

**A FEW OF THE LAMPS
NOW ON DISPLAY**

Designed for Better Seeing

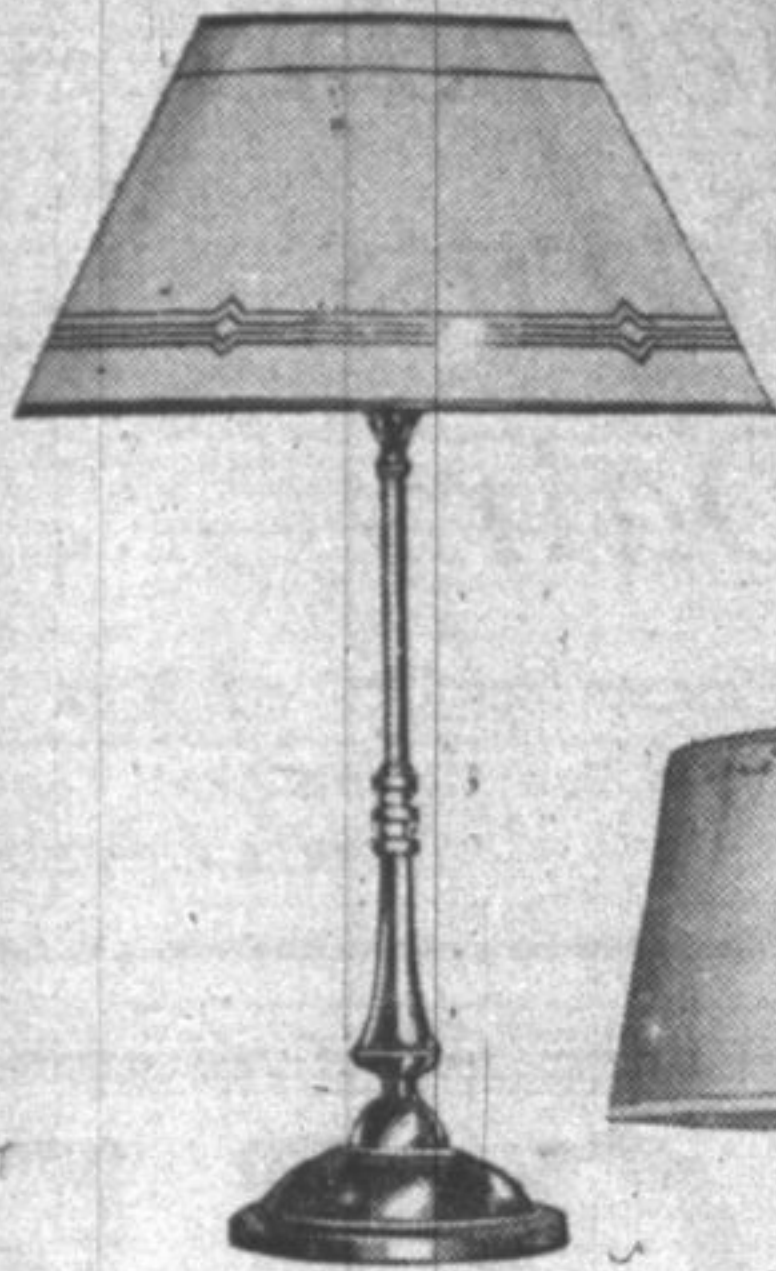
