

DRIVE STARTED ON BULB SNATCHERS

Cause of Fatigue

When eyes are strained from the work of close seeing under inadequate or glaring light, this tired feeling is transmitted throughout the whole system. Wives whose husbands fall asleep over the evening paper can often blame inadequate lighting, rather than a hard day's work. The safe, scientific light of an I.E.S. Better Sight lamp allows the eyes to see clearly and easily — helps stop fatigue.

Stair Carpet Fads

If you do not have proper stair-carpet pads, fold five or six thicknesses of brown paper or newspaper, not as wide as the carpet; lay it about six inches from the side ends and a little over the front edge, and secure it at each end with a tack. If you do this you will find your carpets will last a great deal longer.

Taxes Even in Death

An undertaker recently declared that there are 156 distinct and separate taxes on a funeral.

Eyestrain Days Are Here Again Lighting Experts Now Warn

Shorter days and longer nights... cold weather that drives people indoors... reading, working, playing under artificial lighting, rather than sunlight—all these spell "Eyestrain Days" to the lighting expert.

Autumn and winter days are eyestrain days in far too many homes—homes in which reading is done under poorly designed lamps, or by the light of bulbs too small to cast adequate illumination. Headaches, nervous fatigue and irritation are the results.

Safe Lighting for Winter Days.

Yet the change from the outdoor life of summer can be easily accomplished, without the slightest danger or discomfort to the eyes, if a few simple rules are followed.

An I.E.S. Better Sight lamp at every chair used regularly by any member of the family is the first essential of good home lighting.

These lamps, designed by lighting scientists and certified by the Illuminating Engineering Society, are carefully built to be at just the right height to spread the light over a wide area—thus avoiding the shadows of old-fashioned lamps.

The diffusing bowl of an I.E.S. lamp actually filters the light—removes all the harsh glare and allows only soft, restful rays of light to pass through. The interior of the shade is white or off-white, to reflect the highest possible percentage of light.

The I.E.S. lamp, equipped with a 100-watt bulb in table models and a 100, 100, 300-watt bulb in floor models, is the best assurance any housewife could have, that her family's sight will be protected against strain during autumn and winter evenings.

Good Light in Every Room.

I.E.S. lamps in the living room will mean more enjoyable and safer evenings for the family—but the same need for Better Light exists in other rooms.

The kitchen, for example—here the housewife needs a modern ceiling fixture that will spread cheerful light over the whole room. Shadows and alternate

gloom and glare make the work of preparing meals unnecessarily time-wasting. If the kitchen is spacious, additional fixtures over the range, sink and food preparation table will help her in these places where most of her work is done.

The bedroom needs an I.E.S. lamp or an approved pin-to-wall lamp if much reading is done in bed. Vanity tables should have two fixtures or lamps at the side of the mirror, to assure successful use of powder and lip rouge. Bedroom furniture, many a husband-who-warms-up-the-2 a. m. bottle will say, consists solely of sharp edges, shin-high. An economical night light will show these obstacles and prevent nasty bumps.

The right light in the right place is a good rule to follow in helping to provide eye comfort and in making home life and work easier. Electric company lighting experts are glad to answer questions and supply information on correct home lighting.

LEO D. SMITH ARRESTED.

Leo D. Smith, wanted by the Polk county sheriff's department for defrauding a restaurant keeper, was arrested here Saturday by Harry Schneider, night officer, and was taken to Eugene by Myron Perry, police chief, where he was turned over to the Polk county authorities.

Test Child's Light

Young eyes tire quickly, need protection from glare and insufficient light, if they are to be healthy in later life. Check the lighting in your child's room at home, and in his classroom. Be sure you give his eyes every chance to be healthy. Ask the electric company home lighting advisor for her assistance in protecting your child's sight.

Indian Summer

In England and France, the period known here as Indian summer is known as St. Martin's summer because of a legend that after St. Martin had shared his cloak with a beggar on a wintry day in November, summer came back again, because of his kind deed.

Try our fruit salad ice cream at Gustafson's of course. 8-1tc-3i

PRIORITIES UNIT TO BE OPENED IN PORTLAND.

PORTLAND—J. Fred Bergesch Monday was named district manager of a new priorities division field office to be established in Portland, according to information received from Donald M. Nelson, National priorities director.

See us for Free 150 Watt Lamp Offer
We Carry A Complete Line of G.E. and Westinghouse Mazda Lamps. All Shapes and Sizes.

COAST-TO-COAST STORES
BRISBANE'S



THERE'S A NEW KIND OF STORE ON THE CORNER—

AT LAST you can buy good, scientific, sight-aiding light for your entire home in one package! You can buy complete "light conditioning" for every room. Go to your nearest light-conditioning dealer and ask him to show you the amazing new conversion units, shades, fixtures and I.E.S. Better Sight Lamps.

THERE ARE DOZENS of clever new low-cost devices that will change the lamps and fixtures you now own into smart, modern, sight-aiding units. They make light conditioning one of the cheapest forms of redecorating you can do. In many homes light conditioning can be installed for as little as \$4.95 down!

... and here's what it means to you!



