

Your eyes are precious

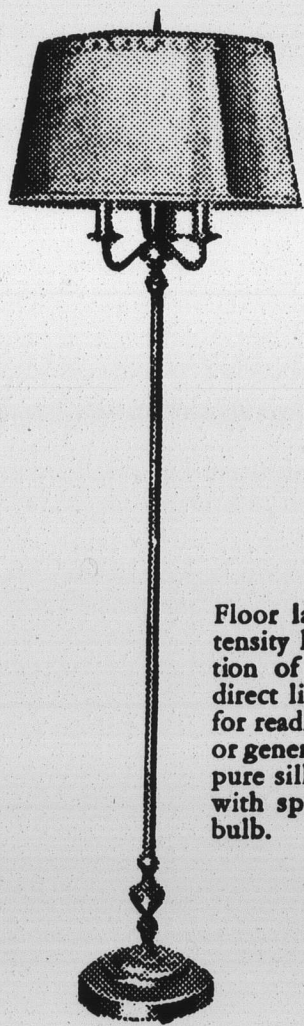
protect them with these specially designed

"Eye Saving" Lamps



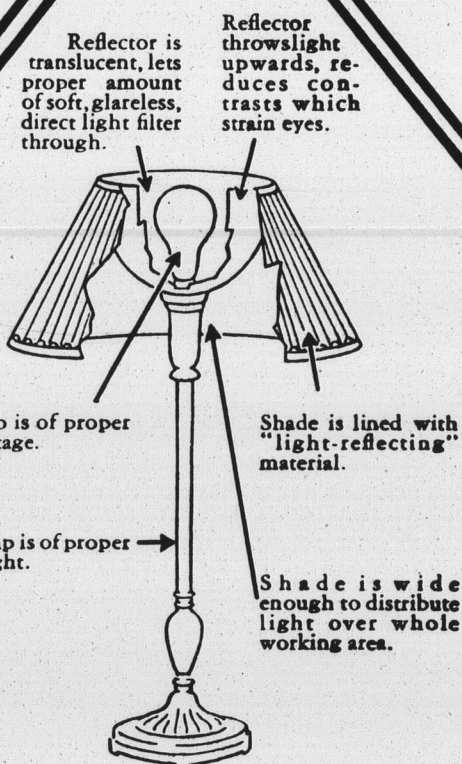
"Eye Saving" table lamp for study or living room. Beautiful metal base has distinctively tapered shaft and is finished in bronze and gold. Attractive parchment shade.

Price only **\$6⁷⁵**



Floor lamp with three-intensity light and combination of both indirect and direct lighting. A fine lamp for reading, sewing, bridge or general lighting. Shade is pure silk. Comes complete with special two-filament bulb.

Price only **\$7⁸⁰**



Reflector is translucent, lets proper amount of soft, glareless, direct light filter through.

Reflector throws light upwards, reduces contrasts which strain eyes.

Bulb is of proper wattage.

Shade is lined with "light-reflecting" material.

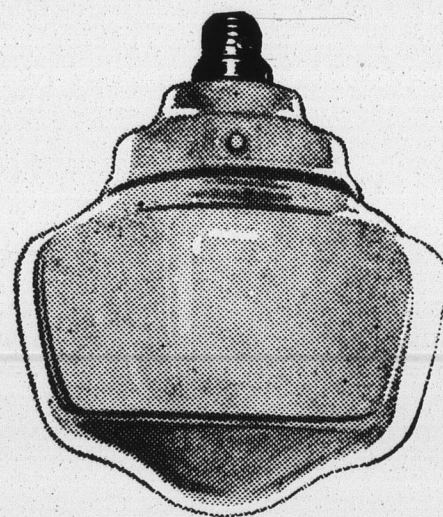
Lamp is of proper height.

Shade is wide enough to distribute light over whole working area.

See the many attractive "Eye Saving" lamps on display at your Public Service Store. Learn, from our lighting display, simple, easy ways to improve lighting in your home. We will give you a "lighting tape measure" which tells you whether or not a lamp is providing an adequate and safe light.

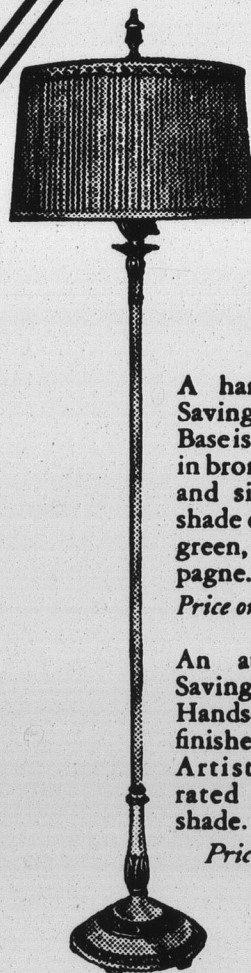
Lamps as low as \$1

Your Public Service Store has, in addition to the "Eye Saving" lamps, a wide variety of other decorative lamps. All styles and makes. Prices from \$1.00 up.



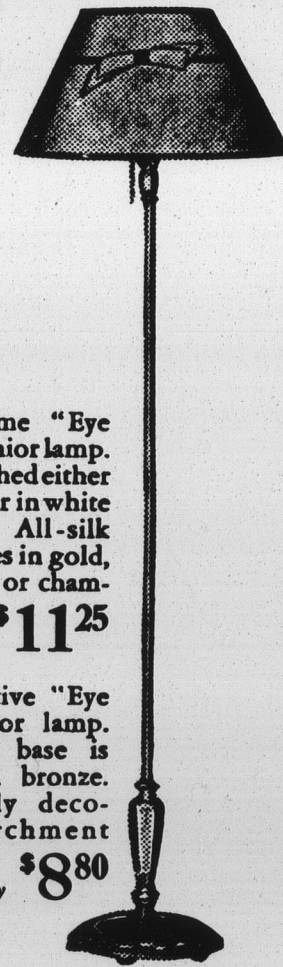
Kitchen lighting unit. Screws into ordinary socket. Specially designed to give comfortable, glareless light, for all kitchen work.

Price only **\$1⁴⁰**



A handsome "Eye Saving" Junior lamp. Base is finished either in bronze or in white and silver. All-silk shade comes in gold, green, rust or champagne.

Price only **\$11²⁵**



An attractive "Eye Saving" floor lamp. Handsome base is finished in bronze. Artistically decorated parchment shade.

Price only **\$8⁸⁰**



PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

1141 CENTRAL AVENUE

We are cooperating with

