



## YOUNG EYES ARE GOING BACK TO WORK

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### *A Thought for Parents*

★ Now that school days are approaching again, it is timely to consider the fact that there has been much publicity in the last few years on the Better Light-Better Sight movement. It has been a campaign to convince people that lighting conditions have an important bearing on eyesight conservation. Although the intentions of the movement have received the approval of eyesight specialists, the commercial possibilities of the program have furnished most of the impulse behind its publicity. Many industries have participated—manufacturers of electric light bulbs, dealers in lamps and lighting fixtures, paint manufacturers, and we—as producers and distributors of electricity—have done our share. In spite of its relatively small effect on the average light bill, we have never disguised the fact that improved lighting usually requires a somewhat greater use of electricity. Frankly, we are pleased to find that the Better Light-

Better Sight movement represents *both* a broader market for our product and an important contribution to human, personal welfare.

But, aside from the commercial aspects, we thoroughly believe we are performing a real public service in placing before parents the principles involved in what is called the new *science of seeing*.

We firmly feel that in the case of growing children, particularly those whose eyes are none too strong, lighting for home study may have an amazing influence upon the mental and physical progress of the child throughout this important formative period.

We do not consider improved lighting a curative influence—possibly not even a corrective—from the viewpoint of the eye practitioner. We know of no cases where people have actually gone blind on account of poor lighting, nor can we show evidence that eye diseases or defects have been corrected by the improvement in light on the seeing task, whatever it is. But we have studied the new *science of seeing* and convinced ourselves that the elimination of glare and the increase of lighting intensities on close reading have definitely improved the comfort and efficiency of both old and young eyes. In the case of the

older eyes, the possible results of the comfort and efficiency are limited by the forces of habit which have developed through long years of what we now know as bad lighting conditions. In the case of young eyes, the results have definitely shown themselves in improved school work, sunnier dispositions, and, in many instances, actually better health.

Further than that, we believe that modern lighting, because of its wide adaptability, is a means of enhancing the beauty and character of a home—a pleasing expression of good taste.

After all, it is a natural thing that in the progress of lighting sources from the caveman's torch to electric light, worthwhile improvements must continue. The improved lighting which the Better Light movement is now recommending may seem as backward in another decade as the gas jets of the so-called "gay" nineties do today. But the Better Light movement is sponsoring the best that today offers. And knowing that it is more comfortable, more beautiful, more flexible, and frequently more healthful for ourselves and our youngsters, yet not at all expensive, it seems almost unprogressive not to have it.

Information on improved modern lighting for the home, shop, office or commercial establishment is available to those in the outlying Chicagoland territory served by this Company by inquiring at any of our stores and offices.

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