

"Do You
Read In
Bed?"

*Asks Reddy
Kilowatt*

Take His Advice
and Get a



Pin-It-Up Lamp

Here is the ideal solution for perfect light, eye comfort and genuine pleasure for those who like to read in bed. Even if you don't read in bed, you need one of the all-purpose lamps. You can do literally what the name implies . . . "pin-it-up" anywhere . . . on the wall, door facing and can be moved where light is needed and takes up no floor space. There is a definite need for this lamp in every home.

\$345 45c Cash
50c Per Month

Duke Power Co.