

There is a "BACK-*to-the*-HOME" movement

EVEN gad-abouters are becoming homebodies these days.

Instead of going places every evening, people are playing bridge or reading or listening to the radio at home. Instead of dining out, people are enjoying dinners cooked in their own kitchens, served in their own dining rooms.

Look back over the last few months. Haven't you been staying home more evenings than you used to?

Perhaps this is having some effect on the bill for gas and electricity you receive once a month. Perhaps this bill is a little higher now than it used to be—in spite of reduced rates for both these services. Here's why: Having more dinners at home, doing more baking, serving foods that require long-cooking mean your gas range

is working longer hours. Washing more dishes means heating more hot water, using more gas. Playing more bridge and reading more books mean burning more electric lights.

But have you ever figured out what a real bargain these pleasant evenings at home are? Even if your bill for gas and electricity is a little higher than it was once, you're spending less than you'd have to for outside entertainment.

And don't forget that in spite of the fact that most of us are spending more time in our homes, many bills for gas and electricity are lower. Nearly \$2,000,000 has been saved by families living in northern Illinois during the last eighteen months because of reductions in rates for these services. PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS.

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