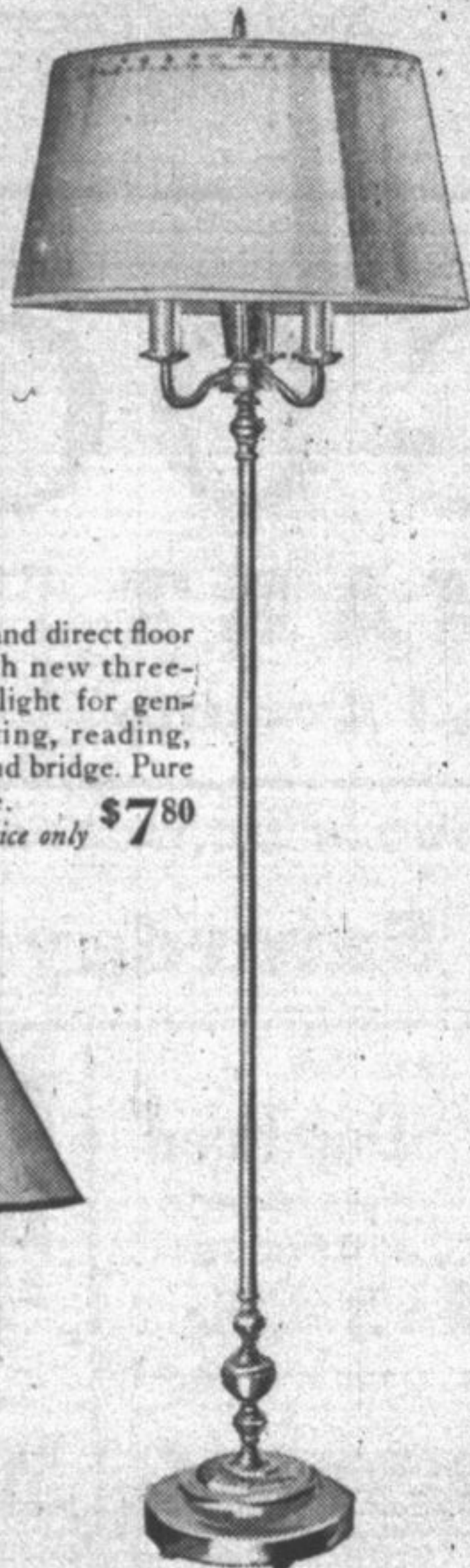
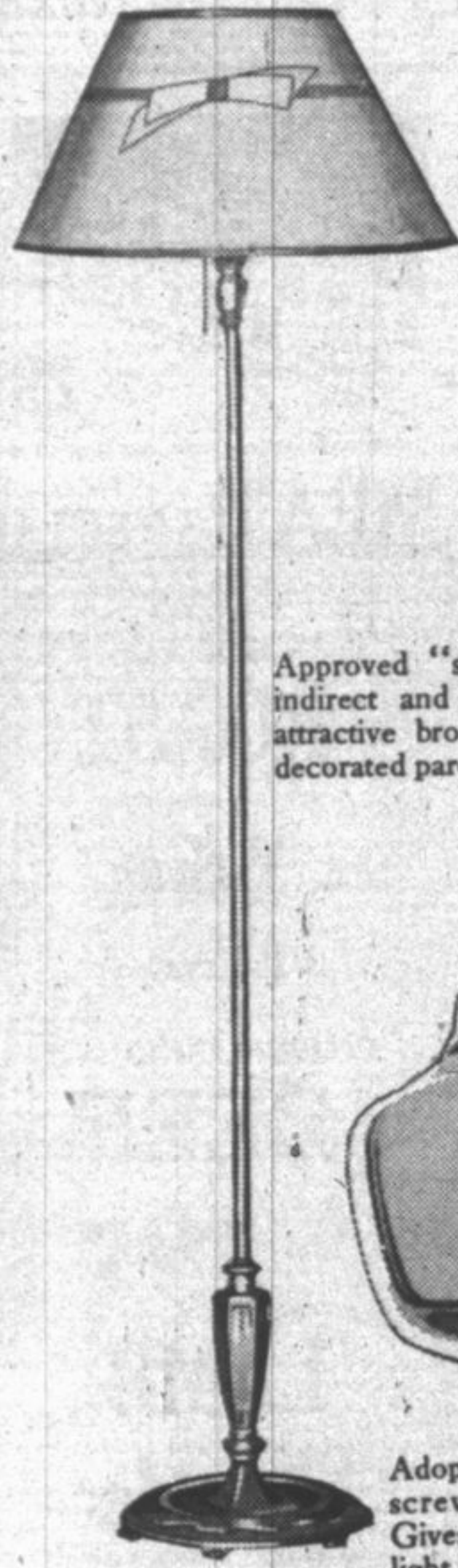


