

# This lamp gives the NEW LIGHT everyone is talking about

It's a simple thing but what a difference it makes in your living room lighting! Hidden under the shade of this new lamp is a reflector that focuses *indirect light* up to the ceiling and diffuses it evenly over the *whole room*. It's the bright-but-soft, flattering kind of light you need for entertaining. Because there is no glare, not a single heavy shadow, it's especially fine for bridge games. And there is a separate switch that turns on direct light for reading.

*Pictured right is the outstanding reflector lamp value we know of. Its three-candle base is beautifully finished in gold or in bronze. Its pleated silk Celanese shade comes in gold, tan, rose or green, edged in braid to match. See it today at your Public Service Store. Only*

**995**  
\$1 down "little by little"

Also featured at your Public Service Store is an indirect floor lamp with bronze base and pleated rayon shade in choice of green, rose, rust or gold. A remarkable bargain at only \$6.65.

Another special — de luxe reflector lamp in either toned gold or bronze. The shade is silk crepe gold, tan, rose or green trimmed with metallic braid. \$14.95 cash. \$1 down "little by little".

*Many other lamp specials featured this month*

## PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

*Several outstanding facts about this Company should be well understood: (1) It is purely an operating company and is not owned or controlled by any other company. (2) The majority of its stockholders live right here—it is "home owned". (3) All of its officers and employees live here. (4) Its future is irrevocably dependent upon the growth and prosperity of northern Illinois.*

*James Simpson*  
CHAIRMAN



Other local lamp dealers sell these new reflector lamps