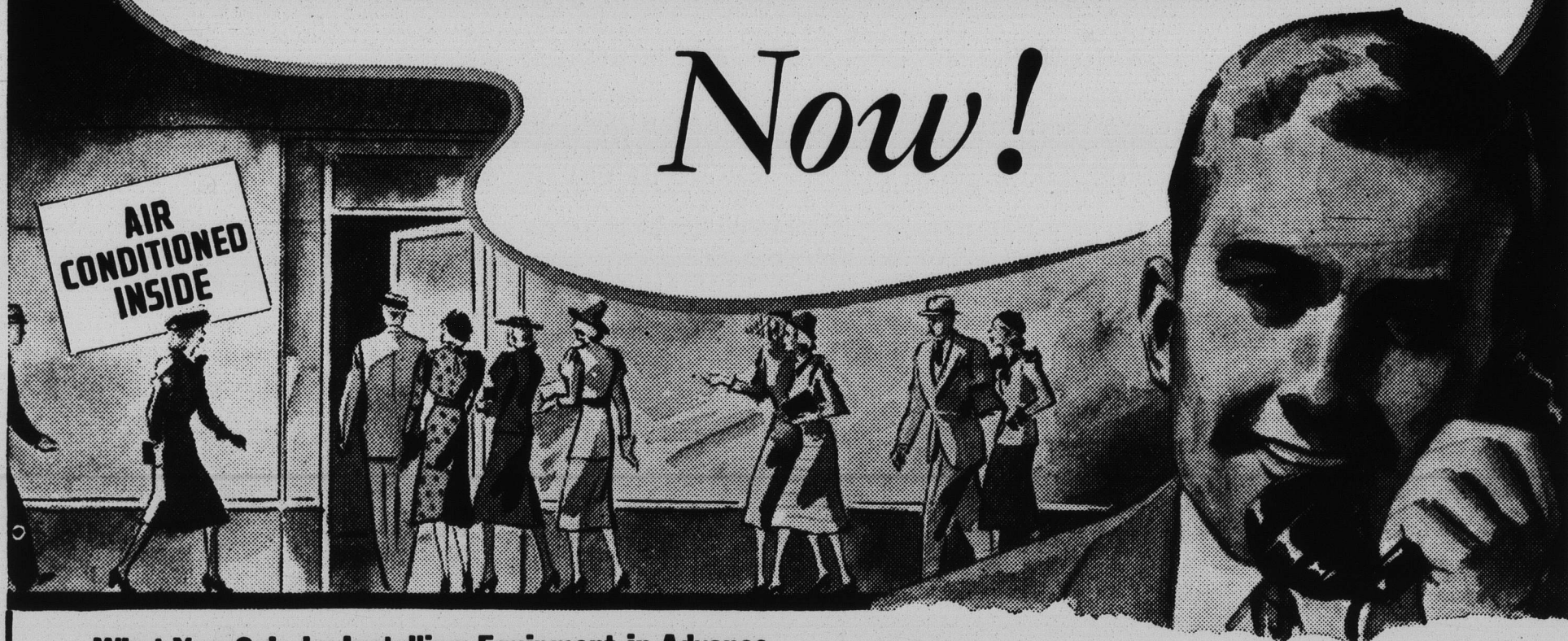


A WORD TO THE WISE—

Get the Facts on AIR CONDITIONING Now!



What You Gain by Installing Equipment in Advance

1. You start profiting with the very first warm spell—sometimes as early as May.
2. You avoid extra costs on installation due to rush work and overtime.
3. You avoid possible delays, with consequent loss in business caused by a last-minute "pile up" of installation orders in advance of your own.

Read How You Profit with Air Conditioning

It attracts more business—brings more people in from the hot streets to *buy*. Shoppers go out of their way to seek its cool comfort.

Because your store is comfortable, the average customer will stay longer, make extra purchases.

Trade that formerly went to uncomfortable competitive houses will be drawn to the cool comfort of yours as by a magnet.

Attendants will concentrate more on making sales and improving their work when heat is no longer a distraction.



**INSTALL NOW
LIBERAL TERMS**

You cannot profit by waiting; you *may* lose. Contract terms can be arranged on a basis of part down, balance monthly, in many cases particularly attractive for those who start early.

*Thousands of Merchants Have PROVED
that Air Conditioning Means*

Real Summer Profits...Real Summer Comfort

Summer may *seem* a long way off. But it isn't. In but a few short months those hot, sultry summer days will be with us again. Think ahead...think of summer...think of AIR CONDITIONING! Consider it thoroughly. For air conditioning is no longer merely an added "service"—it's a 1938 business MUST! Today more than ever before customers demand absolute shopping comfort. This coming summer they will do their buying in stores that are COOL!

Will YOU be ready to get your share of profits this summer? Will YOUR store be air conditioned—healthfully cooled for complete shopping comfort? Or will your regular customers seek refuge from the stifling summer heat in your competitor's modern, air-conditioned store—filling his cash register with the dollars that rightfully belong to you?

Look ahead to the future. Investigate healthful, economical air conditioning today. Though we do not sell large commercial air-conditioning equipment, our qualified air-conditioning engineers will gladly study your particular problems...furnish cost estimates...suggest the most suitable equipment for your needs and put you in touch with those whose business is to supply this equipment.

INQUIRE AT ANY PUBLIC SERVICE STORE
OR AIR-CONDITIONING DEALER

There Is a Type of Air Conditioning to Fit YOUR Particular Needs

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

TOMORROW'S LEADERS ARE PLANNING FOR AIR CONDITIONING TODAY!