

## No Odor or Danger No Flickering or Ghastly Colors

Every merchant appreciates what these advantages mean in store lighting.
Good lighting in stores pleases customers shows off goods to the best advantage; promotes sales; enables the customer to obtain exactly what he wants.
The Tungsten lamp gives a pure white light, soft and clear. It is the nearest artificial approach to sunlight.
Properly installed and fitted with correct shades and refleetors, Tungsten store lighting and plenty of it is so economical that it can be afforded by the smallest shopkeeper. Our New Business Department will be glad
 ing needs and make suggestions on a scien fific basis.

Telephone 178
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