

RM
 INTEREST
 or 9%
 MAIL
 INC.
 14 Street
 No 55455

Roy, why doesn't NSP find ways to conserve power instead of promoting its use?

That's a fair question, Homer. They plan to. Here's how.

NSP is going to embark on a program to help people use electricity in a wiser and more prudent way. And we've been asked once again to tell all our friends the story.

NSP hopes to be able to suggest many ways to conserve electricity by not promoting some types of appliances and by urging consumers to guard against wasteful and frivolous kinds of use.

Because our population is growing all the time, the need for electricity is growing all the time too.

But the need for power grows even faster than the population because almost everything that makes life easier uses electricity.

Hence, the need for new generating plants.

Now some people may ask, "Why doesn't NSP eliminate advertising?"

Well, Homer, all uses of electricity don't add to peak loads that result in the

need for building new power plants.

Instead, many uses provide opportunities to better balance the high and low points of demand, and therefore allow NSP to operate its plants more efficiently.

Efficient operation results in economies of cost and conservation of fuel.

And conservation of natural resources is very important.

So you see Homer, when NSP says it intends to promote both the use of electricity and the conservation of energy, it's not as paradoxical as it appears.

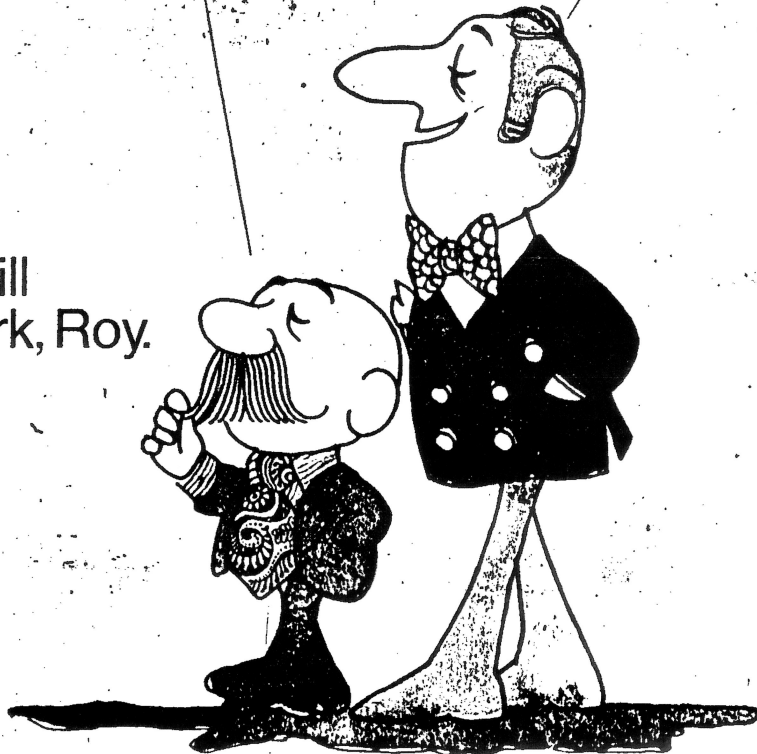
They will promote usage where it is deemed beneficial to improve the environment.

But they will also suggest ways that we can conserve power where it is important to do so—during periods when demand already taxes equipment.

We can all do our part by spacing out electrical use and avoiding the peak periods during the day.

What do you think, Homer?

You still do nice work, Roy.



At NSP providing electricity is our responsibility... using it wisely is everybody's responsibility.