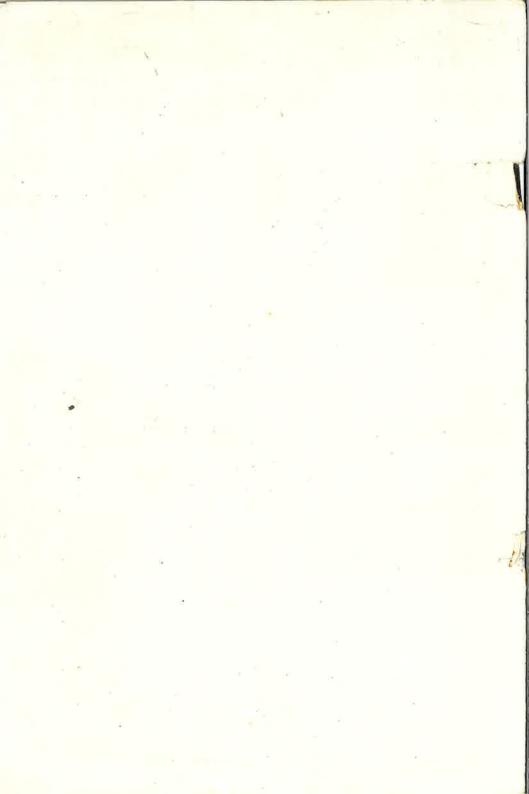
PHILIPS MEASURED LIGHT LAMPS

MADE IN ENGLAND

SEPT. 1934

KEEP THE CURRENT THIEF OUT OF YOUR BUSINESS





Cancels all lists prior to SEPTEMBER 1st, 1934

PHILIPS LAMPS LTD.

Registered Offices:

Philips House 145, Charing Cross Road London, W.C.2

BRANCHES:

Telephone: ...
GERRARD 7777 P.B.X.

Telegrams:
PHILLAMPS, WESTCENT, LONDON

Tel. No.

BIRMINGHAM	55, CORNWALL STREET	Central 7201/2/3
BRISTOL	16, Temple Street	20307
GLASGOW	26, Bothwell Street	Central 4302/3
LEEDS	28, St. Paul's Street	29001
LIVERPOOL	Victoria Buildings, 24, Hackins Hey, Tithebarn Stree	Central 4584
MANCHESTER	14/16, Bridge Street	Blackfriars 2261
NEWCASTLE-ON- TYNE	30, Handyside Arcade, Percy Street	21236/7
NOTTINGHAM	28, Warser Gate	40581
DUBLIN	3, Lower Abbey Street	44357

For the Irish Free State add $16\frac{2}{3}\%$ to the price of all Group I and 2 lamps. Prices of all other lamps remain unaltered for the I.F.S.



DELIVERY

Within "Elma" Free Delivery areas, Packing and Delivery Free for any number of Group 1 lamps or Group 2 lamps. Outside "Elma" Free Delivery areas, Packing and Delivery Free for not less than £2 list value of Group 1 lamps (£1 Group 2) to one address. For less than £2, Group 1 (£1 Group 2), Packing Free, but carriage charged.

BREAKAGES

Any goods broken or damaged in transit should be notified to the Railway Company and/or Carrier within 3 days of receipt, and returned carriage paid complete in the original package within 7 days of date of despatch, otherwise no claim will be entertained. Please quote our Advice Note number.

NON-DELIVERY

Failure to advise us of Non-delivery of goods within 10 days from date of despatch will be held to free us from any responsibility.

GROUP DEFINITIONS

Group 1.—General house lighting, office and factory lighting, sign and projection lamps.

Group 2.—All types of motor car bulbs.

Group 5.--Miners' Lamps.

Group 6.—Decoration (Christmas tree) lamps.

Group 7.—Telephone lamps.

Flashlamps have no group definition.

HOW TO ORDER

Always state voltage, wattage, type of cap, whether gasfilled or vacuum, clear, pearl, opal, sprayed, etc.

For Motor bulbs, kindly give make of car in addition, or type of lantern.

Lamps for Talkie equipment, Cinematograph and Television work, kindly give name of apparatus.

GENERAL

No responsibility is accepted for the safe custody of lamps returned. No Receipt valid except on the Company's official form.

All quotations and orders are subject to our confirmation, and will be executed at the price ruling at the date of delivery.

