

### A FEW OF THE LAMPS NOW ON DISPLAY

*Designed for Better Seeing*

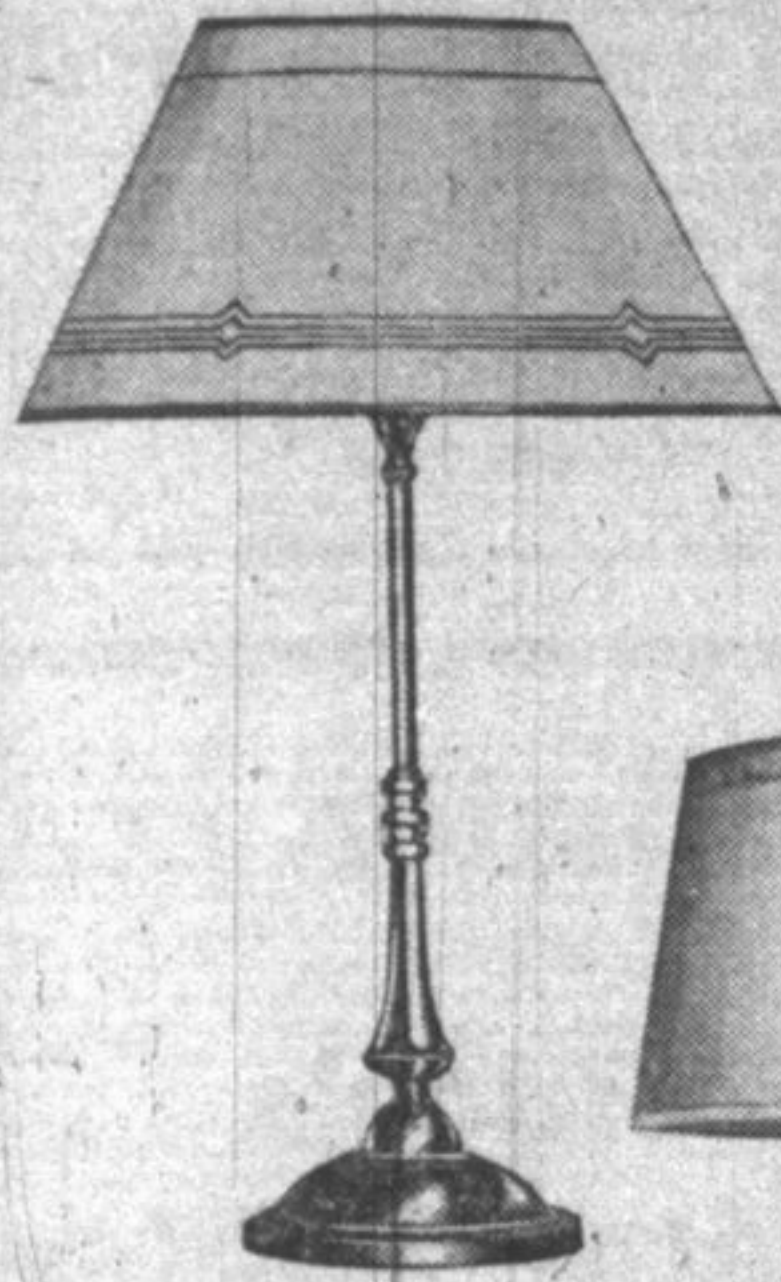
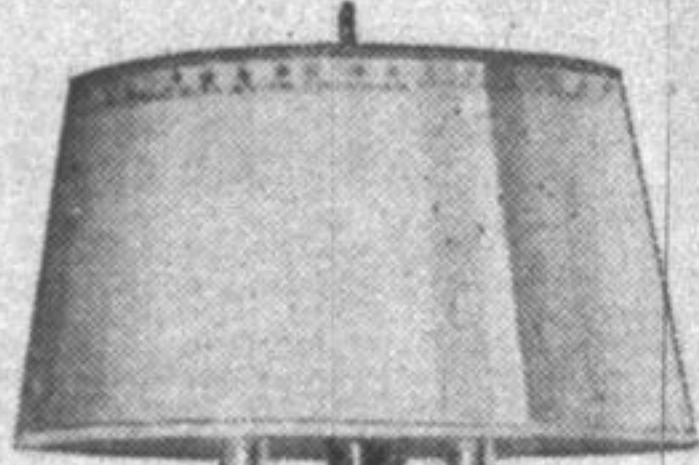
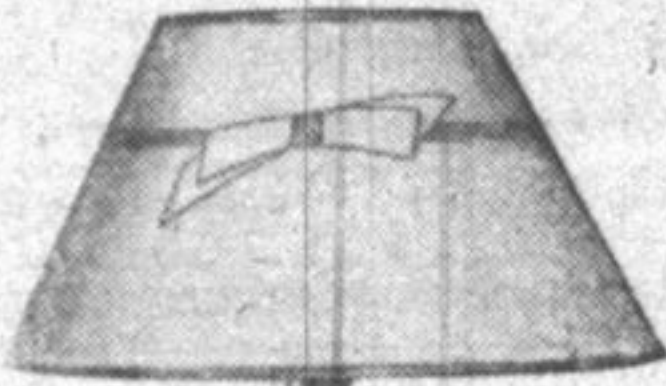


