



Saving Made Easy and Profitable

Little is left to be said about the importance and duty of saving. We owe it to ourselves as well as to our dependents to save against that time when need arrives for money to tide us over times of unemployment and incapacity. Our principal thought then should be what to save and how to save it.

To the former proposition your answer should be to save just as much of your present income as your existing needs will permit, even to the point of denying yourself some things which you now enjoy. To the latter the preferred shares of the North Shore Gas Company present you a safe, easy, consistent means of accumulating money.

Our local office will gladly give you the information as to our plan for saving.

A Sound Investment With a Satisfactory Return

NORTH SHORE GAS COMPANY

Phone Winnetka 80

COUPON:

North Shore Gas Co.:

Please send me without obligation full information regarding your 7% cumulative preferred shares.

Name

Address