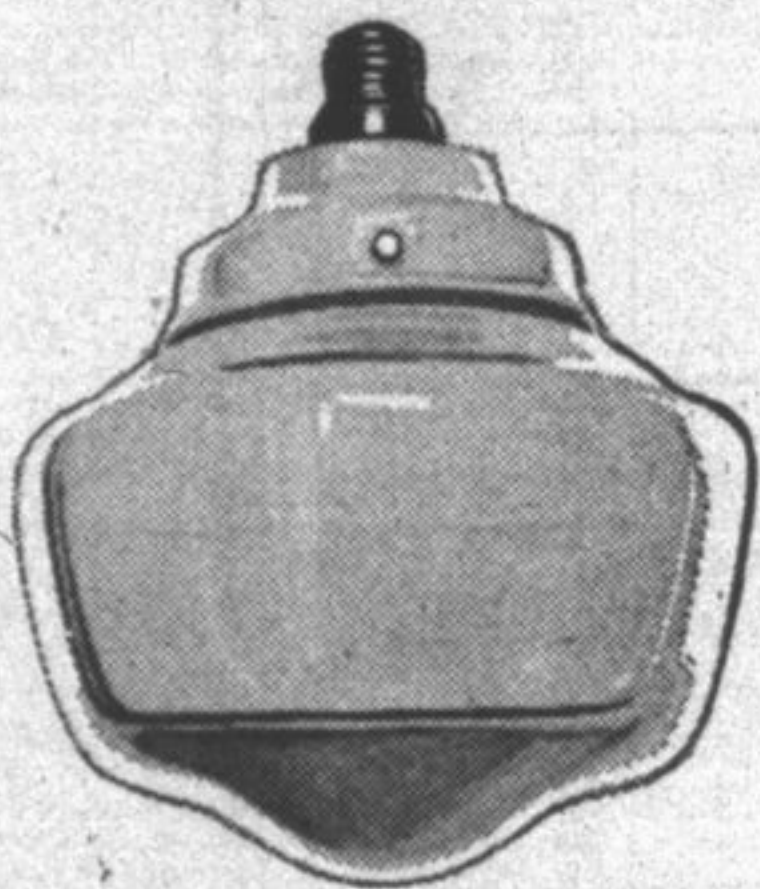
Table lamp for study room or living room. Approved by Illuminating Engineering Society. Beautiful metal base finished in bronze and gold with distinctive tapered shaft. Attractively designed parchment shade. Price only \$6.75



Indirect and direct floor lamp with new three-intensity light for general lighting, reading, sewing and bridge. Pure silk shade. Price only \$7.80



