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Coming up ... the months
when you'll most appreciate it

LET 1¢* ELECTRICITY

Heat your water
automatically

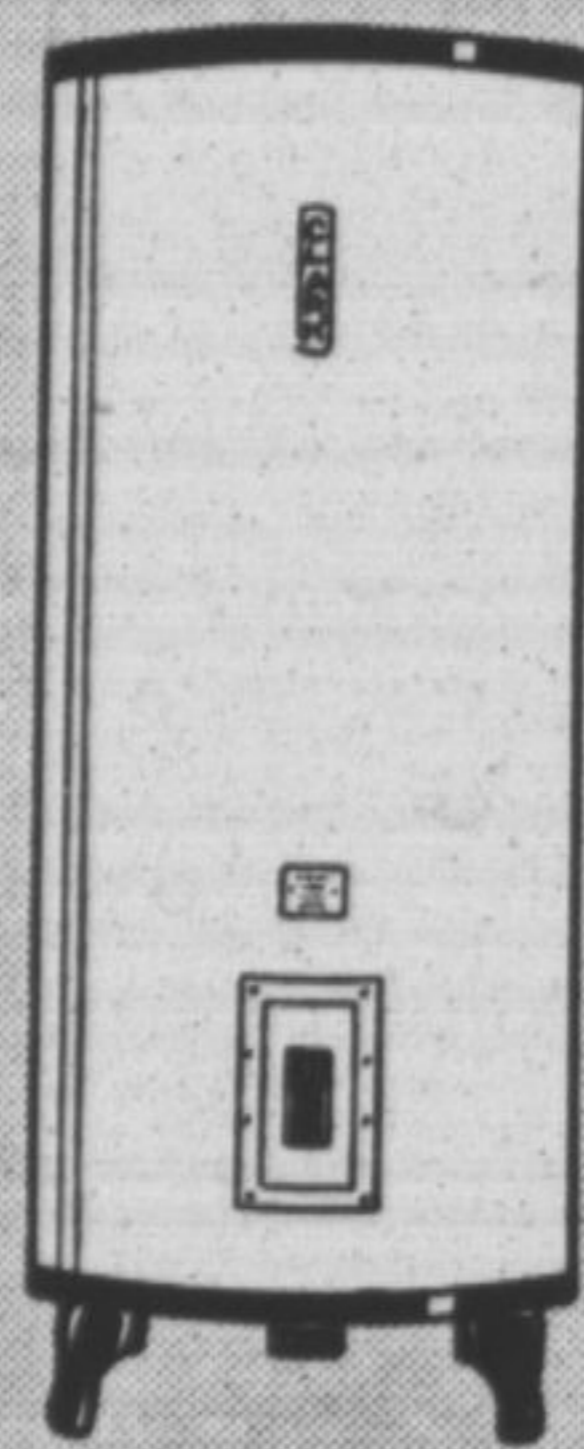
No worries—no work—provides
gallons of piping hot water for
every need, every day—operates
independently of your house
heating system



*Ask about the special 1¢ electric rate for home water heating.

There is no "out of season" for hot water when you have an Electric Water Heater in your home! For even during Spring, Summer, and Autumn months when your furnace goes on vacation, this modern electric aid continues to provide all the hot water you need—at a moment's notice.

Thrifty to use? You bet! . . . for the electricity you use for heating water takes a special 1¢ electric rate for homes. No wonder hundreds of Northern Illinois homes are switching to Electric Hot Water Service. It's clean, convenient . . . and oh, so cheap!



SPECIAL INSTALLATION ALLOWANCE!

Ask about this money-saving offer at your nearest Public Service store. (Applies in certain communities and rural areas only.)

The CLARK ELECTRIC WATER HEATER
— a Toastmaster product

*Your local dealer is also offering fine values
in Electric Water Heaters*

PUBLIC SERVICE COMPANY of Northern Illinois

521 Central Ave. — Telephone Highland Park 2900