

Atlantic City Electric Company

Announces

Its First Offering of Cumulative Preferred Stock

Further Serving the People of Its Territory by Extending
the Opportunity to Invest Safely in a
HOME INDUSTRY.

\$5

IS ENOUGH TO START

Dividends

Dividend Checks are mailed to Stockholders every 3 months.

Dividend Dates:

- February 1st
- May 1st
- August 1st
- November 1st

Cash or Partial Payments

ON CASH BASIS you may buy as many shares of the preferred stock as you desire, or as we may have to offer, at \$90 per share, plus the accrued dividend.

ON PARTIAL PAYMENTS you may buy any number of shares up to 25, paying \$5 per share down and \$5 per share each month until the purchase price of \$90 per share is paid; to the final payment is to be added the accrued dividend from the last dividend date.

Purchasers on the time payment plan may withdraw all payments, including unpaid interest thereon at the rate of 5% per annum, on ten days' notice at any time before final payment.

The price is the same for cash or installments—\$90 and dividend for each share.

Free Booklet

Phone, or send in the coupon below, for a free copy of our 8-page book, "The Story of An Opportunity at Home." It tells how to judge an investment. Any employee of Atlantic City Electric Company will gladly give you a copy.

Progress and Future Development in This Territory

THIS Company serves electric light and power to Atlantic City, Ventnor, Margate City, Longport, Pleasantville, Ocean City, Northfield, Linwood, Absecon and Somers Point. The entire territory served has shown a remarkable growth in the last few years. With the rapidly increasing uses for this Company's service for industrial, commercial and household purposes, the soundness of the position occupied by this public utility is amply assured.

Additional Capital is Needed to Keep Pace With This Growth

This stock may be purchased at any of our offices, or by arrangements made through any of our employees.

ATLANTIC CITY ELECTRIC COMPANY

"A BUSINESS WHICH OF NECESSITY IS PERMANENT"

You will find this offering
an answer to the question:

"Where can I put my money so
that it will be safe and pay me a
good return?"

Information Coupon

(WITHOUT OBLIGATION)

Atlantic City Electric Company.

General Offices: Atlantic City, N. J.

Please send me (1) 8-page booklet, "The story of an Opportunity at Home," (2) More Information about Atlantic City Electric Company Cumulative Preferred Stock, (3) Details of Partial Payment Plan, (4) How to Judge an Investment.

Name Address