

Better light means better sight!

FP 2
TOZ3
LPED 4
PECIP 5

## NEW 1941 I.E.S. BETTER LIGHT LAMPS

\* Approved by Illuminating Engineering Society

beautiful—more economical than ever before! What's more, these lamps provide an abundance of soft, evenly-diffused light to make seeing easier... eyes more comfortable. Try Better Light Lamps for a night or two in your own home. See for yourself how they relieve eyestrain—how they add new charm—new character to your rooms. For a free home trial, phone or stop in at your Public Service Store.

I. E. S. Swing Arm Lamp

3-way lighting. Silver and gold, bronze or ivory and gold finished bases. Pleated shades in eggshell or tan.

\$1395

Reflector or bridge lamp to match— Only . \$12.95.

Other Dealers Are Also Offering Fine Values in 1941 Lamps

Your Public Service Store

521 Central Ave.

Tel. H. P. 2900

......



Bridge reflector lamp to match . \$12.95



1. E. S. Study Lamp

Bronze finished base. Glass diffusing bowl. Patterned tan parchmentized paper shade - only . . .

\$295

## Convenient Terms

\$1 down-\$1 a month, including small carrying charge, for any \$12.95 or \$13.95 lamp... the study lamp can be yours for only 50c down and 50c a month, including small carrying charge.