

The Power You Turn into Light

It takes power or "energy" to produce light. With old-fashioned lighting it took *human* energy. The more light you had, the harder you *worked* for it. The great advantage of electric light is that it requires mechanical instead of human energy and, when NATIONAL MAZDA lamps are used, it takes only a little even of mechanical power!

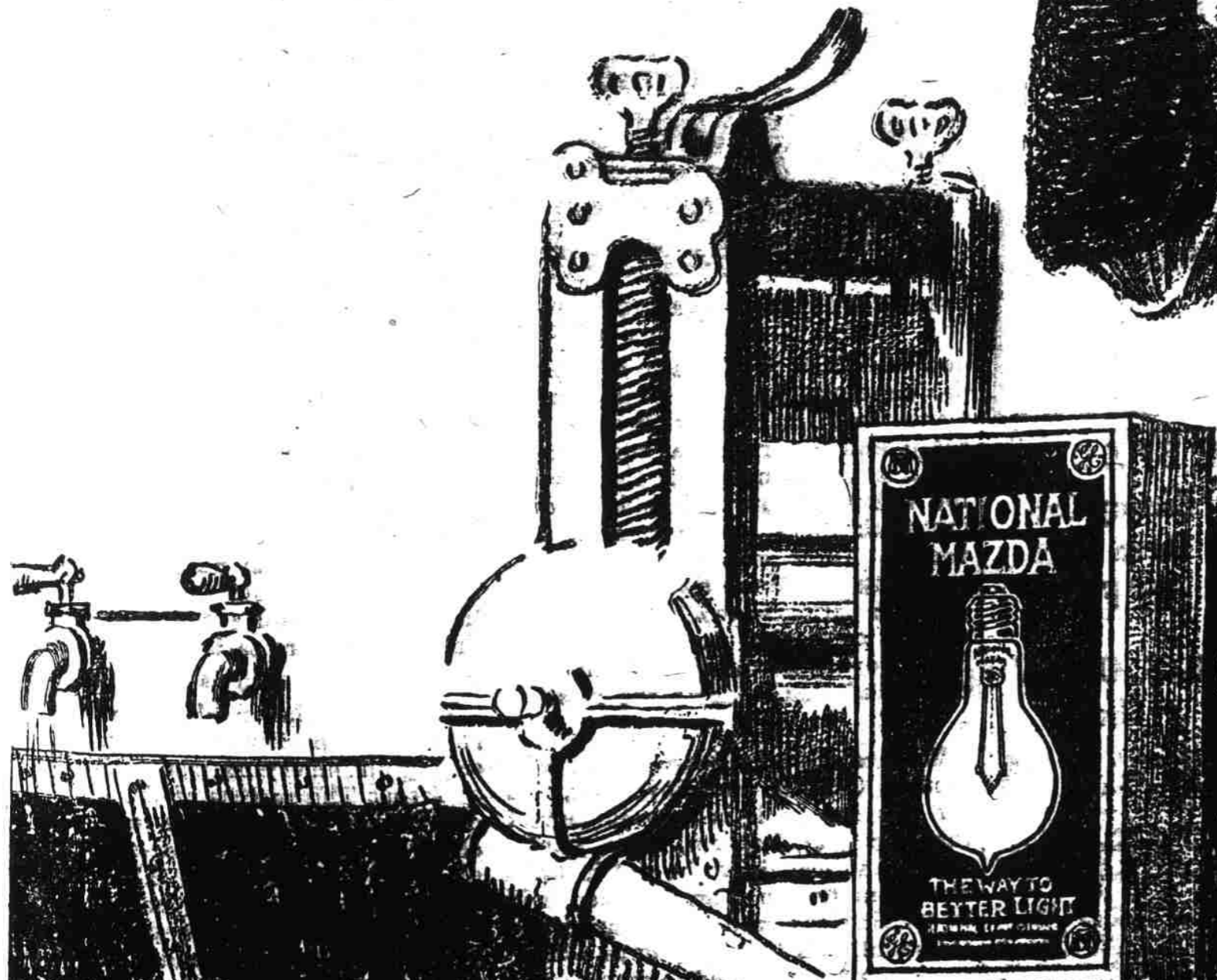
NATIONAL MAZDA lamps are so economical, use so little electricity, and produce such brilliant, eye-helping illumination that they are used as standard equipment with fully nine-tenths of the lighting plants now being installed.

You will do well to specify NATIONAL MAZDA when you buy new lamps. They may be obtained from the man who sold you your plant or from the NATIONAL MAZDA agent where you see the Blue Carton displayed.

NATIONAL LAMP WORKS of General Electric Company
78 Nela Park, Cleveland, Ohio



Each of these labels represents a Division of National Lamp Works equipped to give a complete lighting service



NATIONAL MAZDA LAMPS

