

Around the House  
Electrical Article #10 – Generators

**Headline**

We're pretty good at "**generating**" new ideas. In fact, here's one now!

**Subhead**

Here's how to keep your lights burning, heating or cooling system cranking, and TV blasting...even when your neighbors have lost all power.

**Text**

At best, **losing electrical power is a nuisance**...even if for just a couple of hours.

At worst, **it can cost you hundreds of dollars** in spoiled food...not to mention possible risks to your family's health and security.

And power outages are no strangers in our neck of the woods...thanks to major storms, utility company overload, and a host of other potential causes.

What's a careful homeowner to do? For absolute peace of mind, **we highly recommend a whole-house generator**.

Keep in mind...**we're not talking about the kind you buy at your local hardware store**. Those are noisy, run on gasoline, and emit **noxious carbon monoxide fumes**... just as your car does. Equally important, they generate only enough power to keep a couple of appliances running at any given time...which means no central air or heat! Plus, they need a fresh supply of gasoline every couple of hours. **Not much of a solution, is it?**

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At (company name) **we provide and install generators** that can literally power your entire home – or only those circuits and appliances you most care about – until the public power supply is restored.

**With a professionally-installed generator** from (company name), you'll also enjoy:

- **No smell of gasoline**...our whole-house generators run on **natural gas or propane**, which means they'll run for as long as you need them to;
- **Greater security** knowing you've bought a high quality product from a licensed electrical contractor;
- **Years of faithful use** with a simple annual tune-up.

A whole-house generator, fully installed, costs about the same as a new central air conditioning system. Is it worth it? That all depends on how much you value an uninterrupted flow of electricity to your home. At the same time, **we offer long-term financing** to help make your purchase more convenient, and more affordable.

Even better, purchase a whole-house generator from (company name) now, and you'll save \$100 with the coupon below.

Just one more way we're helping to make your life more comfortable and secure...  
"Around the House."

### **Main Coupon**

Whole-House Generator

Save \$100...

...on a fully-installed whole-house generator. This offer may not be combined with any other discount or promotion.

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### **Teaser Copy**

Inside This Issue of “Around the House”...

***“Who turned off the power?!”***

With a whole-house generator from (company name),  
pretty soon your answer will be: ***“Nobody!”***

Plus...3 coupons you can use now!