

Beat the Rush to Beat the Heat!



Make Air Conditioning Plans Now for homes — offices — businesses

Every year it's the same familiar story! During winter and spring months people think about air conditioning, but very few *do* anything about it.

They wait—put it off—until the first heat wave. Then, they want action—right away—and this is not always possible.

This year all signs indicate that air conditioning is going to be more popular than ever before. More people are going to want it—but unless they make plans *now*, there may be some unavoidable delays.

So—a word of warning. If you are considering any form of air conditioning—an electric

room cooler—a night air cooling system—a compact store cooler—or a complete system for your business, office, or home—don't wait. Beat the rush to beat the heat—**ACT NOW!**

Just what equipment you need can best be determined by an experienced air conditioning engineer. Our engineers, with a background of experience and constant study of new developments in air conditioning, will be glad to consult with you, study your individual problems, furnish practical cost estimates—and put you in touch with qualified air conditioning dealers.

We invite any inquiries you may have.

... and electricity is cheap!

PUBLIC SERVICE COMPANY of Northern Illinois

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