

VICTOR'S *Special 3-Lamp feature to open 1000 new accounts!*
45c DOWN....50c per WEEK

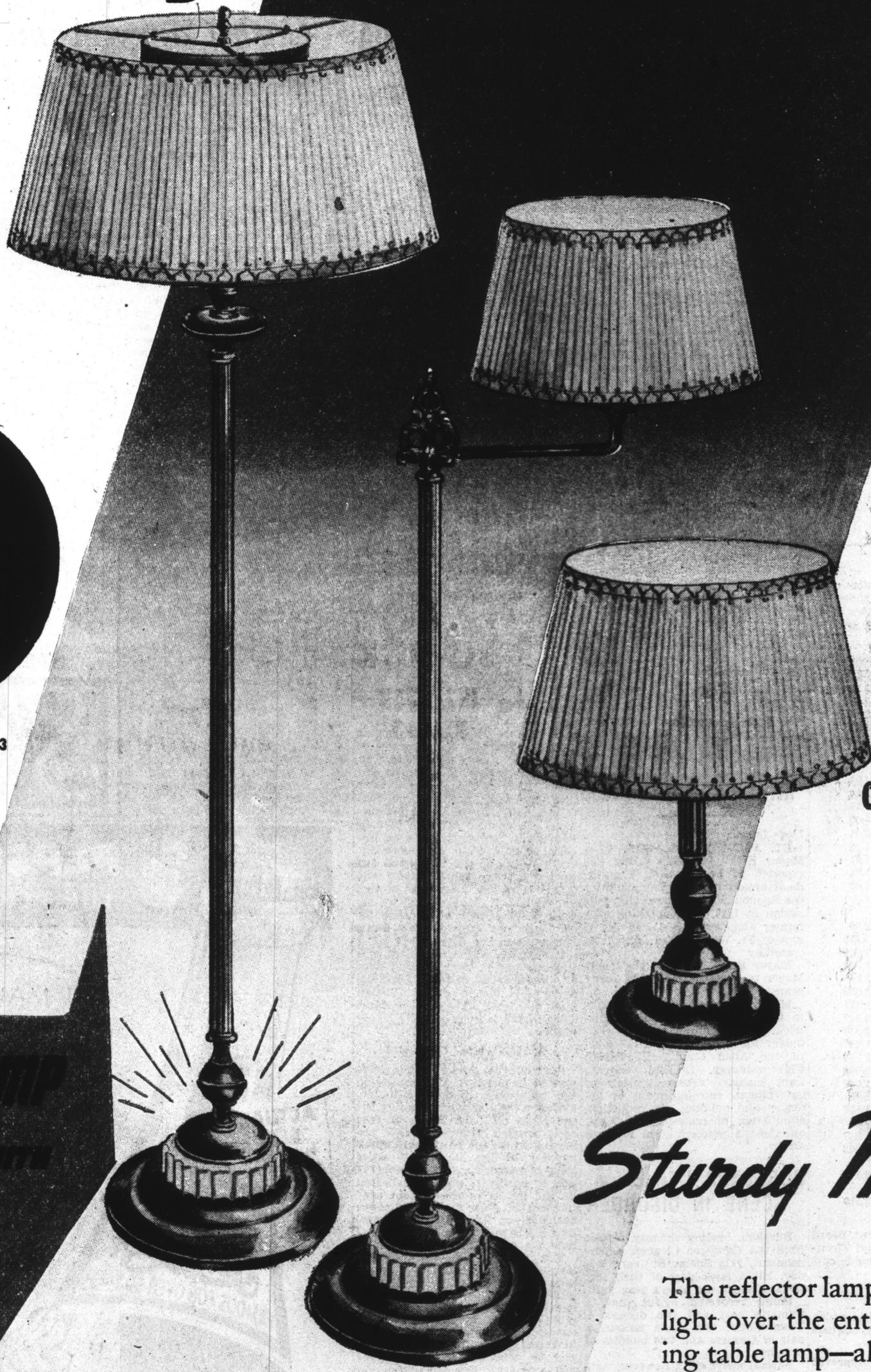
For 3 Days Only . . . Friday, Saturday and Monday, Sept 29th, 30th and Oct. 2nd

Presenting OUR GREATEST LAMP VALUE!

Reflector
Floor Lamp
Equipped With
6-Way Lighting



Junior lamp is equipped for 3 direct, and 3-way indirect lighting which operates independently. The large 9-inch reflector bowl projects the light up to the ceiling and down through the bowl at the same time. No deep shadows, no harsh light!



**BEST BUY
NITE LITE**

**ALL 3
SPLENDID LAMPS**

—The Reflector Floor Lamp
—The Studio Bridge Lamp
—The Matching Table Lamp

FOR ONLY

\$ 9 95

Choice of Beautiful Bronze or Ivory Finishes!

Not just one lamp at this low price—but all THREE! They are new-to-the-minute—in fact they've just been unpacked! A group of lamps that will give your living room lots of new sparkle and life—an appearance of rich beauty and style!

Sturdy Matching Design!

The reflector lamp with large reflector bowl that sheds a soft, even light over the entire room, the studio bridge lamp, smart matching table lamp—all three are sturdily built and richly finished! But that's not all—the NITE LITE feature is included!

Here is gorgeous outstanding design combined with quality unusual at this remarkably low price! Note the smart styling throughout—inspect the heavy, broad bases, the large reeded stems and the rich durable finish! Not one, but all three Lamps at the one low price of \$9.95. These lamps will sell like the proverbial "Hot Cakes"—so make your selection early and avoid disappointment.

**45c DOWN
50c per WEEK**

**DELIVERS ALL 3 LAMPS
DIRECT TO YOUR HOME!**

the VICTOR Co.
Directly Opposite State House
231-237 WEST WASHINGTON STREET

Small Carrying Charge on All Accounts That Run Over 90 Days

If you cannot come to the store MAIL THIS COUPON . . .
THE VICTOR CO.,
 231-237 W. Washington St., Indianapolis, Ind.
 Please send me the 3 Matching Lamps for \$9.95 for the 3. I agree to
 pay 45 cents on delivery and 50 cents a week until paid for. Check
 finish of base you wish. () Bronze () Ivory.
 NAME . . .
 ADDRESS . . .