



Gas heat or electric?

**99%* of Chicagoland's homebuilders choose
Gas heat for their own homes!**

Gas heat is *clean* heat. When you have Gas heat, the clean-burning flame is tucked away in your heating plant. It produces no smoke—nothing to make dirt. The Gas flame produces nothing but fresh, clean heating comfort. *And* extra savings. Gas heat costs over \$275 a year less than electric heat in the typical Chicagoland home.

Over the life of a 25-year mortgage, you can save thousands of dollars. Gas is clean. And it's economical. That's two good reasons why the overwhelming majority of new Chicagoland homes are heated with Gas. Call your heating contractor or North Shore Gas. Get the heat the experts choose for their *own* homes!

North Shore Gas Company
AFFILIATED WITH THE
PEOPLES GAS
LIGHT AND COKE COMPANY

*Based on an independent survey made in 1965. Percentage includes only those respondents whose residences are heated by Gas or electricity.

Gas does the BIG JOBS better—for less!