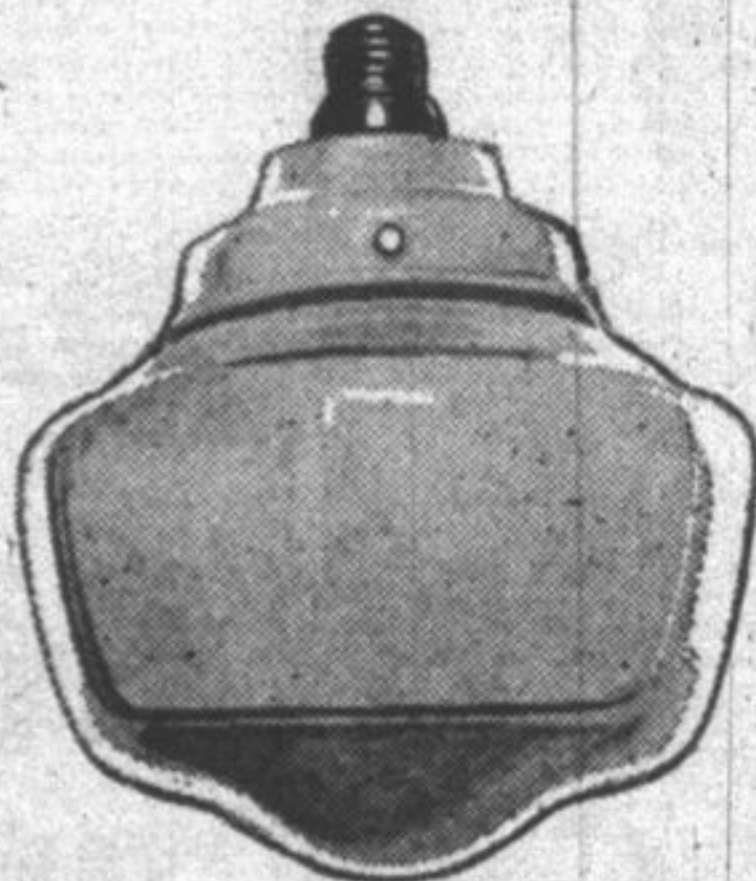
Table lamp for study room or living room. Approved by Illuminating Engineering Society. Beautiful metal base finished in bronze and gold with distinctive tapered shaft. Attractively designed parchment shade. Price only \$6.75



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



Adapter kitchen lighting unit, screws in ordinary socket. Gives comfortable, glareless light for kitchen work. Price only \$1.40

Attractive eye-saving lamps also being shown by other dealers.

### 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.



# \$10,000

## wouldn't buy those eyes

Yet in two out of three homes, children's eyes probably suffer from the wrong kind of lighting. Don't delay. Send today for our free light test. It measures accurately every light in your home.

**H**OW about the lamp by which your child reads? Does it give enough light? Does the light strike the printed page at the right angle? Is it free from the glare that works such havoc with eyes?

Experts estimate that in nine out of ten homes, some member of the family suffers from the wrong kind of lighting. Perhaps it's mother who is squinting because the lining of her reading lamp is too dark. Or the home may be so deficient in attractive, hospitable light that the young members of the family hate to stay home. Or father may be paying for light that is wasted through lack of the right kind of fixtures.

#### What correct lighting is

To protect eyes, you should have from 20 to 30 foot-candles of light falling on the printed page. It 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.

Most women would be glad to give their families the benefit of safe lighting; to protect the eyesight of their children. But they have no way of measur-

ing 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.

#### See the new "Sight-Saver" lamps

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 and 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**  
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