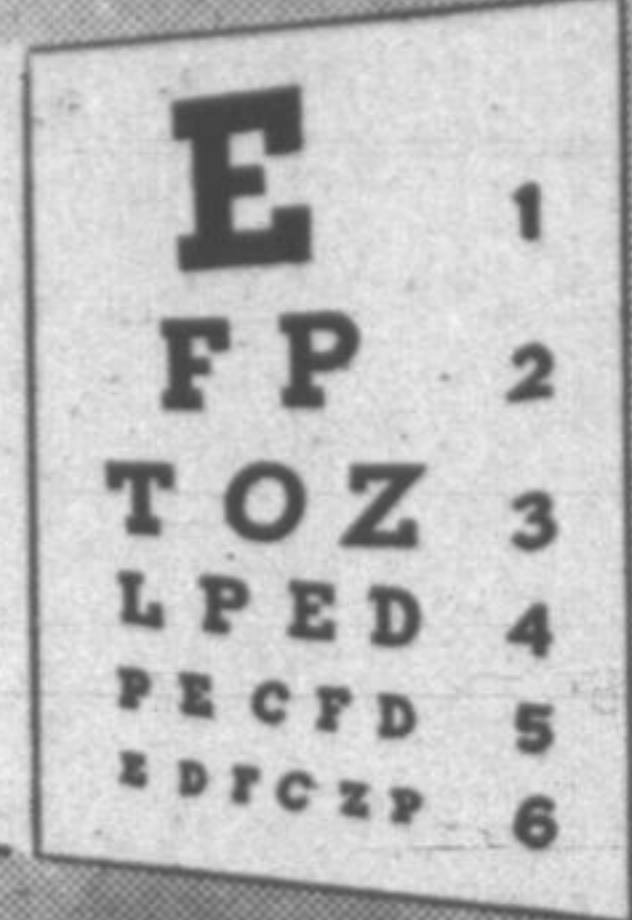




Good light protects eyesight!



**Change now to I.E.S.-approved
Better Light Lamps
for new eye comfort... new home beauty**

• "It's amazing!" you'll exclaim, when you see the improvement a new Better Light lamp makes in your home! A flick of the switch and the whole room has added sparkle and charm. Deep shadows and harsh glare are gone. The soft, smooth, evenly-diffused light makes seeing easier — safeguards your eyes against squint and strain.

I. E. S.-approved

Yes, these Better Light lamps meet all 56 rigid specifications of the Illuminating Engineering Society. Look for the I. E. S. tag — it's your assurance of Better Light for Better Sight... look at the price tag — it's your assurance of a real value.



**A VARIETY OF
FLOOR AND TABLE
MODELS IN A WIDE
RANGE OF PRICES!**



**3 Easy Ways
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Home
Lighting**

1. GLASS ENCLOSING GLOBE

Entire unit, including bulb, can be quickly screwed into a single-socket ceiling outlet.
Complete with bulb... only \$1.65

2. PLASTIC SHADES

New snap-on models that cover bare bulbs on candle-type ceiling fixtures or wall brackets.
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3. CLIP-ON REFLECTOR

Metal and plastic units that transform harsh, glaring multiple ceiling lights into fixtures of beauty. Provides soft, diffused light.

Complete with silvered bowl bulb... each 70c

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Balance, plus small carrying charge, payable in easy amounts with your electric service bill.

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\$1.50 PER Y