The Company reserve the right to alter prices, discounts, and conditions of sale without notice.

All orders accepted are contingent on strikes, fires, or other causes beyond our control.

All our Lamp invoices are marked as follows :-

"The discounts shown in this invoice are allowed upon the condition that these lamps are sold at Makers' List Prices only and no cash or other discounts whatsoever are allowed on resale except as authorised by the Electric Lamp Manufacturers' Association. Acceptance of the lamps will constitute an acceptance of the above Conditions and becomes a binding Agreement accordingly with the patentees and with the seller."

PHILIPS reasured LAMPS

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THE NEW PHILIPS



FILAMENT

20% MORE EFFICIENT THAN PHILIPS ORDINARY GASFILLED LAMPS

THE new filament construction introduced by Philips this year, gives what is technically called a greater effective length of filament.

From the illustration it will be seen that the filament is double spiralised, and the extra length thus obtained allows the filament to burn at a higher temperature, resulting in increased volume of light for the same current consumption.

Philips "coiled coil" lamps, costing the same as ordinary lamps and using the same amount of current, give 20 per cent. more light.

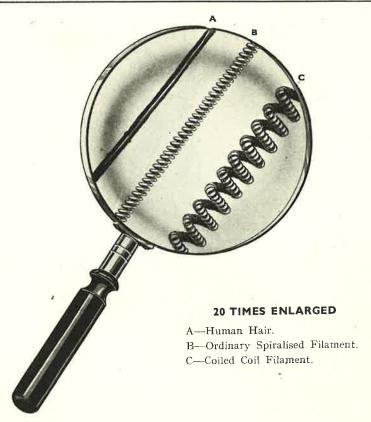
The "coiled coil" is particularly effective in the Argenta finish, as the special 2-ply opal glass ensures that the extra light is perfectly diffused, is non-glaring and of the colour most restful to the eyes.



For the manufacture of the "coiled coil" filament, machinery of almost unheard of accuracy has been constructed.

From the illustration on this page it will be seen that the total thickness of the filament is less than that of a human hair, and if this thickness varies as much as one five-thousandth of a millimetre, or if the spacing of one of the coils is in the least uneven, the efficiency of the lamp will be greatly reduced. The "coiled coil" is the product of years of research in the Philips laboratories,

PHILIPS measured LAMPS



and are manufactured under one or more of the following British Patents:—267312 (Philips Patent), 234489 (Philips Patent), 253106 (Philips Patent), 321271 (Philips Patent), 345044 (Philips Patent), 147293—226455—228907—183118.

PHILIPS COILED COIL LAMPS

		Approx. Dimension		Staudard Voltages and Prices.
Type.	Watts.	Diameter m/m.	Length m/m.	200, 210, 220, 230, 240, 250, 260.
				s. d.
" Argenta '' Opal " Arlita ''	40	60	110	2 0
Pearl	40	60	110	1 9

PHILIPS LAMPS

PEARL "Arlita" LAMPS

GASFILLED)



	APPROX, D	IMENSIONS.		STAND	ARD VOI,	FAGES AND	PRICES.	
Watts.	Diameter m/m,	I,ength m/m.	25 & 30.	35, 40, 45, 50, 55.	60, 65, 70, 75, 80, 85.	100, 105, 110, 115, 120, 125, 130	150.	200, 210, 220, 230, 240, 250, 260.
15 25 40* 60 75	55 60 60 65 70 75	92*5 100 110 117 125 137	s. d. 2 1 2 6 2 6 3 0	s. d. 2 6 2 6 2 6 3 0 5 3	s. d. 2 6 2 6 3 0 5 3	s. d. - 1/9 { 2 6 2 6	s. d. 2 2 2 2 3 6	s. d. = } /9 2 6 2 6

(VACUUM)

15 55 92· 25 60 100	s. d. s. d.	s. d. s. d. 2 10 —	s. d. s. d. 2 6 2 0 1 9
------------------------	-------------	--------------------	-------------------------

^{*} These lamps are available in the new coiled coil execution in High Voltage only. See pages 4 and 5.



