

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Credit union depositors liable for tax

COLUMBUS (AP) — Credit axion depositurs are liable for taxts on exchings from their credit union investments, the Ohio Supreme Court less ruled.

for it.

The Bapacine Court rejected that impressed, citing statistics which made their regionsest, citing statistics which made their regional statistics which made their case before their example property, facinding money, credits, investments and deposits.

In soldition, the court notice a feederal law which prohibits the states from requiring credit solders to cribert personal property lases for the purpose of forwarding them in the state.











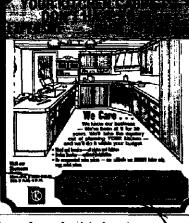
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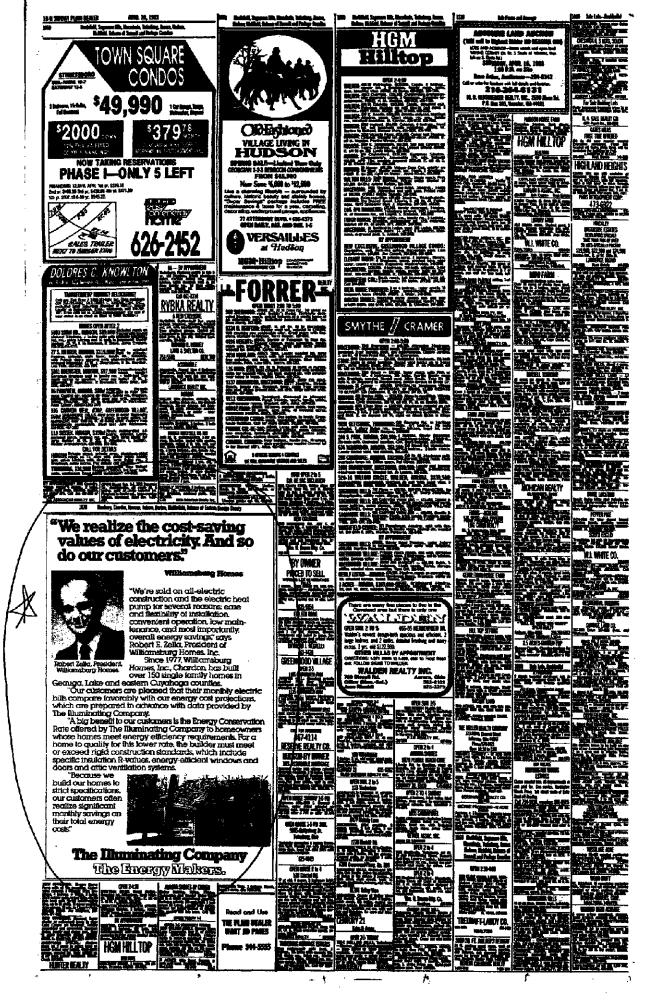


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REAL ESTATE MAILBAG

When it pays not to assume the mortgage

By Rebert J. Bress

r Bab:

I always thought that when a home was sold the mer has to either get a new mortgage or assume the old me. We are selling our home, and our realty agent told us buyer should buy "subject to" our old mortgage rather an assuming it since it does not have a due on sale use. Is this correct? If the buyer defaults will we be iable for any loss?

Your resity agent is correct. From the buyer's view-point, lie is usually better off purchasing "subject to" an existing moregage rather than assuming it. The reason is the lender cannot callect assumption fees and raise the interest rate if the buyer does not agree to assume the mertgage obligation.

However, PHA and VA mortgage assumptions cost and about \$50 and 40 not involve interest rate increases.

If the buyer assumes an existing mortgage, the seller can usually be released from future liability for any loss at a forcelease sale. But chances of such a deficiency are alim if the mortgage's lean to value ratio is less than 70%.

A mortgage which has a legally enforceable due on classe, however; effers the buyer little choice but to me the mortgage or use an "underground sale" such estante the inortgage or use an "underground a as a long term lease-option or had contract sale

Of course, whether the buyer assumes the mortgage buys subject to it, he must make the mortgage payts or lose the property by faroclosure. Ask your attorney to explain further.

We are considering refinancing our home mortgage as interest rates are much lower than a few mouths ago. Is it true the cash borrowed is tax-free?

Year question is often ashed. Yes, it's true that nearly obtained from refinencing a mortgage is tax-free. Borrowed money hart taxed because it must be paid back to the leader.

However, if you sell the property when the mortgage belance exceeds your adjusted cost basis and if you don't qualify for one of the tax deferral or exemption rules, the "excess mortgage" is then taxed as part of the long term capital gata. Ask your tax advisor to explain fur-

I am 58 and my wife is 53. Should we wait to sell our home until st : is 55 so we can each get a \$125,000 profit tax exemption? As we have owned our home many years, our profit should be about \$150,000.

