

the secret of Automatic-Reliable Hot Water Service *isn't a secret!*

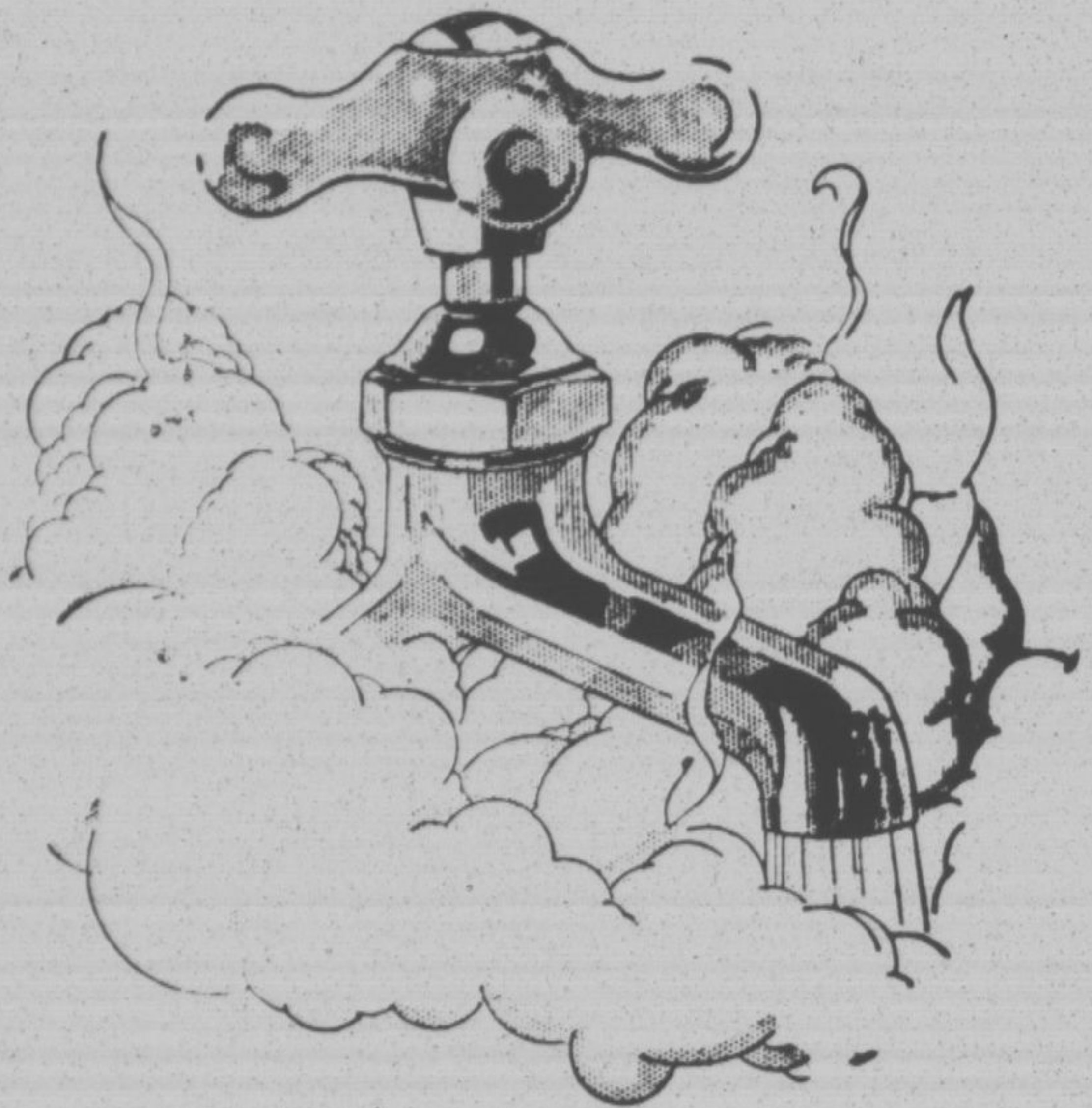
its known to everyone who has a Modern Dependable GAS WATER HEATER

Haven't you often wondered . . . unless you've discovered the secret . . . how you could have hot water service in your home without all of the annoyance and uncertainty associated with water heaters which are not automatic? The secret of having *instant* hot water in any quantity you desire is disclosed on the day you have an Automatic Storage Gas Water Heater installed in your home. A Gas Water Heater holds the secret to ready, troublefree hot water service . . . and knowing the secret you never worry about having enough hot water *instantly*.

Every family served by an Automatic Storage Gas Water Heater enjoys . . . day in and day out . . . the many comforts of *hot water on tap*. This service is their's without anyone tending a fire, watching a fuel supply, bothering with the water heater in any way. The only time they think of the water heater is when they turn a hot water faucet . . . and then their thoughts are only of pleasure and gratitude for such troublefree hot water service.

Thousands of families . . . among them your neighbors . . . are enjoying the countless advantages of *instant* hot water with an Automatic Storage Gas Water Heater. In the homes of these families hot water is taken for granted . . . for hot water faucets never fail to live up to what is expected of them.

Learn how *you* will benefit by having this modern hot water service. Visit our display room and see



\$10 allowance on your old water heating equipment

Trade-in your old water heating equipment and receive \$10.00 for it with the purchase of a modern Automatic Storage Gas Water Heater. No immediate cash payment will be required, for the \$10.00 allowance will be considered as the down payment. The balance of the heater's cost may be paid in 12 equal monthly installments with your gas bills. This liberal, special offer makes it unusually easy for you to own an Automatic Storage Gas Water Heater . . . using it while you pay for it.

the many sizes of gas water heaters there. Telephone, if you wish, and our representative will call and explain this service more completely and help you select the size heater you need.

North Shore Gas Co.

Telephone H. P. 3300-3301

Subsidiary of