"ARGENTA" OPAL LAMPS

(GASFILLED)



317-44-	Approx Dimen		Standard		STANDA	RD VOLT	AGES AND	PRICES.	
Watts.	Diameter m/m.	Length m/m.	Caps.	25 & 30.	35, 40, 45, 50, 55.	60, 65, 70, 73, 80, 85.	100, 105, 110, 115, 120, 125, 130.	150.	200, 210, 220, 230, 240, 250, 260.
15 25 40 * 60 75 100 150 200 300 500	55 55 60 65 70 75 90 110 130	100 100 110 117 125 137 177 200 270 300	B.C E.S. G.E.S. (s. d. 2 4 2 10 2 10 3 6 — — —	s. d. 2 10 2 10 2 10 3 6 	s. d. 2 10 2 10 3 6 6 0 10 0 13 9 17 6 22 0	s. d. 2 0 2 0 2 0 3 1 3 2 5 9 8 6 11 3 14 0	s. d. — — — — — — — — — — — — — — — — — —	s. d. 2 0 2 0 3 1 3 2 5 9 8 6 11 3 14 0

^{*} These lamps are available in the new coiled coil execution in High Voltage only. See pages 4 and 5.



GASFILLED LAMPS

(CLEAR)



	Approx Dimens		Сар		STANDAL	RD VOLTA	GES AND	PRICES.	
Watts.	Diameter m/m.	Length m/m,	Regularly Supplied,	25 & 30.	35, 40, 45, 50, 55.	60, 65, 70, 75, 80, 85.	100, 105, 110, 115, 120, 125, 130.	150,	200, 210 220, 230 240, 250 260
25 40 60 100 150 200 300 500 750 1000	60 60 65 75 80 90 110 130 150 150	100 110 117 137 160 175 233 267 300 300 335	B.C. { E.S. } G.E.S. {	s. d. 2 6 2 9 3 3 — — — —	s. d. 2 9 2 9 3 3 5 6 7 9 9 6 12 3 15 6 19 3	s. d. 2 9 2 9 3 3 5 6 9 0 12 3 15 6 19 6 24 0	s. d. 1111 1111 3 0 5 0 7 6 10 0 12 6 16 0 16 0 22 6	s. d. 2 4 2 4 4 0 6 3 8 9 11 6 14 0 19 0 19 0 26 3	s. d. 1 11 1 11 3 0 5 0 7 6 10 0 12 6 16 0 16 0 22 6

PHILIPS LAMPS



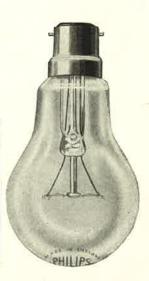
VACUUM LAMPS

	-	STANDA	RD VOLTA	GES AND	PRICES.
Watts.	Cap Regularly Supplied.	60, 65, 70, 75, 80, 85.	100, 105, 110, 115, 120, 125, 130.	150.	200, 210, 220, 230, 240, 250, 260.
15 25 40	} B.C. {	s. d. 2 6	s. d. 2 0 1 11 1 11	s. d. 2 6 2 4 2 4	s. d. 2 0 1 11 1 11

DAYLIGHT BLUE LAMPS

(GASFILLED)

	Approx. D	imensions.		Standard V Pric	
Watts.	Diameter m/m.	Length m/m.	Standard Caps.	100, 105, 110, 115, 120, 125, 130.	200, 210, 220, 230, 240, 250, 260.
40 60 100 150 300	60 65 75 80 110	110 k 117 137 163 233	B.C. { G.E.S.	s. d. 2 5 2 5 4 0 6 9 12 9	s. d. 2 5 2 5 4 0 6 9 12 9



PHILIPS measured LAMPS

COLOUR-SPRAYED LAMPS

GASFILLED, VACUUM AND VACUUM SIGN

	GASFI	LLED.	VAC	UUM.	VACUUI	M SIGN.
Watts.	100, 105, 110, 115, 120, 125, 130 volts.	200, 210, 220, 230, 240, 250, 260 volts.	100, 105, 110, 115, 120, 125, 130 volts	200, 210, 220, 230, 240, 250, 260 volts	100, 105, 110, 115, 120, 125, 130 volts,	200, 210, 220, 230, 240, 250, 260 volts
15 20 25	s. d. — — 2 0†	s, d.	s, d.	s. d. 2 c+	s. d. 2 1††* 2 3††	s. d. 2 1†† 2 5††
40 60	2 0†	2 0† 2 0†	2 1†*	2 1+*	_	=
75	3 3†	3 3†	_		- 1	=
100	3 2	3 2†			_	-
150	5 9†	5 9†				_
200	8 4†	8 4†		-		
300	11 2†††	11 2111	_	_	-	
500	13 9†††	13 9†††		-	-	
750	17 9†††	17 9+++				_

† Colour-sprayed wholly only, white sprayed wholly or partially.
†† White or colour sprayed, wholly or partially.
†† White sprayed wholly or partially.
* Can be inside sprayed at the same prices.