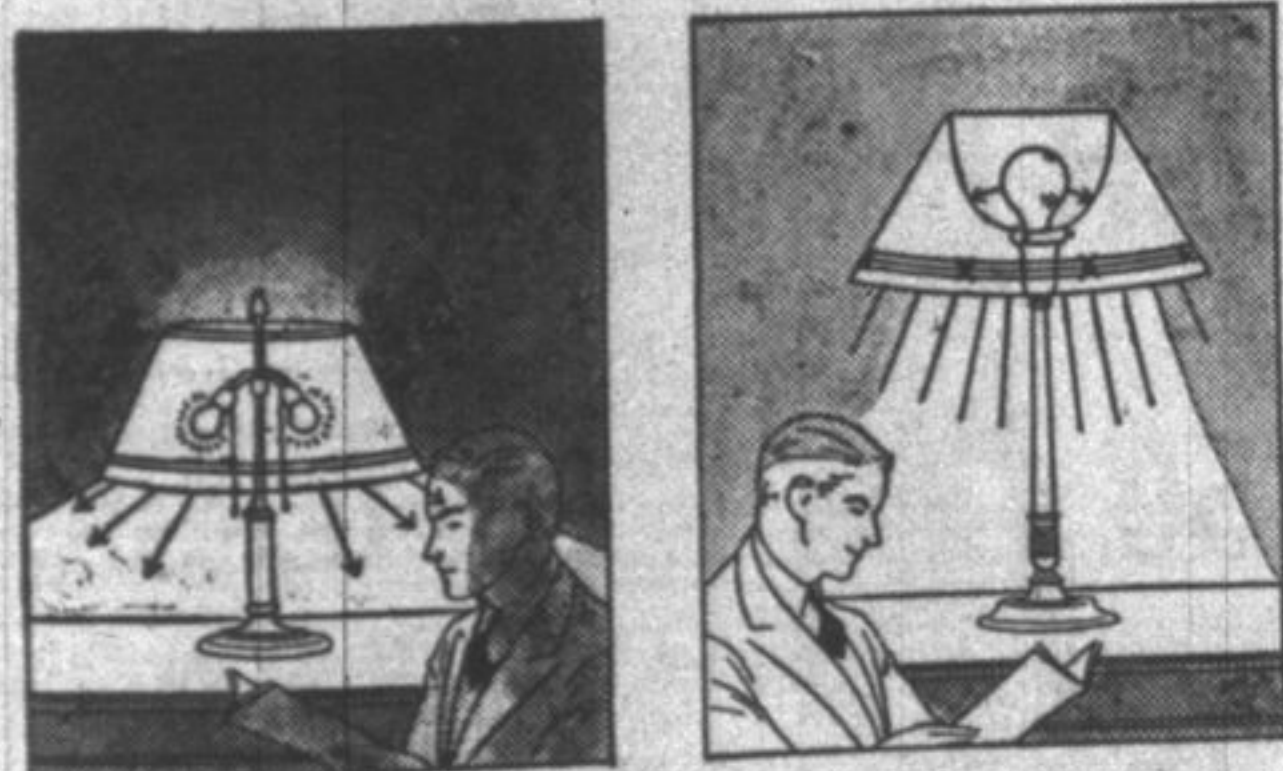
Approved "sight-saver" lamp for indirect and direct lighting. Has attractive bronze finish base with decorated parchment shade. Price only \$8.80



