Yes, indeed, electricity is a bargain especially when you consider all you couldn't do without it. Electric power is responsible for all the conveniences connected with modern living.

To provide you with electric service requires a huge investment. The OG&E Company owners have invested an average of $1167 per customer in generators, transmission lines, transformers, radio-equipped trucks which quickly bring emergency servicemen to your door, and in all the other things necessary to provide you with electricity.

"This invested capital comes from people like you, investors who have so much faith in the future of the OG&E service area that they have invested their savings in shares of OG&E stock from which they expect a fair return. Our shareholders also expect us to add new customers and grow in our ability to serve these future customers. Right now, OG&E is engaged in a multi-million-dollar building program which will double our present generating capacity in the next five years to keep pace with the growth of the area. We will be ready for the future when it arrives—ready with an abundant supply of dependable, low-cost electricity and it will continue to be the biggest bargain in your family's budget."