The porcelain coating of Philips Colour-Sprayed Lamps is unaffected by heat, light, water or acids, and is easily cleaned.

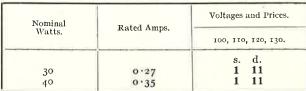
Due largely to the perfect methods employed in the spraying of these lamps, Philips Colour-Sprayed Lamps, besides being used for purely display illuminations, are now extensively employed in schemes for home lighting.

PHILIPS COLOUR - SPRAYED LAMPS are supplied in the following standard colours :-

IVORY--RED--ORANGE--YELLOW--GREEN--BLUE--FLAME--WHITE--PINK and AMBER.



(Series Burning). VACUUM Clear or Inside frosted



(GASFILLED)

Nominal	Rated		100, 110, 120	, 130 volts	š
Watts.	Amps.	Clear.	Ins. frosted	Opal.	Sprayed.
40 60	0·35 0·52	s. d. 111 111	s. d. 1 9 1 9	s. d. 2 0 2 0	s. d. 2 0 2 0

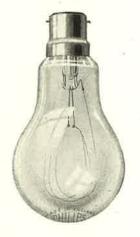


Page 10

MADE IN ENGLAND



PHILIPS LAMPS



CARBON LAMPS

Sta ard Caps B.C., E.S. and C.C.

Standard Volta	nges and Prices.
100, 105, 110, 115, 120, 125, 130.	200, 210, 220, 230, 240, 250, 260.
s. d.	s. d.
1 6	1 6
1 6	1 6
1 9	1 9
	s. d. 1 6 1 6

SIGN LAMPS

(VACUUM)
Standard Caps. B.C., E.S. and C.C.
Approx. 45 m/m. diam.



	Voltages and Prices.				
Watts.	100, 105, 110, 115, 120, 125, 130.	200, 210, 220, 23 240, 250, 260,			
	s. d.	s. d.			
10	2 0	\—\			
15*	2 0	2 0			
20	2 0	2 2			

^{*} May also be supplied in 28 m/m. diameter clear bulb with B.C., E.S., S.E.S., or S.B.C. Caps.



VACUUM SIGN LAMPS IN DAYLIGHT BLUE

Standard Caps B.C., E.S. and C.C. Approx. 45 m/m. diam



Watts.	100, 105, 110, 115, 120, 125, 130.	200, 210, 220, 230, 240, 250, 260.
15*	s. d. 2 6	s. d. 2 6
20	2 6	2 9

^{*} May also be supplied in 28 m/m. diameter bulb with B.C., E.S., S.E.S. or S.B.C. Caps.

SERIES BURNING SIGN LAMPS

14 volts, '5 amps., 7 watts. VACUUM. (Round Buib.)

				List Price.		
Сар.	Diameter ni/m.	Overall Length m/m.	Clear.	White or colour- sprayed.	Nat. Col. Glass, Stand. colours.	
S.E.S. S.B.C. S.E.S. S.B.C.	25±1 25±1 49±2 49±2	47±3 40±3 70±3·5 66±3·5	s. d. 1 3 1 3 1 3 1 3	s. d. 1 5 1 5 1 5 1 5	s. d. 1 8 1 8 1 8 1 8	

PHILIPS reasured LAMPS

"DUO-SAVELITE" LAMPS



ONE LAMP
TWO LIGHTS

In every home with electricity there is a use for "Duo-Savelite" Lamps. A hall does not always require the full brilliance of a Philips "Argenta." On a landing a medium light is more economical and yet serves the same purpose as a bright one. In the nursery, and in hospitals too, the Philips "Duo-Savelite" Lamp is the right lamp.

In all these places money can be saved on current consumption by using "Duo-Savelites." Use them and get the benefit of reduced consumption wherever possible.

