

having spent two weeks at ... and Mrs. Ernest Norden ... have returned to Chicago ...

Radio Stars and WLS Barn Dance Show Here Sunday

Drummond Strikes ... Program ... Next Week

Mildred Ruzik is now em ... a loop office in Chicago ...

TEENS LOOK For Only FEW DOLLARS NOW SPECIAL SALE Planting Time

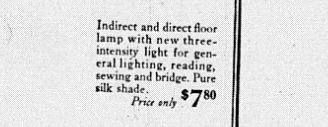
D., Dundee, Ill.

Inc. ... RE ...

A FEW OF THE LAMPS NOW ON DISPLAY Designed for Better Seeing



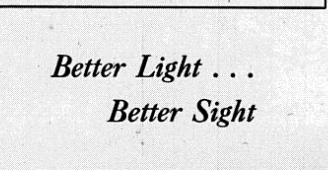
Table lamp for study room or living room. Approved by Illuminating Engineering Society. Price only \$6.75



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



Approved "sight-saver" lamp for indirect and direct lighting. Price only \$8.80



Adopter kitchen lighting unit, screws in ordinary socket. Price only \$1.60

Which is YOUR lamp? Comparison of lamp types showing light distribution.



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.

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.

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.

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

Better Light . . . Better Sight

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.



PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

