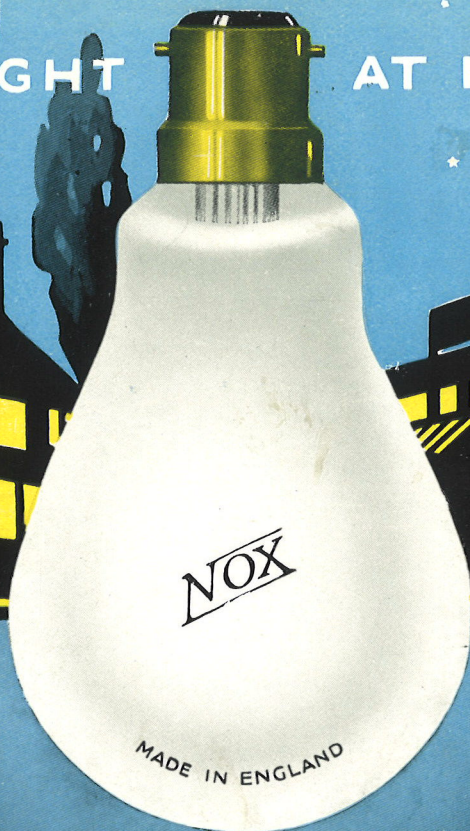


*For*  
DAYLIGHT AT NIGHT



**THE NOX ELECTRIC LAMP CO LTD**

*Manufacturers of*

**ELECTRIC LAMPS**

*AND*

**CLEAR & COLOURED  
GLASS**

*Cyril F. Noisette*

RADIO & ELECTRICAL SUPPLIES

352 ST. GEORGES ROAD

NORTH FITZROY N7



# NOX

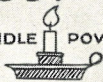
## <sup>66</sup>Strateforty<sup>99</sup>

**The most  
economical  
40-watt lamp**

*Compared with other  
lamps of this power:-*

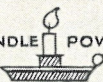
**THE FOREIGNER  
GIVES YOU :**

**15** CANDLE POWER



**40-WATT GAS-FILLED  
LAMPS GIVE YOU:**

**26** CANDLE POWER



**NOX STRATEFORTY  
GIVES YOU :**

**28** CANDLE POWER



The Nox "STRATEFORTY" consumes less current, gives more light, and is therefore the most economical lamp for its power yet produced. The Nox "STRATEFORTY" 40-watt lamp will spare your purse and satisfy all normal lighting requirements.

Constructed of the finest materials obtainable, by experienced British craftsmen, and subjected to the most rigorous tests ever applied to Electric Lamps, the Nox "STRATEFORTY" is offered to you as a lamp of exceptional character and very moderate price.

The small diagram alongside compares the Nox 'STRATEFORTY' with other 40-watt lamps on the market, and is

based on a test made with between 25 and 30 other makes of similar consumption, both in Gas-filled and Vacuum.

The Nox "STRATEFORTY" Lamp is still the best proposition of to-day where lamps are required up to 40 watts, but if you require Lamps of greater power, please see next page.

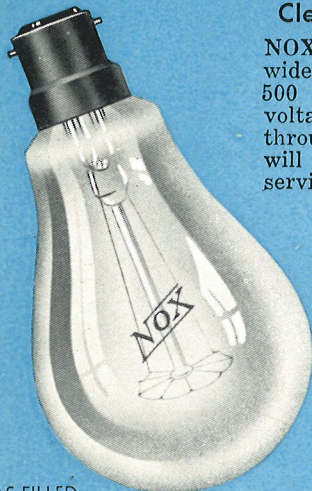
*You have never known such a light  
in a lamp of this consumption*



# NOX

## SELECTIVE LINES

FULLY GUARANTEED

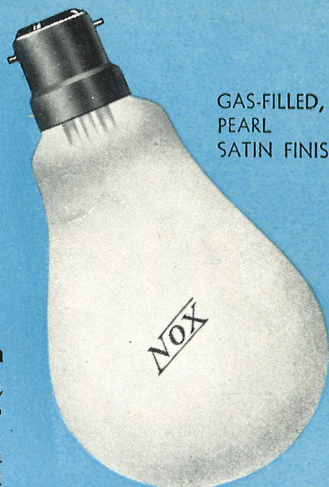


GAS-FILLED  
CLEAR

### GAS-FILLED

Clear or Pearl Satin Finish

NOX Lamps are made in a wide range from 15 watts to 500 watts, in all standard voltages. They are British through and through, and will give you unusually long service and lasting brilliance.



GAS-FILLED,  
PEARL  
SATIN FINISH

There is a **NOX** Lamp  
to suit your every need

NOX LAMPS are made in accordance with  
the BRITISH STANDARD SPECIFICATION

### VACUUM TYPE LAMPS

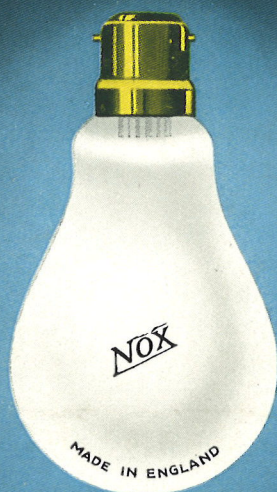
Watts	Bulb	Cap	Clear	Pearl
Strateforty 40 W	P 3	B.C. or E.S.	1/3	-
15	P 55	"	1/6	1/6
25	P 60	"	1/6	1/6

### GAS-FILLED LAMPS

Watts	Bulb	Cap	Clear	Pearl	Daylight
40	P 60	B.C. or E.S.	1/4	1/4	2/6
60	P 65	"	1/4	1/4	2/6
75	P 70	"	1/9	1/9	3/6
100	P 75	"	2/3	2/3	4/6
150	P 80	"	4/6	—	7/-
200	P 90	"	6/-	—	8/6
300	P 110	G.E.S.	9/9	—	—
500	P 130	G.E.S.	12/6	—	—



THE  
BRIGHT  
LIGHT



THE  
RIGHT  
LIGHT