

# PROTECT YOUR FAMILY'S EYES!

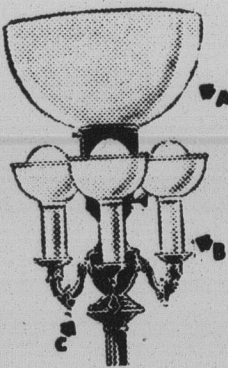
NEW 1938 I. E. S.

## 'Better Sight' Floor Lamps AT STARTLING LOW PRICES

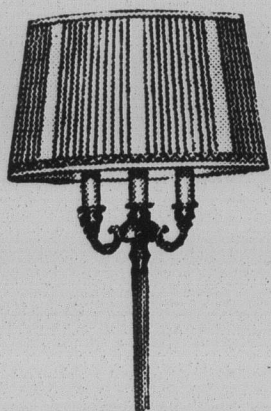
● These last few years have witnessed great improvements both in Better Lighting and in lamp design. Now we bring you the latest and greatest of these advances, in a brilliant array of floor lamps that we honestly feel are the *best* and *biggest* lamp values we have ever offered. Don't miss them!

THESE "BETTER LIGHT—BETTER SIGHT" FEATURES PROTECT YOUR EYES . . .

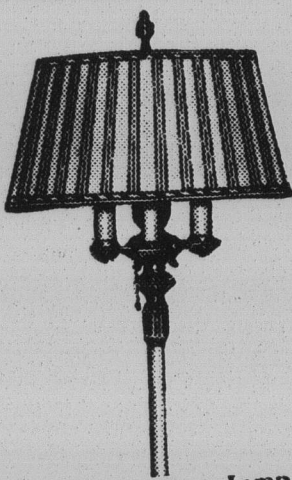
- A. Approved I.E.S. Reflector Bowl
- B. Candle Shields
- C. Six-Way Lighting



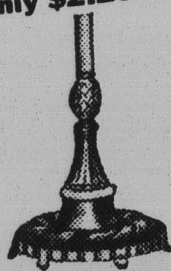
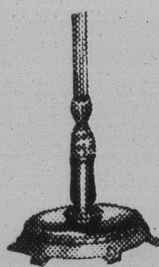
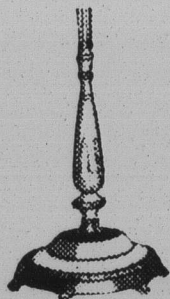
Assorted trims — swirl, stretched or box pleated. Base in silver-gold, ivory-gold or bronze-gold. **\$13.95**  
Only \$1.40 Down



Beautifully styled, with all silk hand-sewn shades in a choice of pleats. Base either bronze-gold or ivory-gold. **\$17.50**  
Only \$1.75 Down



All-Purpose Floor Lamp with triple-pleated 19 in. pure silk French crepe shade. Patented night light. Base silver-gold, bronze or ivory-gold. **\$22.95**  
Only \$2.29 Down



# \$9.95

Only 99c Down

All-silk hand-sewn shades in gold, beige, banana, champagne, or ivory. Neo-Classic Design base with onyx inlay; ivory-gold or bronze-gold.

As long as 12 months to pay the balance on your Electric Service bill.

All Floor Lamps shown here are the latest approved style . . . Three-candle light with candle cup reflectors . . . Three-intensity bulbs . . . six-way lighting, permitting operation of one or more of the three candles and any of three intensities in the central lamp bulb.

MANY NEIGHBORHOOD DEALERS ARE ALSO OFFERING FINE SELECTIONS OF I. E. S. LAMPS

To cover interest and other costs, a somewhat higher price is charged for Lamps sold on deferred payments.

**PUBLIC SERVICE COMPANY**  
OF NORTHERN ILLINOIS  
1141 Central Avenue



LOOK FOR THIS I. E. S. TAG!

It's your guarantee that the lamp has been tested and certified as to compliance with the specifications of the Illuminating Engineering Society for best lighting practice in the New Science of Seeing.