Waiting to sell until your wife becomes 55 won't save any additional tax. Only one \$125,000 home sale tax exemption is allowed per married couple.

To qualify, you or your en-owner spouse unist be at ast 55 on the little transfer date and have owned and lived in your principal residence at least three of the five years before sale. Ask your tax advisor to explain further,

The special Bruss Report, "How to Buy a Home for Little or No Cash," is now available. To obtain your copy send a \$2.50 check payable to "Newspaperhooks" for Re-port \$2115 to The Plain Dealer, P.O. Box 208, Norwood,

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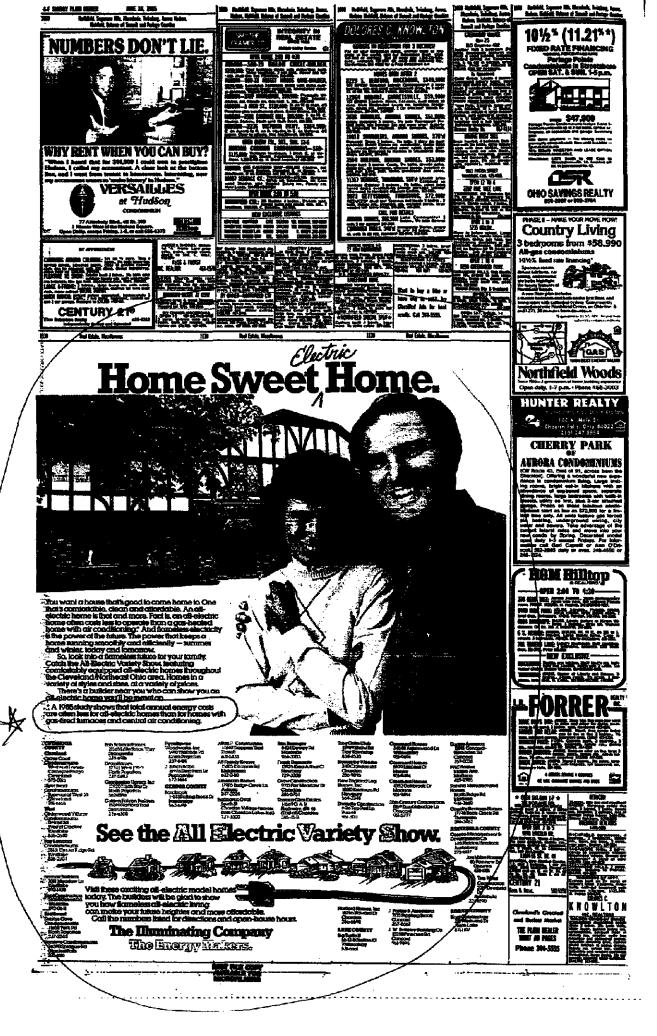
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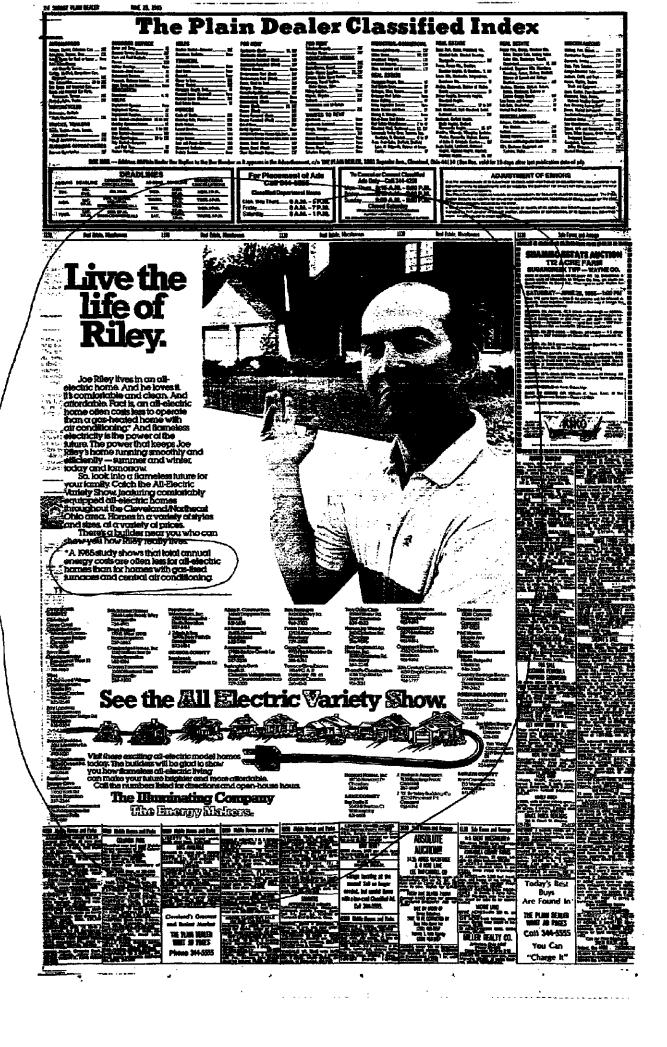
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Jugo Michael J. Corngan set a \$500,000 band, and Lawrence



Union OKs once-rejected RTA pact

lamatifield section regainst MANSFIRLD (AP) — Pelics my a filte, articulate gone has raped at not six women bere since has Se-mbar, including three since Jupe.

