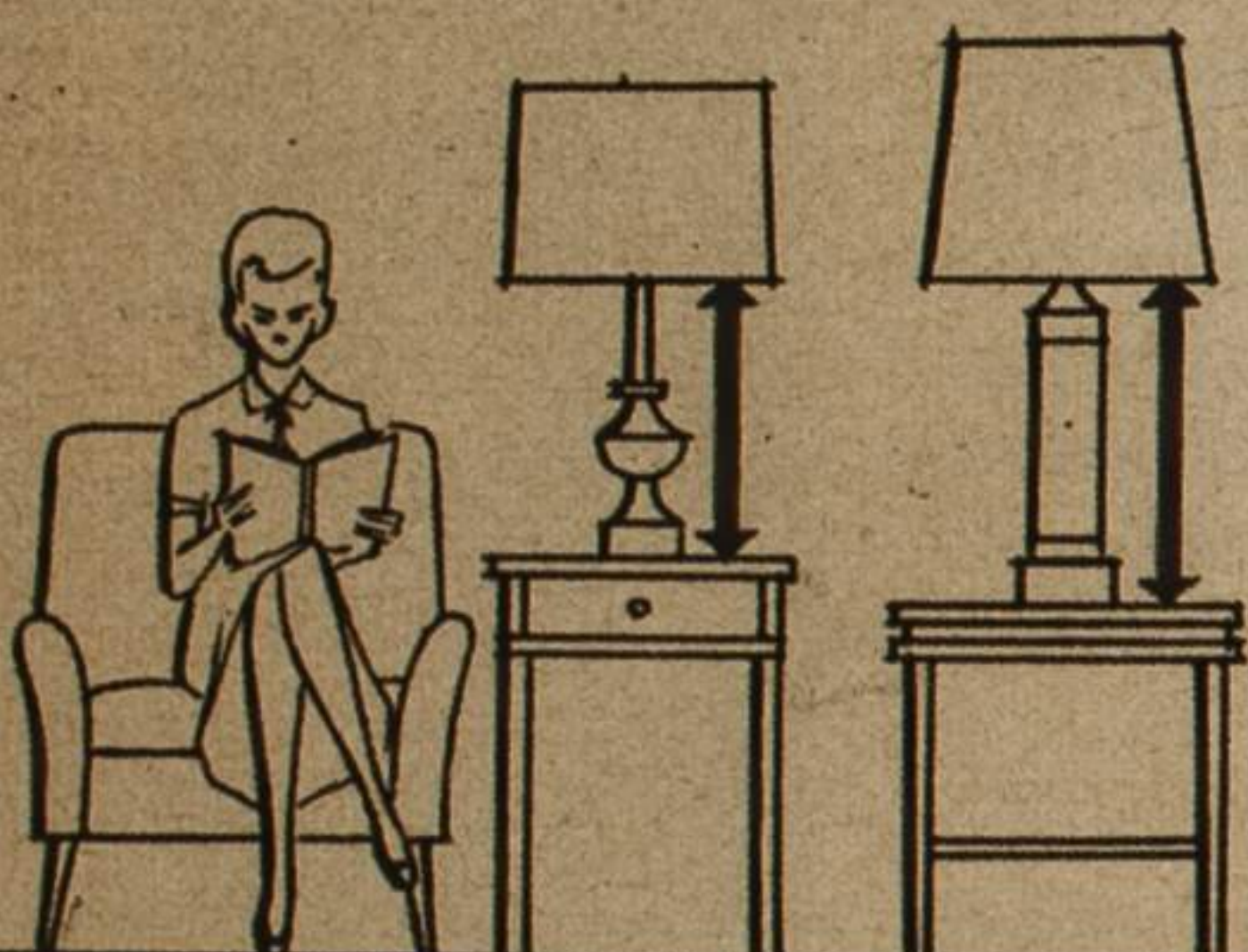


PORTABLE LAMPS

A well-designed portable lamp slights neither its functional nor decorative role. It will provide the amount of light needed for a seeing task, and at the same time be decoratively correct in its setting. The warmth and graciousness it radiates is not to be had from any other light source. Following the recipes protects your eyes from too little light or glaring bulbs, and saves you from slouching to get below a shade. They are based upon these *average* eye heights.

WOMEN: 40" seated in lounge chair; 61" standing.
MEN: 42" seated in lounge chair; 64" standing.

