

# The Demand for Electricity is Constantly Increasing

DEMAND for electric light and power service has increased 2,000 per cent in the last twenty years in this country.

Illinois shows the largest increase of any middle western state.

And in Illinois fifteen counties in the northern part are served with electricity by this Company.

Close to Chicago and traversed by all of the thirty railroads entering America's second city, this territory comprises one of the best districts in the United States.

Each year more manufactures of the congested metropolis where shipping facilities are cheaper and power service is better.

To meet this ever increasing demand, the Company is adding constantly all customers may enjoy its service. To do this it is equipping ahead of requirements.

This means a continually growing Company in local plants and

The Public Service Company is adding constantly all customers may enjoy its service. To do this it is equipping ahead of requirements.

## Public Service and Community Growth

Adequate electric service is a strong community asset. It insures comforts and conveniences to householders and dependable power to industry.

This Company is constantly extending its facilities and keeping pace with local development so that a continuously larger number of customers may be served and communities made more attractive to outsiders.

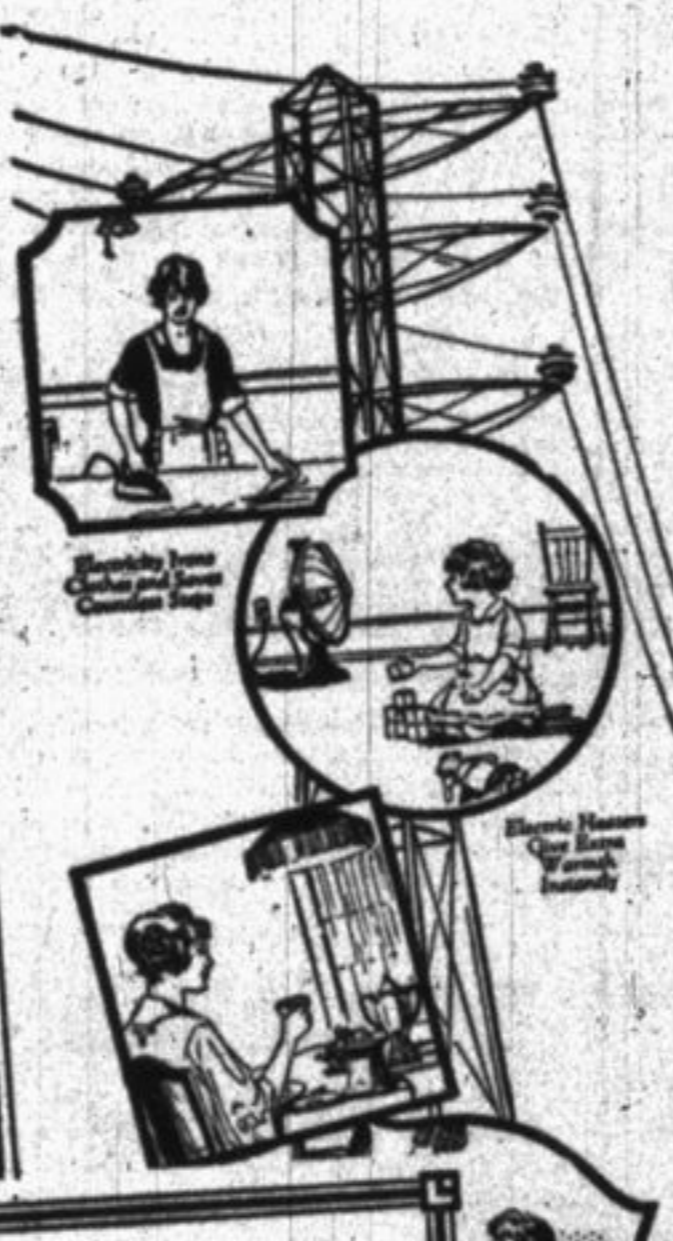
The Public Service Company furnishes services of a nature so necessary to the agricultural, industrial and residential development of the territory served by it that the prosperity and future growth of Northern Illinois and the Company are inter-dependent.

## \$175,693,000 in Farm Buildings

VISITORS to Chicago gaze admiringly at the Wrigley Building, with its white tower silhouetted against the sky. Erected at vast expense, this building stands a monument to progress. Just mental progress, however, is not enough. You will gain an idea of the value of farm buildings in this territory when you consider that the value of farm buildings in this territory are valued at \$175,693,000, an amount equal to the best ten national banks in America.

This vast investment in farm buildings is indicative of the great agricultural wealth of this area, and back of it lies the prosperity of the territory.

The Public Service Company furnishes services of a nature so essential to the agricultural, industrial and residential development of this territory that the prosperity and future growth of Northern Illinois and the Company are largely inter-dependent.



## Great Convenience at Small Cost

Electricity is the modern household's greatest convenience.

Press a button and electric light or power is instantly ready to do your bidding.

Electricity is the indispensable servant of the household. It is constantly to your service and is one of the most convenient and economical items in your household expenditure.

PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

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## Growing Industrial Centers Attract Industry

THE Metropolitan District extending southward from the Waukegan manufacturing center and including sections of Lake, McHenry, Kane, Kankakee, DuPage, Kendall, Will, Grundy and Cook Counties is one of the most important industrial areas in the United States. Industry has had to turn to it, because of the tremendously rapid growth of Chicago with its accompanying problems of housing, schooling and decreasing amount of industrial space. Each year more plants are moved into this territory where shipping facilities are so exceptional, where space is cheaper and power service adequate and dependable and very important, where living conditions are better.

During the last ten years this territory increased in population 76.3 per cent. Embracing within it, countless industrial activities, vast mineral deposits, great stretches of fertile fields and attractive residential sections, this territory offers opportunities for business and home building, unequalled probably by any similar size area in the United States.

In keeping with this territory's growth, this Company is constantly increasing its facilities so that the capacity of our gas and electric services will be equal at all times to the demands of both residential and industrial customers.

William L. Prada, President

PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

Serving 6,000 square miles—198 cities and towns—with gas and electricity.



# Wishing you A Merry Christmas and A Happy New Year

PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

## Agriculture Keystone of the National Arch

"It is made clear by every process of logic and by proof of historic fact that the wealth of a nation, the character of its people, the quality and permanence of its institutions are all dependent upon a sound and sufficient agricultural foundation.

"The man on the farm must be considered the keystone of the national arch."

—JAMES J. HILL

Although the wealth of a territory is not determined by the acres but by their productiveness, the land but by the extent and manner of its cultivation.

Average acreage per farm is 142.7 in the territory served with gas and electricity by this Company.

Average improved acreage per farm is approximately 86 per cent. Prosperous communities develop better living conditions and invite outsiders by their very productiveness.

Growth of communities dependable gas and electric services are essential factors.

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Serving 6,000 square miles—198 cities and towns—with gas and electricity.



Man's Foster-Mother

"All babies need me, All parents bless me, All mankind has me. I am the substance of life, of energy and growth; I am the Foster-Mother of Man—I am the Dairy Cow."

## Where Dairying Reaches Peak Production

THE territory served with gas and electricity by this Company is unsurpassed for dairying.

On the farms of this area are 299,100 dairy cows with an annual milk production of 820,325,612 pounds.

This is over 400,000 tons, or more than seven times the gross tonnage of the Lehigh, the largest steamship in the world. The total value of the dairy cows in this area as given in the 1920 Census Reports was \$16,072,000 and the value of dairy products \$23,157,525.

In the varied activities of our national life there is none more important to our health and welfare than dairying.

The dairy cow is Man's Foster-Mother, giving her precious yield to build up the bodies and the minds of those who must carry this nation on to continued greatness.

This vast amount of money represented in the dairy industry in this territory, is indicative of the great agricultural wealth which with other natural resources are back of the securities of this Company.

The Public Service Company furnishes services of a nature so essential to the agricultural, industrial and residential development of this territory, that the prosperity and future growth of Northern Illinois and the Company are largely inter-dependent.

William L. Prada, President

PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

Serving 6,000 square miles including 177 cities, towns and smaller communities with gas and electricity.

## FIRST UNIT OF THE NEW WAUKEGAN GENERATING PLANT IN OPERATION

The Additional Supply of Energy Improves Conditions

CONSTRUCTION WAS RAPID

The first unit of the Public Service Company's new Waukegan Generating Station—a 25,000 kw. unit—was put in operation October 11. The energy developed is distributed throughout the Waukegan area, from the city limits of Chicago, to the Waukegan State line over four 25,000 volt transmission lines. The high capacity steel tower transmission line now under construction will be completed in a few months and will act as a main line between the Waukegan station and the Company's system of lines extending to the north and south from the Waukegan Plant and north from Evanston.

Operating Problems Solved Conditions existing with the demand for electricity which has existed for several months annually at this season of the year are disposed of and an immediate improvement in the operating conditions is the result of the energy added when this additional generating capacity became available.

Over sixteen months was required to complete the construction of this plant. The construction of a large electric plant is an undertaking of such importance that it goes without saying every step connected with the construction is taken after careful consideration. In this case the process was without exception. Everything bearing on it was examined, especially everything that promised an increase in efficiency. As a result every modern tested out improvement is to be found in the Station. This is particularly a fact as to the real handling machinery, which carries the fuel to the roof of the building as the initial step in distribution.

The stack is of a new type and three chimneys are constructed. Already there is a general desire expressed by residents throughout the country to study the Waukegan plant.

Public Service Co. Now Serves 198 Communities

Nine additional towns have been added to the territory served by the Public Service Company of Northern Illinois during the last few weeks. The towns are: Hazel, Bloomington, Hales, Hoopeston, Wood Dale, DuPage County and Oxtown.

These towns were previously served by independent utility companies.

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