Police said the print smally entered houses through autoritied donor or win-dows and upol a leadth or pince of tree to holster his Heroits. Virtims have maily been women living above or with small children.

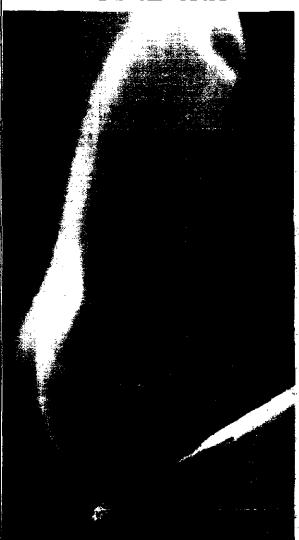
Vote by drivers, mechanics is close

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eer, the MTA beard agreed to reignal offer both on the lable

Another myth just went up in flames.



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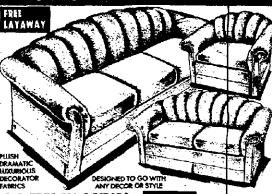
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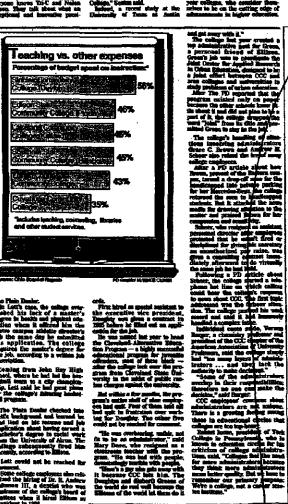
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The public is under the great

misconception' that nuclear arms treaties may allow the United States to spend less on non-nuclear weapons.

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Instanced i just got married lest have, and buying a new home in July was a big step for us disparately. We needed to take advantage of every apportunity to some that we could find a mal buying an all-elsewic ingre-early instruction. When I compare our utility pump to had a four intends, who fower gas homes. I'm appared to do how much we save its an universally efficient system ways too. For example, in the ways, too. For example, in the



"Iwas really surprised how low our electric bill was.

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Perry plant proper subject for Catholic commission

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The Illuminating Company The Breezy Makess.

Homes

Williamsburg-style houses, colonials or Cape Cods. fit into the architectural concept for this area, said John C. Neeley Jr., president of Construction nevelopment Inc., which is developing and improving the site of the former Chagrin Airport and of the old Horn's Fiving School.

Robert Zella, president of Williams-burg Homes, said he has seen an upbeat move pervoding Cleveland. He is now building in three countles: Cuyd-hogo, Geouga and Lake, and in 12 subdivisions. His prices range from \$140,000 to \$400,000

Williamsburg's newest endeavor. Peoperwood North, is a 50-lot commu Pepperwood norms as a server comment nity in Solon and Bentleyville, it has %-acre heavily wooded jots and rolling terrain. Construction of a new 4,100square-foot model in Pepperwood is to start this fall, overlooking the take which has been incorporated into the community.

At present, two models are being m, with three others under construction.

ocuted in Kensington Green is a 3.000-square-foot traditional model home featuring a two-story fover entry, is lecturious master suite and both with voulted ceilings and sky-

Remainstant Green is a community of all traditional houses located in South Russell. It is about a swarter mile east of Chio 305 on Bell Rd. The second model, in Boulder-Creek subdivision, located in Solon on Miles Rd., lust west of Ohio 91. Is a contem-normer, home with a floor stan that

porary home with a floor plan th combines space, openness and light. Storting prices in both communities begin at \$190,000 including the light. A third model is under construction in Oakwood Estates, located in Chester.

Township. These 2,000-plus-square foot traditional homes are located on wooded site with ravines and rolling meadows. Oakwood Estates is located on Wilson Mills Rd., just east of Ohio 306. Prices, including tots, start at \$150,008.

on unusual approach to condominium design and took out a patent on it. Under the concept, the living area of each home faces a landscaped interior courtyard for privacy.

The units provide a feeling of open space in the ranch design. Features include central air conditioning, slate fovers, private polics, 2½-car attached

A new phase with a new model is ready for viewers. Prices start at \$157,000. Models are open daily 1 to 5 p.m. The condos are located at 3200 land and Chagrin Rds.