POINTS TO CHECK



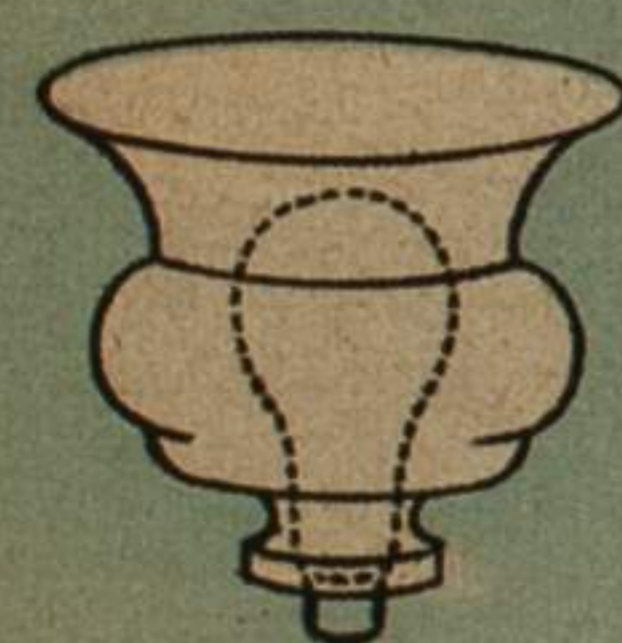
Height to shade: measure *floor lamp* from floor to bottom of shade. Measure *table lamp* from table to bottom of shade. Use on a table whose height combines with this base measurement to position bottom of shade at eye level.

Socket: single socket slightly below or at lower edge of shade. Multiple sockets (D type) low in shade. (More light downward, in a wider spread.) Shades over 10" deep can be lifted by metal riser.

Shade: *white* on the inside, *open* at the top. (Drum types preferable for wide top.) Test translucent types. The recommended bulbs should not show a glare spot through the shade. An opaque shade is best if a bright or dark color is desired, or if a lamp is to be placed against a dark wall.

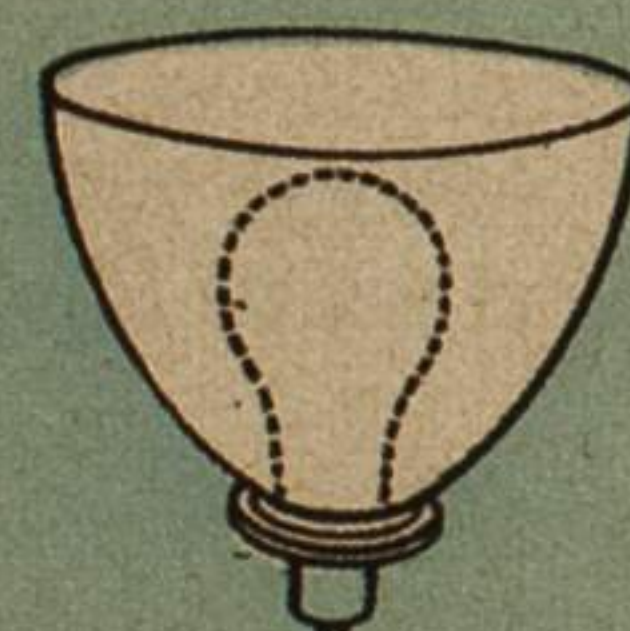
DIFFUSERS SPREAD AND SOFTEN THE LIGHT

A CLM GLASS DIFFUSER (Certified Lamp Makers)



8" top dia.
50/150w, or 50/250w
or 10" top dia.
100/300w (mogul)
Design shields bulb from top viewing

B BOWL-SHAPED GLASS DIFFUSER



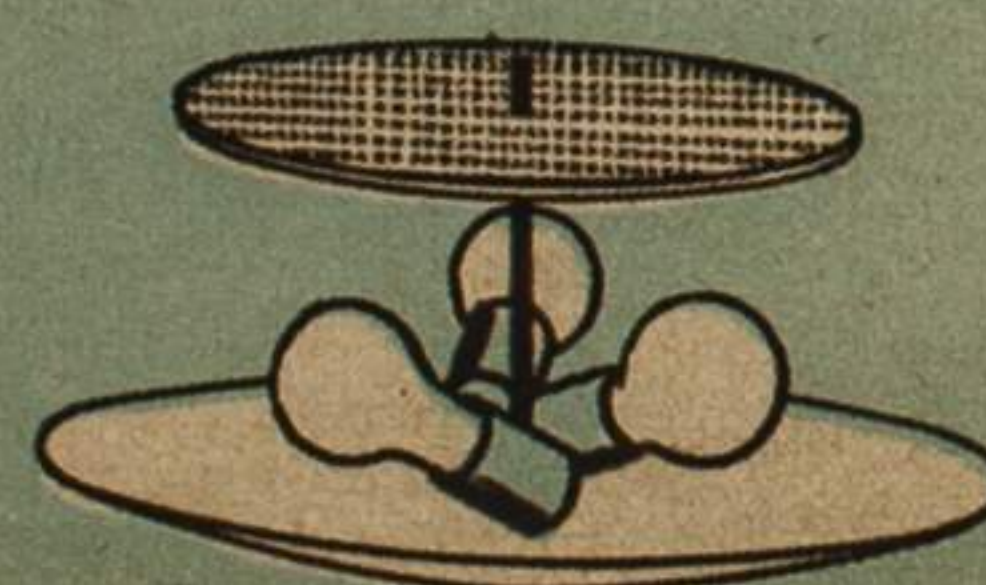
(Various Designs)
White glass preferable
8" top dia. 50/150w,
or 50/250w
or 10" top dia.
100/300w (mogul)