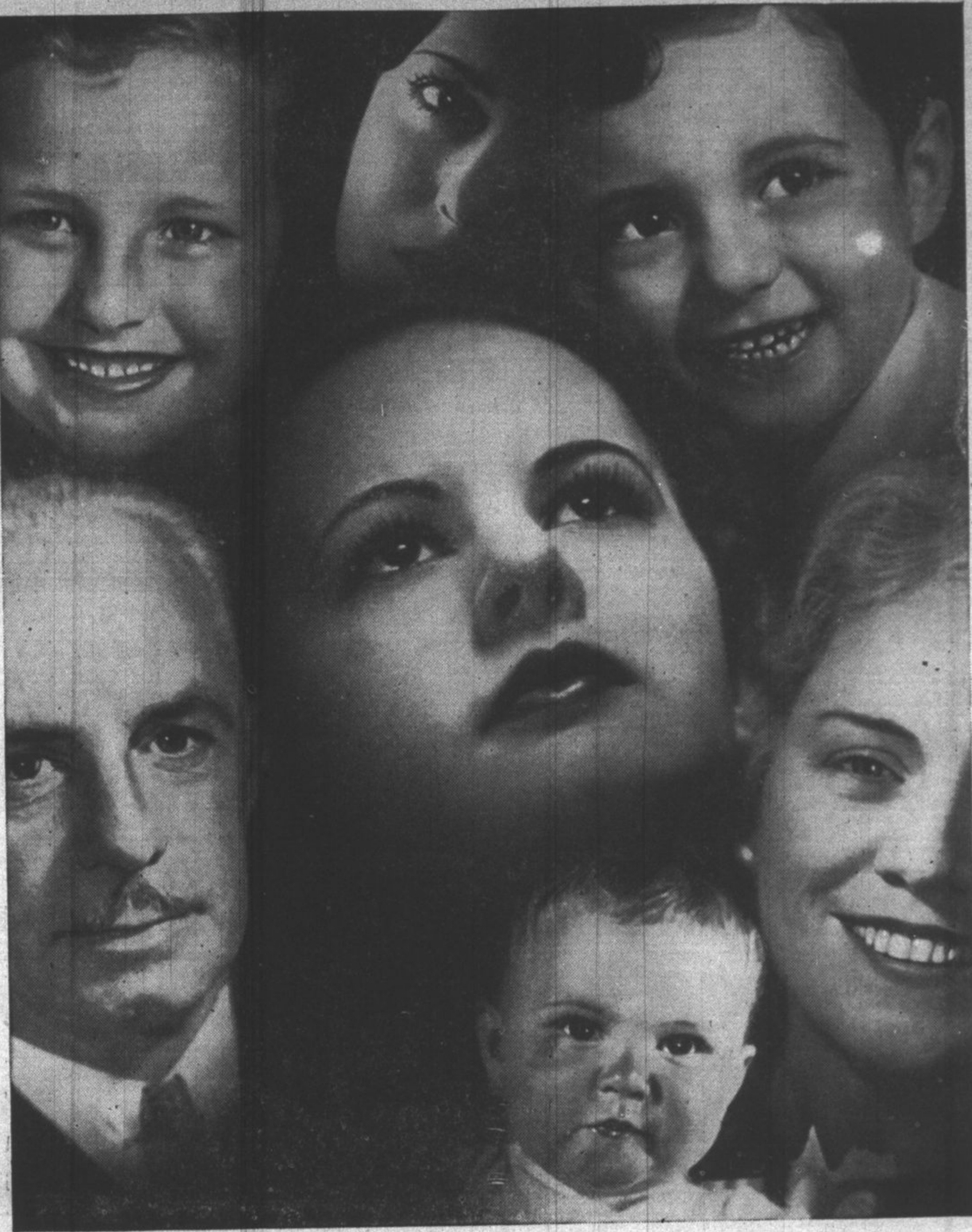
Adopter kitchen lighting unit, screws in ordinary socket. Gives comfortable, glareless light for kitchen work. Price only \$1.60

**Better Light . . .
Better Sight**

Which is YOUR lamp?



Lamp 1. Bulbs too low, sides of shade too sloping. Result—glare, deep shadows, eyestrain. Lamp 2. Bulbs at right height, shade of correct design. Result—restful light, precious eyesight protected. FREE at your Public Service Store, "Lighting Tape Measure" to test your lamps. Get it today.



**A million dollars worth
of eyes
and how to protect them with a
few cents worth of light**

"If I could only give my child more advantages," says many a parent today. Yet one priceless advantage most of us can give, is often overlooked—*unimpaired eyesight*. And this simply because we don't realize the part poor lighting plays in damaging eyesight.

What correct lighting is

To protect eyes you should have from 20 to 30 foot-candles of light falling on the printed page. This light should be properly diffused with no glare, no deep shadows, no contrasts to cause eyes to change focus frequently. Under such lighting eye tension is relieved. Your body relaxes. Your nerves relax, too.

Why many homes fail to have it

Most women would be only too glad to give their families the benefit of safe lighting; to protect the eyesight of their children. But they have no way of measuring the kind of light their lamps give. And

so night after night eyes struggle on, with danger of permanent injury.

How to get it

In the last few years some wonderful discoveries have been made about proper lighting. Lighting engineers have found that just by changing the position of shades, by raising or lowering the height of bulbs, and by designing a special kind of "light reflecting" shade, these handicaps to eyesight are completely overcome. Your Public Service Store has a variety of these properly designed lamps for sale. They are beautiful as well as safe for eyes. Come down and see them. At the same time learn, from our better lighting display, simple and easy ways in which you can improve the lighting in your home. And get free, a marvelous little device called "The Lighting Tape Measure," which enables you to tell quickly whether or not each lamp in your home is providing safe light. Act at once. Don't allow the eyes in your family to struggle unaided another night.



**PUBLIC SERVICE COMPANY
OF NORTHERN ILLINOIS**

