



NOW  
**GAS**  
FOR  
HOUSE HEATING  
AT A  
NEW — LOW — RATE

In keeping with our policy of always voluntarily giving our customers the advantages of the lowest possible rates for service, we are pleased to announce that the Illinois Commerce Commission has approved the new and lower Optional House Heating Rate which we applied for recently.

The new rate is in simplified form and went into effect December 15, 1927.

Gas House Heating has sprung into popularity with the realization among householders that only with this modern fuel can a home be heated without bother and without the soot, ashes or dirt laden vapors which are an inevitable part of other types of house heating.

A Gas Furnace is ABSOLUTELY CAREFREE. There is no fuel you must order—for your gas company assumes full responsibility for your fuel supply which comes to you automatically—regularly—unfailingly. No other heating system can be operated this way!

We have a staff of expert gas house heating engineers who will gladly give you an estimate, without obligation to you, of the cost of this modern heating system for your home.

Call the North Shore Gas Company office nearest your home and ask for our representative to call on you to explain the new low rate.

Your House Heating Worries Are Ended When You Use Gas

*Gas—The Modern Fuel*

**NORTH SHORE GAS COMPANY**

TELEPHONE **2600** WINNETKA