

"I&M's new lower Total-Electric Home Rate will cut our annual electric heating costs nearly \$45*!"



The Millers' Total-Electric Home at 1204 Oakridge Drive, South Bend, Indiana, has added new comfort and convenience to their family living. "We've always felt electric heating was worth every penny it cost us," says Mr. Miller. "I've seen what I&M's new rate is going to save us in heating costs, and it makes electricity even more of a bargain than before."



The comfort, convenience and dependability of Total-Electric Living now costs this family even less than before. Left to right: Brian, 4; Carolyn Miller; Alan, 7; and Lloyd Miller. Electricity a bargain? "It certainly is," agree the Millers.

Says Mr. Lloyd Miller "We had electric heating installed in this home over eight years ago. In 1960, we moved to Wisconsin for two years. The house we bought there had another type of heating system. Oh, how we missed our electric heating!"

"Both my wife and I were really happy to return to South Bend and our electrically heated home."

"Electric heating has spoiled us," adds Mrs. Miller. "It's so much cleaner; we haven't had to repaint our kitchen, bath or one of our bedrooms since we built the house. And, I can arrange my furniture anywhere."

Like other Total-Electric Home owners, the Millers have compared their heating costs with those owning homes heated non-electrically. "For the size of our house (1164 square feet of heated area)," says

budget-minded Mr. Miller, "and the number of electric appliances we own, we've always been satisfied with our electric bill. Now, the new Total-Electric Home Rate from I&M is going to cut our costs even more. We couldn't be happier!"

The growing popularity of Total-Electric Living and the ever-increasing efficiency of our operations enable us to offer our customers this special new rate.

Find out how you can join the Miller family in living the modern, convenient, Total-Electric Way... and how you can take advantage of this new Total-Electric Home Rate that makes the whole wonderful world of Total-Electric Living more economical than ever before. Write or call the nearest I&M office.

Now, you can live better electrically for even less... with our new low Total-Electric Home Rate



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An Investor-Owned Public Utility

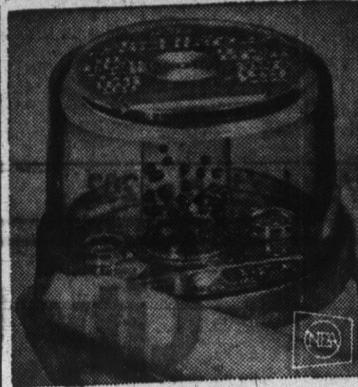
AMERICAN ELECTRIC AEP POWER SYSTEM



Comparison of costs of **TOTAL** electricity used

	OLD RATE (Actual, 1962)	NEW TOTAL-ELECTRIC HOME RATE (Estimated, 1963)
January	\$ 59.29	\$ 51.00
February	64.29	55.00
March	60.34	51.59
April	45.64	39.83
May	19.77	19.38
June	19.77	19.38
July	13.29	12.94
August	14.91	14.56
September	9.68	9.71
October	18.01	17.66
November	35.82	32.22
December	54.07	46.83
	\$414.88	\$370.10

***SAVINGS-\$44.78**



DANCE OF LIFE — Dancing red beads suspended in a plastic tube can alert anyone to radioactive fallout in the atmosphere. In new detection device shown above, the beads are usually held in suspension by static electricity produced when the instrument is gently shaken. But if any radioactivity is present, the static electricity is neutralized and the beads fall to the bottom of the tube.

Winning Not New For Miss Indiana

By HORTENSE MYERS
United Press International

INDIANAPOLIS (UPI) — Winning contests is nothing new to 19-year-old Marcia Jane Pinkstaff, who will fly to Atlantic City, N.J., on Friday as Indiana's entrant in the Miss America Pageant.

The tall blonde girl, now a student at Butler University, won the American Legion state oratorical contest and the Indiana forensic contest while she was attending Crawfordsville High School.

Her summer vacation this year began routinely enough, with a job in a supermarket, and busy weekends on Raccoon Lake where she went water skiing and sailing.

"Then things got so jumbled and dizzy, I couldn't work at the supermarket any more," Miss Pinkstaff said. With the winning of the Miss Indiana title in July, the pattern of summer was changed.

Quits Skis, Sailing

Not only did the numerous appearances she has made as Miss Indiana take her out of the grocery, it also took her off water skis and sailboats.

"I'm just not my old, active self," she explained. "Can't take a chance on breaking a leg."

Miss Pinkstaff is the middle one in a family of three girls. Her father, Kenneth, who is division manager for a paint company at Crawfordsville, plans to take a vacation next week so that he and Mrs. Pinkstaff can attend the Atlantic City pageant.

"They will leave on Sept. 3 and pick up my older sister, Kathi, who works for Rep. Richard Roudabush in Washington," the queen said.

Kathi's interest in politics extends to the beauty queen, two years her junior. One portion of the Miss America pageant involves a talent contest.

"I will give a humorous monologue," Marcia said. "I portray a woman from Southern Indiana who has just been elected assessor."

Sally, 26, Goes Along

Miss Indiana's youngest sister, 16-year-old Sally, also will accompany her parents to Atlantic City. Mrs. Wayne Dunlop, Michigan City drama coach, will be official champion for Marcia Jane.

The hazel-eyed beauty, who is 5 feet 8 inches tall, plans to resume her studies at Butler where she is majoring in French and Spanish languages.

"I plan to return from Atlantic City Sept. 8, then I have an appearance in South Bend Sept. 9 and school starts Sept. 12," she said. "I'm going to get a teaching license, sort of as an insurance policy, but I don't plan to teach. I want to work in an embassy."

She has no steady date.

"There are too many things I would like to do before I settle down. I want to try out some careers, in case I ever need one," she said.

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