

# YOUR GAS RATE LOWERED!

The North Shore Gas Company takes pleasure in announcing to its consumers a new and lower gas rate to be effective January 1, 1929. This new rate has been submitted to the Illinois Commerce Commission and approved by them.

This reduction is a voluntary action, and is made as evidence of the Company's sincere desire to furnish its consumers with the lowest possible rates consistent with good service and provision for sound and continuing development of its facilities to meet the needs of the North Shore communities.

The present reduction is in line with the policy of the Company to reduce rates as rapidly as growth and volume of business will justify, and is the seventh voluntary re-

duction in rates for domestic, industrial and house heating services since 1922.

The Company regards this latest reduction as a milestone in its road of progress. It is additional proof to our consumers that we resolutely aim to be fair and do justice in every phase of our business as well as render high grade service.

Decreases in gas rates must be warranted by increased volume of business, and it is the hope of the Company that the lowered cost of gas will result in an increased use of its service.

Gas brings to every family comforts and conveniences obtainable with no other form of fuel, and we hope that this action in reducing the rates will merit your continued and increasing patronage.

OLD RATE	Net
For first 400 cubic feet .....	\$.60
For next 10,000 cubic feet .....	1.35 per M cu. ft.
For next 10,000 cubic feet .....	1.30 per M cu. ft.
For next 10,000 cubic feet .....	1.25 per M cu. ft.
For next 20,000 cubic feet .....	1.15 per M cu. ft.
Over 50,400 cubic feet .....	.90 per M cu. ft.
NEW RATE	Net
For first 400 cubic feet .....	\$.60
For next 5,000 cubic feet .....	1.30 per M cu. ft.
For next 10,000 cubic feet .....	1.25 per M cu. ft.
For next 15,000 cubic feet .....	1.20 per M cu. ft.
For next 20,000 cubic feet .....	1.15 per M cu. ft.
Over 50,400 cubic feet .....	.90 per M cu. ft.

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