C R-40 Soft-White Indirect Bulb in Wide Harp, 50/150w

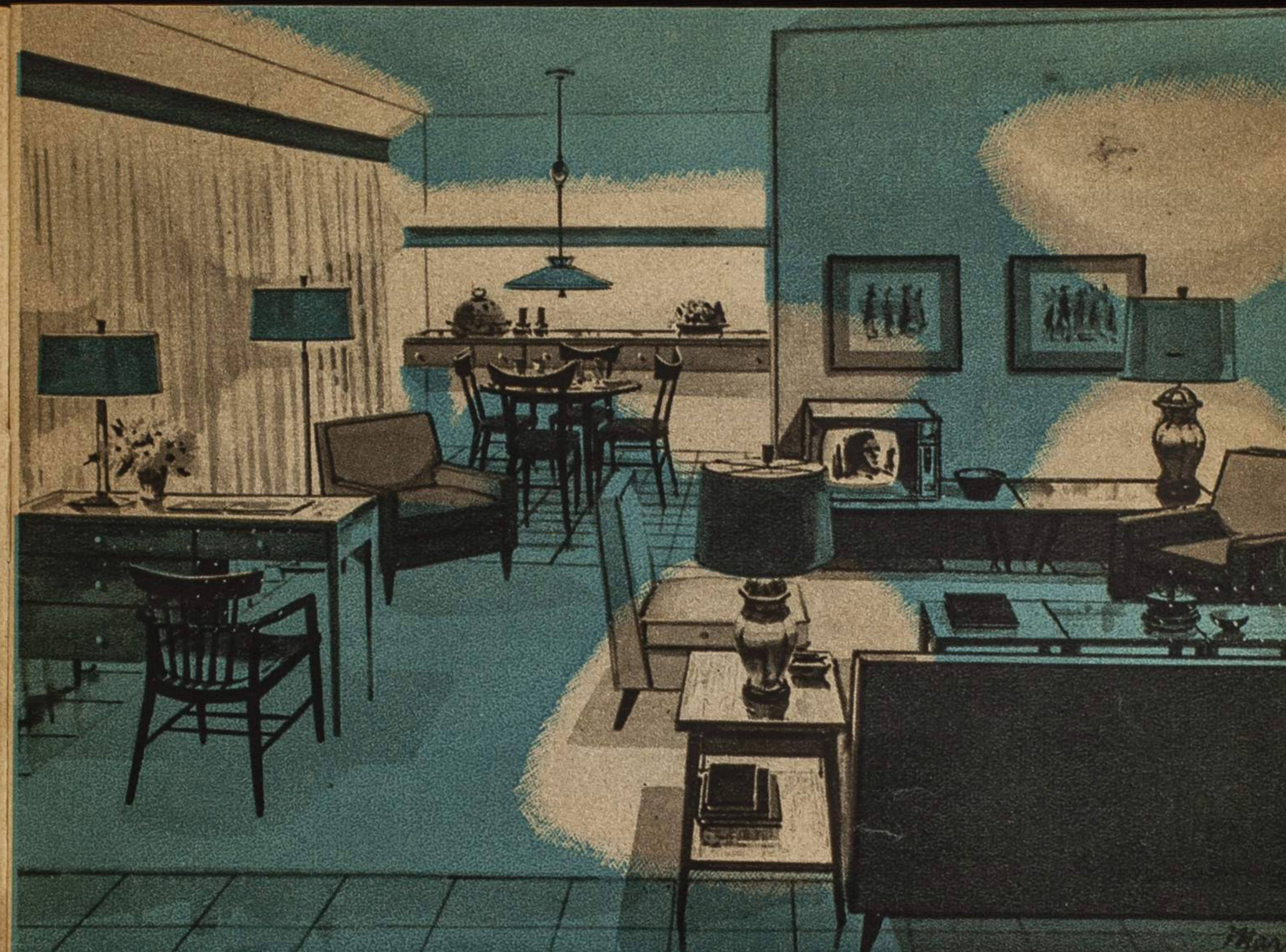


Large size and whiteness of bulb helps diffuse the light

D PLASTIC DIFFUSING DISC



(Multiple Socket)
Total 180w—3-step switch desirable
Disc about 1" above shade bottom
Also shield at top if upper edge less than 58" above floor



SET YOUR STAGE FOR LIVING

Light conditioning makes daily living more enjoyable. You can use it, as in the room above, to set the stage for the way you want to live . . . to look . . . to feel.

A lighted valance and wall-bracket give spaciousness and drama. Light from the suspended fixture varies to match the mood of the diners. A three-lite portable lamp placed with each furniture grouping provides a place where each member of the family can pursue his own interests. At high levels they are right for reading, desk work, sewing. At lower levels the atmosphere is conducive to relaxing, visiting, listening to music. At any level the lamps are contributing to the room's beauty and decorative balance. It is a room to make the most of family life -- together.

PORTABLE LAMP ENSEMBLES

A lamp spreads its light over a limited area -- about 40 to 50 sq. ft. About five lamps are needed to serve the people and the room. To give your home this same decorative value (without additional lamp cost) ensemble the lamps to harmonize with the furnishings and each other. You do this in several ways --

- harmonizing styles, colors, materials and scale
- matching bases and matching shades (lamp types and sizes will vary)
- matching shades, with individual bases (usually one pair included)