



**PUBLIC SERVICE COMPANY
OF NORTHERN ILLINOIS**



Announces its ninth

**REDUCTION in RATE for
RESIDENTIAL ELECTRIC
SERVICE**

On August 1st, 1930,

*the Following Reduced Rate will be
in effect for Residential Customers:*

8^c net per kilowatt-hour
for electricity used in
any month equivalent
to or less than the first 4 kilo-
watt-hours per room;

[This portion of the rate will be 1c higher in Arlington Heights, Kenilworth, Lake Bluff and Melrose Park, due to ordinance provisions.]

7^c net per kilowatt-hour
for additional electric-
ity used in the month
equivalent to or less than
the next 4 kilowatt-hours
per room;

5^c net per kilowatt-hour
for additional electric-
ity used in the month
equivalent to or less than
the next 4 kilowatt-hours
per room;

3^c net per kilowatt-hour
for all electricity used
in the month in ex-
cess of the equivalent of
the first 12 kilowatt-hours
per room.

This, the ninth reduction in electric rates since the Company's organization in 1911, is made possible through the increased usage of electricity by our residential and commercial customers, and through the increased efficiency of Central Station operation. This new reduced rate affords you the convenience and luxury of additional electricity for your home for the same money.