Jon Moskowitz, the builder, said the tocation was chosen because of its close proximity to shopping and res laurants at Chagrin Blvd., Interstate 271 and the Beachwood Mail

Venture II Homes Corp. is offering a vertely of housing in two rapidly gro ing western suburbs. Westlake.and mogavitie. Pineview Court in Westlake is an adult community. The pri-vale condominium setting in Pikaview Estates off Dover Center Rd. has 23 ranch-style homes placed on two

Models start from \$92,500 and all featore two bedrooms, two buttes, two-or attached garages, central air condi-tioning, wood decks and oak cabinets.

The builder noted there are no tenhis courts, swimming pool or clubhouse, thereby keeping down maintenance costs. The community can be seen by appointment only.

An Strongsville, Huntington Park Estates, off Whitney RC; east of Read Rd., is a planned 200-acre community new in its second phase. It has many

cul-de-sacs, wooded settings, pool facilities, green areas, tennis courts, picnic areas, pands and a boulevard system that will the into the Metropark system. Venture il products la Huntington

Park are in Twelve Oaks Commons and Downer's Cove. At Twelve Oaks, the base price of \$81,900 has two-story entry fayer, fireplace with ceramic rith, both with cultured morble tub, full wall mirror, wood deck, oak cabi-nots, central air conditioning and twocar attached garages. Price is \$11,900.

Downer's Cove at Huntington Park is

The Lexington is a ranch home with a left overlocking the grand room and entry. The main living floor has three bedrooms, two baths, utility room dinette, kitchen and grand room, With central air conditioning and a large two-car garage, the price is \$109,400.

Another model, the Charleston, is a three-bedroom, 24-both country colonici with a den or study. Its grand room has a masonry fireplace. There is a formal dining room and willfy room.

This home is origed at \$120,500.

Smythe Cramer has been named exclusive sales and marketing agent for Greenwood Village, a residential community in Segamore Hills where buvers have a choice of townhou dominiums from \$96,000, three detached cando hame models from \$145,000 and custom homesites on enecifications

Situated on more than 325 acre densely wooded land bordering the Cuyahoga Valley National Park, the area has a private community center complex with tennis courts, indoor and outdoor pools and party facilities. There also are numerous picnic areas hiking and ski traits and private lake. Boston Mills and Brandywine ski areas are nearby.

Hamlock Ridge, the townhouse condominium development of Greenwo Village, has units ranging from 1,500 to 2.000 square feet, priced from \$96,000. Ironwood Trail, the detached cond

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The electric heat pump isgreat. I'd recommend it to anyone. I guess l'a recommend electric heating in general, because I wouldn't want

to live anywhere where I didn't have an allelectric home.

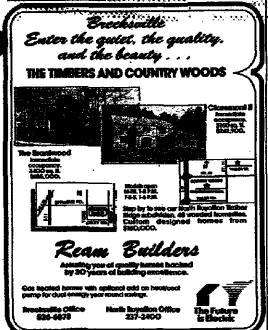
"Plus, the electric heat pump is a clean and quiet system. It just goes on doing its job. "It seems like a little thing. I know. But the

heat pump really is quiet, and I just think that's marvelous.

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MOX-THURS 4-7 p.m.

Add-on pump can cut heating, cooling costs

ing a new home or modernizing your present home and want to include a central air conditioning system, the illuminating Co. has good news CEI has a special discoun electric rate for accion heat and cooling pumps that makes cooling electrically an attrac-tive targain. In fact, you can come out way shead in efficiency, economy and coinfort.

By adding an electric heat and cooling pump to your present gas or all furnace, you can reduce your winter heating costs to the point where the is can pay for your summer oir conditioning

In coal weather, the heat pump comes on automatically to provide comfort with outor temperatures do degrees. Below 30 degrees, your gas or all furnace takes over to provide for heating

The special discounts should result in savings of 30% to 70% for winter heating and savings of up to 17% for summer cooling.

Most furnaces, gas or oil, are designed to work best when it is below 30 degrees outside. Above 30 degrees, a furnace is much less efficient because it's constantly cycling on and off. According to CEI; that's right where the add-on beat and coding numer market its modern. cooling pump reaches its peak

So, when you have a regular combustion furnace and an add-on heat and cooling pump, you have the least expensiv means available of warming your home, no matter how severe the weather. And, you

Ackerman offers

Southwood condos

builder, developer and lifelong Lake County resi-

dent, has been involved in the construction industry

He is offering South-wood Condominiums — sophisticuled and afford-

able town houses that

include: dishwasher, disposal, attached sarage,

private patio and Immedi-

Two bedroom town homes start at \$66,990; three bedrooms from

Located at 3135 Last

Nation Rd. in Willoughby, one black north of Route

for 20 years

ate occupa

\$67,900.