Mountain States Power Co.
A Self-Supporting, Tax-Paying Private Enterprise

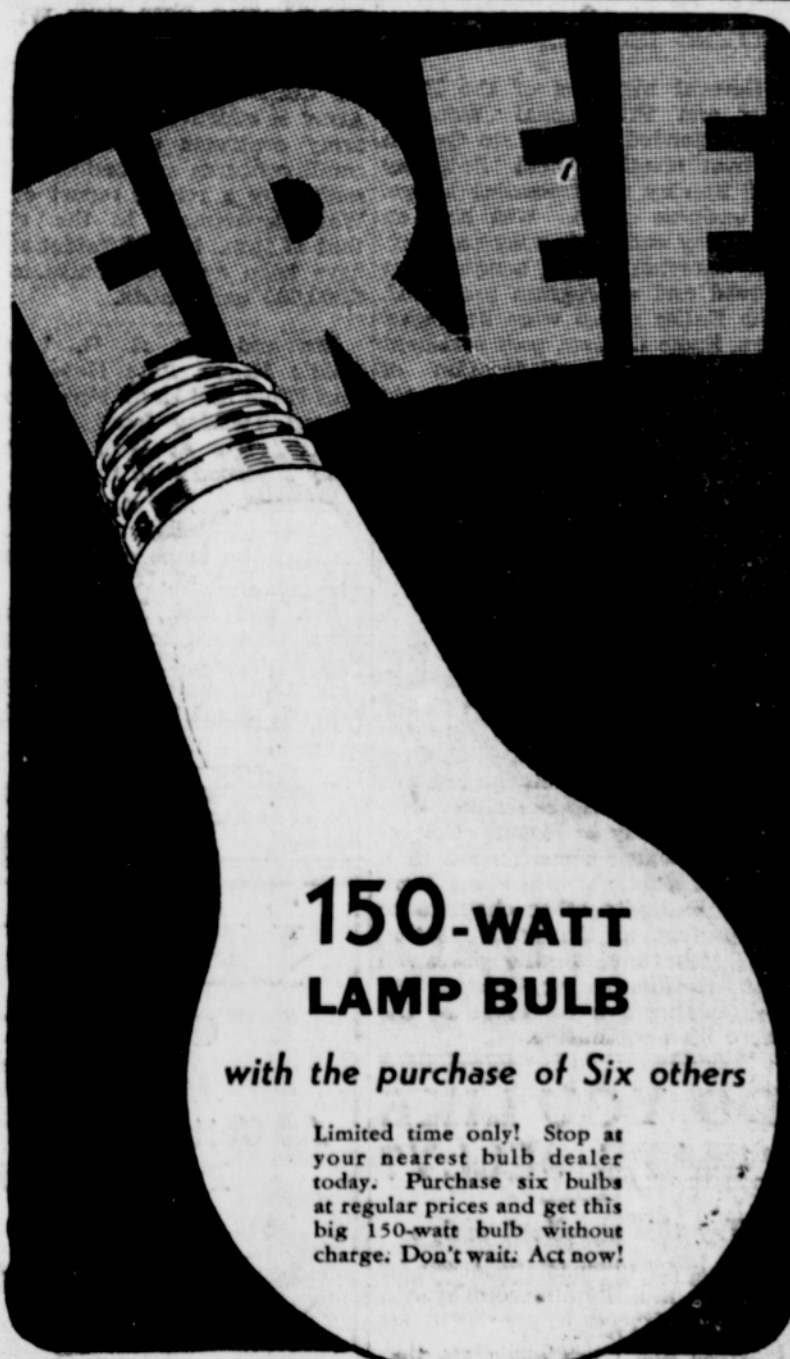
LIGHT CONDITIONING
protects precious eyes
Better Light ... Better Sight



G-E Mazda Lamps Floor Lamps

See us for Free 150 Watt Bulb with purchase of six 60-watt lamps or larger

BRESSLER'S
FOR FURNITURE



Mountain States Power Co.
A Self-Supporting, Tax-Paying Private Enterprise

FREE LAMP COUPON

Take This Coupon to Your
LAMP BULB DEALER
and Receive

One 150-Watt Lamp Free

With the Purchase of 6 Lamps of 60-Watt Size or Larger

THIS OFFER ENDS DECEMBER 1, 1941

Customer's Name

Address

MOUNTAIN STATES POWER COMPANY

FREE 150 Watt Bulb

With the Purchase of
Six Others.
Many other useful household
appliances.

Knickerbocker's
5c to \$1.00

We Are Electrical Experts

Naturally we are
competent to
recommend the
correct lamps.

**Nelson
Electric**
Radio Ray

150-Watt Lamp FREE

With the purchase
of six of our

**Hygrade
Lamps**

**KELLY
DRUG
STORE**

Good Light and Good Bulbs Are CHEAP

**150-WATT LAMP
BULB FREE**
with the purchase of
6 others here.

Electric Stoves,
Toasters and
Appliances.

**The Grove
Hardware**

Get Your Free 150 Watt Bulb

From Us With the Purchase of Six Others.

Table and Floor Lamps to Fit
Every Room.

**McLAUGHLIN'S
FURNITURE STORE**

Need Light Bulbs?

Buy them with your grocery order.
150-watt blub free with purchase of six
bulbs of 60 watts or more.

Irish & Swartz