

Electric Light Rates Reduced!

On May 1, 1926, the Following Reduced Rates will be in effect for Customers of Public Service Company of Northern Illinois

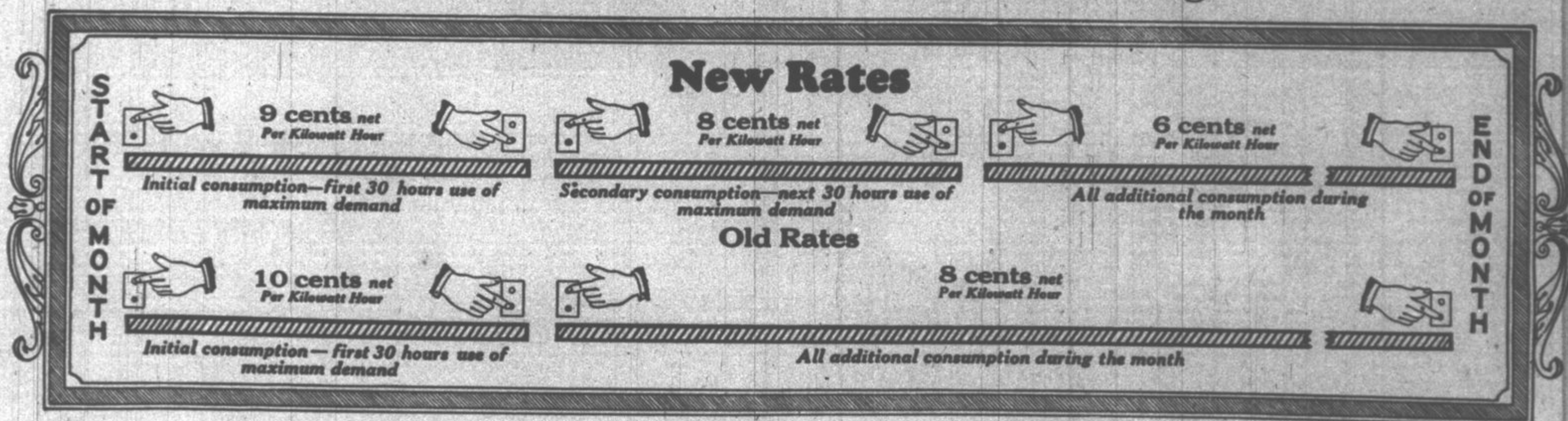
GENERAL LIGHTING SERVICE

- 9 cents net per kilowatt hour—for initial consumption in the month
- 8 cents net per kilowatt hour—for secondary consumption in the month
- 6 cents net per kilowatt hour—for all additional consumption in the month

This, the eighth reduction in electric rates since the Company's organization in 1911, is made possible by increased usage of electricity by our residential and commercial customers, and by further

economies of Central Station Operation. These new reduced rates assure you the convenience and luxury of additional electricity for your home or business for the same money.

How Your Dollars Buy More Electric Light



*Note—This rate will be in effect throughout the entire territory served with Electricity by this Company, except in five towns, where the rate for initial consumption in the month will be 10 cents net per kilowatt hour.

PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

51 South St. Johns Avenue, Highland Park
Telephone Highland Park 568
Wm. Guyot, District Superintendent

Serving 6,000 square miles—234 communities—with Electricity or Gas