Thomas J. Ackerman.

have lower cooling costs in the

CEI says that, in the winter, the add-on heat and cooling pump delivers up to \$3 worth of heat for every dollar's worth of electricity it uses

If you add a heat and cooling pump to your present furnace. CEI will install a separate electric meter to record only the electricity used by the add-on heat end cooling rump.
CEI then will bill that electricity at a special discount rule in both the summer for cooling and in the winter for heating. It must, however, have a secsonal energy efficiency ratio (SEER) of 9 or higher to qualify for the special electric rate.

The special discounts should result in savings of 30% to 70% for winter heating (depending upon your present heating fuel) and savings of up to 17% for summer cooling, in fact, CEI says the money you say on your gas or oil bill during the winter can pay for your whole-house cooling in the summer.

There are 43 designated heating and cooling contractors ready to install your new heal-ing/cooling equipment. These contractors have passed a special heat pump competency test designed by the Refrigero-tion Service Engineers Society. That makes the contractors qualified to participate in CEI's CCR-Contractor program, which stands for Com-petence in providing Comfort and Reliability in heat pump installations. They have made a special commitment to quality heat pump installation and

Call CE! and ask for the add-on heat and cooling pump telephone hot line.



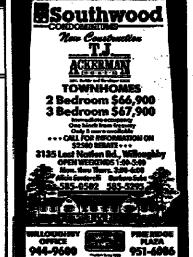




Priced from \$250,000, these homes reflect executive fiving at its absolute finest. Choose from a variety of basic auchilischusel plans with brick, stone, or wood siding, then customize to your own latenious tastes. Whinpool befrs, 3-car parages, wet bers, wood decks, skylights, crown molding, chair rails. There are no liner homes in

Country Club Estates





day Rd. balances Schwartz Rd. and Delroit Rd. in Wasteley.

SAT-SUN

1-5 p.m.

THE AMAZING ADD-ON HEAT & COOL PUMP OFFER

If you're thinking about replacing your present air-conditioning system, or buying a new one, think add-on electric

SPECIAL Heat & Cool Pump."
With a "Heat & Cool Pump." you'll not only enjoy year-round comfort in your home, you'll get special

discount electric rates that can save you hundreds of dollars on heating and air conditioning every year.

At these rates, the money you

save on heating will actually pay for air conditioning all summer.

Saul Buy now and you'll also get a \$300 rebate from The Illuminating Company upon installation by

any one of our participating CCR contractors.
For more on the "Amazing Heat & Cool Pump HOVERAMA"
Offer" visit the special Energy Makers booth

the special Energy Makers booth at the BIA Homerama '88. Pine Lake Village, Strongsville. June 11-26.

Or call our **24-110-08 MAT LIME 1-600-554-6300**

The Education Company (Carly serve Makers.

CCR

The symbol of heating and cooling contractors who demonstrate competence in providing comfort-and reliability in heat pump introducion



PEORGE



Beckons

PROM

Strongsville Mayor Watter Ernfelt was scheduled to take part in vester-day's opening ceremonies.

ony's opening caremonies.

On a specific designated day,
"Homearama '88" will donate half
offits proceeds to Camp Cheerful.
Visitors to "Homearama '88" can
see the latest trends in construction

Visitors to "Homearama "88" consee the latest trends in construction in each of the different 22 new homes which collectively feature Cape Cod-Victorian, Contemporary, Traditional, Cólonial and Ranch/Split Level designs. All boost high quality amenitions

Chairman of this year's extrovaganza is John Zillich Jr., president of Zillich & Sons, Inc. Zillich has worked long and hard, single hundedly soliciting all the builders involved in the show (with the exception of one) and assuring other committees invalved that only high quality products would be an display.

Zillich said he congratulates the builders involved, as well as the com-

mittee, who have all worked so hard to ensure a outstanding show. He said:

"Each home will be state-of-the-art and will offer innovative ideas and amenities never before seen anywhere; all at a very affordable price. In this way, we reach every spectrum of homebuyer, and not just the ones who can afford high-priced real estate or living facilities.

estate or living facilities.
"Theme of this year's show, 'Welcame home!', has been carried over
into all advertising and promotion. It
is a theme truly reflecting the feelines of the entire group, 'Homeorama'
'86' wonts to welcome everyone into
its collection of homes, and flores'
(many of the visitors will chaose to
make Pine Lakes Village their future
home).

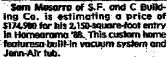
So put on your walking shoes and plan on viewing 22 of the most spectocular homes in Northeast Chio, at the same time gaining valuable knowledge about your current home or just enjoy a leisurely stroll through this special neighborhood.

Showcase hours are: weekdays. 5 to

Showcase hours are: weekdays, 5 to 11 p.m.; weekends, 1 to 11 p.m.

