

Modern Floor and Table LAMP S

on the
**75% Discount
Plan**

Drop in today and select your new floor and table lamps. Pay only 50c down and you won't have to pay another cent for a whole year. A 75% discount will be allowed for 12 months on the amount your net bill for electric service exceeds the net bill for the same month a year ago. Here's a mighty easy way to modernize your home lighting.

See Us Today

Klamath Furniture Company

721 Main Phone 5353

Plenty of New Certified LAMP S

Now ready for your
selection on the
**75% Discount
Plan**

Here is your opportunity to provide your home with beautiful floor and table lamps at a cost so surprisingly small you simply cannot afford to overlook this sensational offer. Remember you pay only 50c down on any floor or table lamp—nothing more to pay for a whole year. Ask us about this new and easy way to secure better lighting in your home.

Drop in Today

Montgomery Ward

Visit Our Showroom
Today! See the New
Floor and Table
LAMP S

on Sale on the
**75% Discount
Plan**

No red tape connected with this 75% discount sale of new floor and table lamps. Just pick out the lamps you want—pay 50c down and nothing more for 12 months. Hundreds of our customers are taking advantage of this sensational sale—why don't you? Drop in today and let's talk over this easy way to modernize your home lighting.

SEARS ROEBUCK and CO.

LET'S TALK IT OVER!

WHY — THE 75% DISCOUNT PLAN for Selling LAMP S

★ You cannot enjoy GOOD LIGHTING in your home unless you have a sufficient number of scientifically designed lamps. And, since the RIGHT kind of lamps are costly, chances are that the greatest obstacle to better lighting in YOUR home has been this initial investment in lamps.

★ This 75% DISCOUNT PLAN enables you to have—RIGHT NOW—all the latest-type, certified lamps you need for adequate lighting in your home—and PAY ONLY 50c DOWN for each lamp—nothing more for a whole year!

★ Now, here's the rest of this 75% DISCOUNT PLAN. During the first year you use these new lamps, 75% of ANY increase in your electric service bill will be credited against their cost—and it makes no difference what causes your increase in electric service. It may be a new electric range, refrigerator or water heater, or any number of labor-saving electric appliances. Just the same, it will ALL COUNT as credit on your lamp purchase!

★ Then, at the end of the year, if your credit does not quite pay for the lamps purchased, you can pay the balance in monthly installments of not less than 50c per month. Chances are, you'll have little or nothing to pay.

★ Really, there's no red tape to this plan. We do all the detail work and you will be notified from time to time just how much credit you have earned.

★ You will ask the question: "Do I get something for nothing?" The answer is "Yes!"

★ For an entire year you will receive a DIS-

COUNT of 75c on EVERY DOLLAR you spend for electric service over and above the amount you spent during the corresponding period the year before. This discount is applied on the purchase of your lamps. And remember: These CERTIFIED LAMP S which your dealer is featuring are SPECIALLY REDUCED for this better lighting program—actually, you would save 40% on regular prices if you paid cash for your new lamps!

★ Sounds too good to be true, doesn't it? "WHAT'S THE CATCH? Where's the nigger in the woodpile" you may ask. Our emphatic answer is—"THERE IS NONE!"

★ This is a bona fide offer—one that should bring better lighting into every home in this area. Frankly, our business is selling electric service—and that means BETTER LIGHTING SERVICE. Good lighting equipment placed in more homes will mean the use of more Copco service in years to come—it's just sound business procedure.

GOOD LIGHTING IS SO Important

Winter months are ahead . . . you'll be reading, working and playing more and more in artificial light. Adequate, glareless light is absolutely essential for the protection of the precious eyesight of every member of YOUR family. Their health, happiness and well-being are directly affected by GOOD LIGHT . . .

That's why we urge you to CHECK THE LIGHT IN YOUR HOME NOW . . . we'll make this simple test with the little gadget known as a LIGHT METER . . . it takes away all guesswork. You will KNOW beyond doubt if the light in every room is adequate and properly diffused.

NOW, with winter ahead and this attractive 75% DISCOUNT PLAN for securing CERTIFIED LAMP S in effect it is the RIGHT TIME to check the lighting in YOUR home!

★ Who profits by this better lighting deal? You profit by getting any number of beautiful CERTIFIED floor and table lamps at prices exceptionally low PLUS the 75% discount on your increased use of electric service during a year's period. It is quite likely that your lamps will cost you NOT A CENT more than your down payment of 50c per lamp.

★ Copco, too, profits by having placed in YOUR home lighting equipment which, in more years to come, will use more of Copco's service. If you wish to check NOW on just how much more GOOD LIGHTING is going to cost, ask your dealer for a rate slip.

See Your DEALERS Lamp Display Today!

Choose One, Two or Three of These New Floor and Table Lamps Available on The Sensational

75% Discount Plan

This is the most liberal discount plan ever offered the public. Beautiful floor and table lamps in modern designs for only 50c down and nothing more to pay for a whole year. Pick out your lamps now and be ready for the long winter months ahead, when modern lighting is so necessary in the home. Come in and let us explain the 75% discount plan in detail.

GARCELON'S

407 Main

Phone 4361

Here are those Certified Floor and Table Lamps that everyone is talking about All on the 75% Discount Plan

Place several of the new Certified floor and table lamps in your home. The individual lamp cost is small and the down payment of only 50c is hardly believable. But that's all you pay on the 75% discount plan—just 50c with your purchase and not another cent for 12 months. We'll be pleased to tell you all about it when you visit our store.

Come in Today

Lucas Furniture

Plenty of Parking Space
195 E. Main Phone 3824

New 1941 Floor and Table Lamps on the popular 75% Discount Plan

Everyone is talking about this new way to obtain beautiful lamps for the home. The 75% discount plan. Here's the idea—pay 50c down on any lamp or lamps you want, no more for a year, then a 75% discount will be given on the amount your net service bill exceeds the net bill for the same month a year ago. Yes, it's a very liberal plan. Let's talk it over.

See Our Complete
Stocks Today

EASTSIDE APPLIANCES

The Appliance Center of Klamath Falls
601 So. 6th Phone 3188

Smart people are taking advantage of this new way to buy LAMP S The 75% Discount Plan

Here is a new way to secure better lighting in your home. Select the lamps you want—pay only 50c down and no more for one year. Each month your electrical service bill will be checked with that of the same month of the previous year and you will be credited with 75% of any increase. If at the end of 12 months your credits do not cover the cost of your lamps, you may pay the balance in monthly installments of not less than 50c.

Come in Today and
Talk It Over

SEARS ROEBUCK and CO.