

# ELECTRIC RATES REDUCED AGAIN

Public Service Customers Will Save  
\$720,000 a Year

New Rates Go Into Effect on Meter Readings  
Taken On and After May 1, 1938



Residential electric rates of the Public Service Company of Northern Illinois will be reduced again, beginning with meter readings taken on and after May 1. The reduction will amount to more than \$720,000 annually among 95 per cent of the Company's customers.

The New Rates are as Follows:

	1 to 4 Rooms	5 Rooms	6 Rooms	7 Rooms	8 or more Rooms	Price per Kilowatt- Hour (net)
1st Block of Kilowatt-Hours used per Month	40	50	60	70	80	@ 6.2 cents
2nd Block of Kilowatt-Hours used per Month	60	50	40	30	20	@ 3.0 cents
All Over	100	100	100	100	100	@ 2.0 cents

Minimum charge — fifty cents, except in cases of unusual connected load.

The old rates (net), retained as optional for existing customers at present locations, consists of four blocks as follows:

6.8c per kilowatt-hour for first 7 kilowatt- hours used per room.	5c per kilowatt-hour for next 5 kilowatt- hours used per room.	3c per kilowatt-hour for next 5 kilowatt- hours used per room.	2c per kilowatt-hour for all electricity used in excess of 17 kilowatt-hours per room.
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## How Users Benefit

Householders will find that under the new rates the cost of operating electric appliances as well as lighting will be even less than before. A glance at the above new rates shows how much cheaper kilowatt-hours become with increased use of electricity. As before, such ordinary household appliances as refrigerators, lamps, radios, etc., are usually sufficient to consume the initial blocks of the rate, the balance of the service and all additional being at the 2c rate.

Further information about the new rates and new appliances can be obtained at any Public Service store.

**PUBLIC SERVICE COMPANY**  
**OF NORTHERN ILLINOIS**  
1141 Central Avenue