Builders

FROM



Ausarro takes pride in his personal craftsmanship and honds-on construction of every S.F. and C. home.
"I am not atraid of work," he said.

"I am not afraid of work," he said.
"I work out at the site, so I see

what's soing on and make sure the job is done right."

Musarra plans to build five homes this year in the Hinckley and Strongsville areas.

ville areas. S.F. and C. Building Co. is at 8760 Oakleaf Dr., Strongsville.

Sum Petros, Atonos Petros and Greg Geisler of Petros Builders Inc. have entered two homes in this year's Homeorma. The first, estimated at \$219,000 is a 3,000-square-foot calonial with a sunken living room, 12-foot-by-

SEE BUILDERS/12

Which home would you drive out to see?



Putting a Jenn-Air Gill-range into your kitchen can be a real master stroke, it gives your kitchen an expensive "custom" look that says a for about the care that has gone into your entire home. In fact, Jenn-Air now offers a variety of "Kitchen Packages" that let you choose from our entire line of gitt-ranges, cooklops, wall overs, microwaves, refrigerators, dishwashers, disposes and compactors. There's a package

for any kitchen you design. No rnatter how large or small.



Jenn-Air.

Americo Wholesale SCO Woodund Am. Constant, Oriz

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Moons Brothers Supply Inc 1947 Mujfeld Rd. Credetand, Chic 44024

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Add-on electric heat, cool pump can cut costs in home

If your modernization plans for next spring include a new central air conditioning system, the Cleveland Electric illuminating Co. has good news for you.

CEI has a new special discount rate for add-on heat and cool pumps which makes cooling electrically a highly attractive burgain.

This southractive, in fact, that you can come out way alread in terms of efficiency, economy and comfort.

However, you might consider not waiting for next spring, but doing it now, because by adding an electric heat and cool pump to your present gas or all furnace, you can reduce your winter beating costs to where the soviets can pay for

your summer oir conditioning.
In cold weather, the "heat"
pump comes on automatically
to provide comfort down to
about 30 degrees F autdoor
temperature.

Below 30 F, your gos or oil furnace takes over to provide for your heating needs.

Most furnoces, whether gas or oil, are designed to work best when it is below 30 outside. Above 30, a furnace is much less efficient because it's constantly cycling on and off.

According to GEI, that's where the add-on heat pump reaches it's peak heating efficiency.

So, when you have both, a resular combustion-type furnace and an add-on heat and coal pump, you have the least expensive means available for warming your home, no matter how severe the weather.

And you also lower costs for cooling your home in the sum-

CEI said that, in winter, the add-on heat and cool pump delivers up to \$3 worth of heat for every dollar's worth of electricity it uses.

if you add a heat and cool pump to your present furnace. CEI will install a separate electric meter to record only the electricity used by the add-on heat and cool pump.

If the add-on is to an energyefficient gas or all furnace, CEI then will bill that electricity at a special discount rate in both the summer for cooling and in winter for healing.

The special discounts will, occording to CEI, result in sav-

ings of 30% to 70% for whater heating, depending upon your present heating fuel; and savings of up to 17% for summer cooling.

In fact, CEI said, the money you save an your gas or oil bill during the winter months can pay for your whole house cooling in the summer.

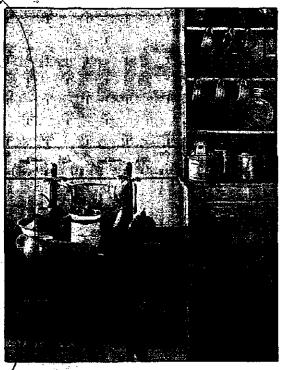
CEI has 43 heating and cooling contractors ready to install new heating/cooling equipment.

These contractors have possed the special heat pump competency test of the Rafrig-eration Service Engineers Society.

They are participating in CEI's CCR-Contractor program, which stands for "Competence" in providing "Comfort" and "Reliability" in heat pump installations.

The contractors have made a special commitment to qualify beat pump installation and service.

CEI has installed a special telephone information line to answer any questions. Just call CEI and cask for the add-or heat and cool aumo butline.



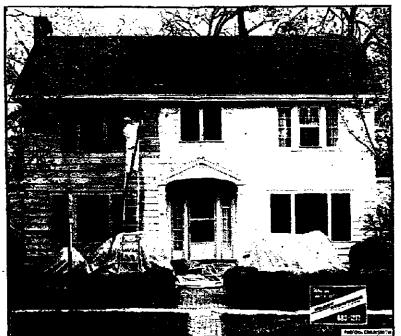
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Add-on heat and cool pump cuts costs

chasing a new home or modernizing your present home and want to include a central air conditioning sys-tem, Cleveland Electric Illurainating Co. has good news for you. CEI has a special discount electric rate last for add-on heaf and cool-ramps which makes cooling electrically a highly attractive bargain. It's so attractive, in fact, that you can come out way ahead in terms of efficiency, economy

By adding an electric heat and cool pump to your present gas or oil furnace, you can reduce your winter heating costs to the point where the savings can pay for your sum-mer air conditioning.

in cold weather, the heat ump comes on automatically to provide comfort with outdoor temperatures down to about 30 degrees F. Below 30 degrees F, your gas or oil fur-nace takes over to provide for your heating needs.

