

Numerous Municipalities Have Anticipated this Company in the Matter of Higher Rates for Public Service

A CONSPICUOUS EXAMPLE is supplied by the city of Joliet where water rates have been increased 150 per cent. In Ottawa the approximate advance is 50 per cent. In Mendota, 50 per cent advance has been made. In Elgin there has been a sharp boost in the cost of water used in excess of 8000 cubic feet. In Chicago Heights, the advance in rates will probably be 50 per cent. The Mayor of that city is quoted as saying even at that rate the cost to consumers will be less than in many other cities. Many other like examples might be supplied.

There is no complaint by the residents in these various places where the authorities have taken such action. *The people recognize its necessity.*

In view of the fact that these advances, as said, range as high as 150 per cent and that they have been accepted uncomplainingly we have confidence that the justice of the increases of about 30 per cent we are asking authority to make will likewise be acknowledged.

In a previous advertisement we told you why we were compelled to ask for these higher rates. The reasons can be summarized again here.

We are selling our product at the same rate as that prevailing in 1914, whereas the cost of everything that enters into its manufacture has mounted skyward. Some basic articles have advanced 300 per cent and are difficult to procure. The cost of operation in 1920 will be \$700,000 in excess of 1919 in which year they exceeded the cost of 1918 by \$500,000.

Those of you who have lived long in this town can remember when the rate for electric light was 20 cents a kilowatt hour. You can recall also that gas was much more expensive than now. In all that time our policy has been to reduce rates. On three occasions only have we deviated from this by increasing slightly rates for certain special service affecting but few customers. More than 99 per cent of our customers are paying for electric light half as much as it cost a score of years ago, and a great deal less for gas.

Every community we serve is concerned in the Company's growth and in the efficient performance of its duty, but we have reached a fork in the road not of our own making. As much as we might wish to leave our rate record undisturbed this is impossible if the essential service of the Company is to be done properly. To achieve this we must have the advance in rates we ask.

Public Service Company of Northern Illinois



SHOES

In the Summertime
"Rest" them and they
We've got the TRIM LO
to go with them and
the "Lid."

Get some of our
Buy a nifty new Sum
off the whole rig with
We've got "better"

Wear our

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13 S. St. Johns Ave.

A Sharp

THIS is your
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