Most furnoces, whether age or oil, are designed to work best when it is below 30 degrees F. Above 30 degrees F. a furnace is much less efficient because it's constantly cycling on and off. And, according to CEI, that's right where the on heat and cool pump reaches its peak heating effi-

So, when you have both, a regular combustion type fur-nace and also an add-an heat

Above 30 degrees F, a furnace is much less efficient because it's constantly cycling on and off.

and cool pump, you have the least expensive means available of warming your home, no matter how severe the weather. And, you also have lower cooling costs in the sum-

CEI claims that in the win ter, the add-on heat and cool pump delivers up to \$3 worth of heat for every \$1 worth of electricity it uses.

If you add a heat and cool pump to your present furnace CEI will install a separate electric meter to record only the electricity used by the add-on heat and cool pump. CEI then will bill that electricity at a special discount rate in both the summer for cooling and in the winter for heating. It must, however, have a seasonal energy efficiency ratio (SEER) of 9 or higher to qualify for the special electric rate discounts.

The special discounts will, according to CEL result in savings of 30 to 70% for winter heating (depending upon your present heating fuel) and sav-ings of up to 17% for summer cooling. In fact, CEI claims that the money you save on your gas or oil bill during the winter months can pay for

your whole-house cooling in the SIMMOF

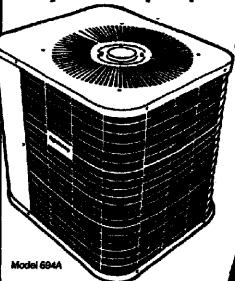
There are more than 70 designated heating and cooling

to install your new heating/cooling equipment. These contractors have passed a special heat pump competency test which was designed by the Refrigeration Service Engineers Society, a national heating and cooling education fourdation. That makes the contractors available to particpate in CEI's C.A.R.E. heat and cool pump contractor program. C.A.R.E stands for "Comfort and Reliability in Electric heating and cooling installations. They have made a spe-cial commitment to quality heat pump installation and g

CEI has a special telephone information line to answer any questions you may have. Just & call 1-800-589-2222.

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We she in an all electric home which is 3300 sq. ft. We have a 'ltame 14.1200' hiest Persp which we believe is the most efficient heat pump on the nortet. We min our charact cowing year round and have like bills no back up how efficient it is to maranteries.

heat pump coupled with our other heating system. This is the third reguled we have hand of the summ hostes. This heat young heat websted our bills by at least 30% — we have bills to back this of

Millershary B

Builders praise heat and cool pumps for homes

f predictions from some area builders are correct. central air conditioners in w home construction may be a thing of the post by the 21st

That's not to say future homes will not be air conditioned. But the increased use of heat and and pumps will take over as the primary Esource of whole-house cooling in some builders' eyes.

in fact, many builders ocross Northeast Ohio are now offering the add-on heat and cool pump as slandard equipment in their new homes. These units operate like on air conditioner in summer then work with a gas furnace in winter to provide the most efficient year-round heating and conline.

Once promoted as only an



JAMES ZELLA

STATE OF

PHIL ARGENTO

ption in new trames, the addon heat and cool pump is getmore attention from rs, who recognize the benefits and cast savings of these units. As builders be-come more knowledgeable about heat and coal pumps. they pass that knowledge prospective home buyers.

"The odd-on heat and cool pump has been a standard feature in our homes since last year," says Bill Jahnson, presyear," says Bill Johnson, pre-ident of Millersburg Homes, who builds in Lake and Geouga Counties. "Ouce you explain the benefits of the add-on, 95% at the time the (potenon, 95% of the firme the (poran-tal) homeowner general to buy a heat-and cost Pulitary Those benefits entail several factors including:

Toctors including:

If a special discount rate from Cleveland Electric Illuminating Co., which can save homeowners up to 20% on summer cooling and 30-70% on

winter heating, when the heat and cool pump is used. **E** A \$300 relate when a heat and cool pump is installed in a existing home

Existing norms.

M.An extended warrantly from CEI covering parts and labor not covered by the manufacturer for the second

tractions of the second through fifth year.

If "I've had people mention to me that air conditioners are going to be a litting of the past and there will be nothing but hear purnes in homes." John-son says. "That's why a lot of people are becoming owere of

people are becoming aware of the heal and cool pump." Spelling ast chall tamings John Cari, regional sales representative for Williams-burg Homes in Chardon, sort the perception of offering a modern healing and cooling



JOHN CAR

ystem plays a key role in his home sules.

We want above other builders and have add-on heat pumps as stan-dard in our homes. We feel that it is an upgrade for our

that it is an upgrade for our customers," he says.
"We felt there is a savings to the customer, not only from the rebote, but from the functional standard from the functions where you're short-cycling your gas furnace. The ladd-on heat and cool pump will save the everage customer approximately \$159-200 a year in their heating casts."

Costs."
Kopf Construction, based in Westlake, captinues to back the heat and cool pump and is entering new markets with it. "We have expanded it into other products, mainly the condominium product that we're aftering," explains Phill Argenta, director of sales and marketing.

"If we dign't befleve that people were perceiving it as

"If we didn't believe that people were perceiving it as port of a statisty builder's pockage, we certainly would not have it as a standard feature in our towary condeminium." Argente says, Advances through the decade [518] Kuennig, president of Kay Hannes is convinced the

more future homeowners know about benefits of the add-on heat and coal pump, the easier If will be to offer the unit as a or will be to order the unit as a standard feature. Kuenzis. O veleran of the home construc-tion market, sold modern teat and cool owners are for supe-rior to those installed a decade

The equipment we're instr lling today is not the same equipment we installed 10 years ago," he observes. "To-day's unit performs differently and lasts longer. It's just a much better piece of equipment

ment.
"In the long term, the beat and cool pump will require less selling. The austomer is soing to accept it more and it will not be up to the builder to sell the consumer. The consumer will be asking for a heat and a cool pump vs. oir conditioning," says Kuenzig. Kay Homes is offering the heat and cool pump as shandard in ond goof pump as standard in its Hunt Club at Quali Hollow

homes.
James Zella, president of
Jameslawne Builders, echas
Kuenzig's observations and
adds, "We're not trying to self
customers a beat purps, we're
trying to self them a quality of
life and leasy it in a budget
that's more to Weir filting. liking. that's more to their liking. When we start explaining the operation of the heat pump and its cost effectiveness, it makes their decision process very easy." Contractors know heat and

cool pumps
One factor contributing to higher quality control of heaf and cool purings was CEI's for-mation of the C.A.R.E. con-tractor program about two years ass. C.A.R.E. stands for comfort and reliability in elec-tic basis and control of the tric heating and cooling. The TW. nearing and county. The C.A.R.E. program has grown to include more than 90 con-tructors across the CEI ser-vice area who are trained to install and maintain beat and

cool pumps.
Builders say the C.A.R.E. program provides even more assurance for homeowners that their heat and gool pumps will operate efficiently. "We go back 15 years when con-





tractors were not installing systems correctly, then we come up to the systems today that are controlled by controltors who know how to install them. Without a doubt, we use the C.A.R.E. program (to self says Johnson of Mill-



RULL KUMENZIA

"You know that some of the earlier problems with the heat pump have been overcome becouse there's a credibility factor here," notes Kopf's Argunto. "People are out there being troined on the correct installation."

David McCrone, owner of David McCrone Builders In Westloke, soys one of the most difficult parts of being a builder is the service ofter the hogseowner ner accupies the That's where the C.A.R.E. contractor plays a key role.

"i have a high comfort level knowing that no matter what goes wrong, the C.A.R.E contractor will handle it with just one telephone cult," he says. 'if all the products in the house held up as well as the odd-on heat and cool pump, my job would be a whole lot

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Amal militia takes villages in bitter fight

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"Electricity, it's the power of the future."

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the future.

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THORNS D. BOLLIE: "We have listened to voters."

Cyndi Tras

"Fay for play makes it sound like it's just uthleries," Goodspeed sald. "It's not time. It includes notes activi-ties." He streamd that the proposal was "equal across the board."

Valley communities ask aid for park roads

POLICE COURTS

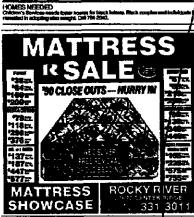
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Drama

Board President Kathleen Ann-strong said. "I think it's an unfastu-nate situation. We Bissum deman-

We've complied with all the statutory obligations and we are proceeding with what we feel is the best for our enables. our students."

strained spease oursearching unless in the direction of dramatic perfor-mances. I think a lot of people will make him. A lot of people will be affected by the action we make."





Curfew

rould be exempt, as would be



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ether you're tackling a room addition, a heating system upgrade or trying to beautify the outside of your home, The Illuminating Company can help. With programs that offer information, rebates and helpful, how-to advice, you can make the most of your bome-improvement Interment

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home size has increased in square footage with many changes to household amenities. The pool and spa industry has been the beneficiary of these changes for the past 10 years with sales for both categories increasing tremendously. Especially aboveground pools have become easy to buy, easy to install and, with virtually no maintenance, customers have been telling us they

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