A pull of the switch, controlled by two cords fitted to the lamp, gives a bright light of 25 watts or a dim light of 4 watts, whichever is needed.

Supplied for all standard voltages between 100–130 and 200–260 A.C. or D.C. PRICE

4/3

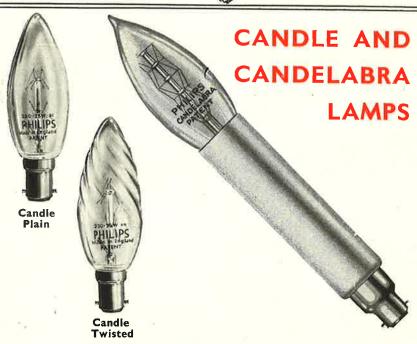
PHILIPS THE LAMPS

EXTRAS FOR GROUP I LAMPS

VARIATION.			Vacuum,	Gasfilled.	Carbon.
COLOURING:—					-
For varnishing or lacquering (other than	n spra	ying)	10%	10%	2==
For Sprayed lamps See list prices.					
Natural coloured glass, green, blue an blue, and amber:—	d day	light			
25 and 40-watt vacuum lamps			7d.	_	92.5
25, 40 and 60-watt Gasfilled lamps			-	7d.	De
100 and 150-watt Gasfilled lamps			2=4	1/-	:
Natural coloured glass, red, ruby and o	ther t	ints:			
25 and 40-watt vacuum lamps			10d.	-	-
25, 40 and 60-watt Gasfilled lamps			-	10d.	2000
100 and 150-watt Gasfilled lamps	• • •		-	1/6	\ = .
CAPS;—					
For S.B.C., S.E.S., S.C.C. in place of C.C., except for Sign lamps	B.C.,	E.S.,	2d. each	2d. each	2d. each
Ditto for Sign lamps (Applicable up to and including 40 v	vatts 1	netal	1d. each	1d. each	-
filament or 8 c.p. carbon.) For G.E.S. in place of E.S., B.C. or vio	e ver	sa	-	1/-	-
Medium pre-focus caps for Projector all other special caps up to 100 wat	lamps ts	, and 	1/-	1/-	
Goliath pre-focus caps for Projector la	mps	•••	-	2/6	

USE PHILIPS FITTINGS
WITH PHILIPS LAMPS
FOR
PERFECT ILLUMINATION

PHILIPS THE LAMPS



CANDLE LAMPS

(VACUUM) Standard Caps B.C., S.B.C. and S.E.S.

		500	60, 65,	100, 105,	7.50	200, 210, 220, 230,		prox. nsions.
Watts.	Type.	50.	70,75, 80,85.	120, 125,	150.	240, 250, 260.	Dia. m/m.	I,ength m/m.
25 — 40 —	Plain Clear Twisted Clear Plain Clear Twisted Clear	s. d. 3 6 4 3	s. d. 4 0 4 6 5 0	s. d. 3 0 3 6 3 6 4 0	s. d. 4 0 4 6 4 6 5 0	s. d. 3 0 3 6 3 6 4 0	34 34 36 36	95 95 110

For C.C., E.S., and S.C.C., 3d. each extra.

The above lamps can be colour-sprayed in standard colours. Prices on application.

CANDELABRA LAMPS

(VACUUM)

	Approx. Dimensions.		STANDARD VOLTAGES AND PRICES.					
Watts.	Diameter Length m/m.		25 & 30.	50.	100, 105, 110, 115, 120, 125, 130.	200, 210, 220, 230, 240, 250, 260.		
20 40	24 34	200 210	s. d. 6 6 7 6	s. d. 6 6 7 6	s. d. 6 0 6 0	s. d. 6 0 6 0		

PHILIPS TEASURED LAMPS

TUBULAR LAMPS

TUBULAR LAMPS (VACUUM) Single Ended



		Approx. Dimensions.				100, 105, 110,	200, 210, 220,
Watts.	Type,	Diameter 11/111,	I,ength m/m,	50;	60, 65, 70, 75, 80, 85.	115, 120, 125,	230, 240, 250, 260.
25	Clear	24	95	s. d. 3 6	s. d. 4 0	s. d. 3 0	s. d. 3 0

Can be supplied colour-sprayed. Prices on application. Regular Caps for 25-watt lamps, B.C., S.B.C., S.E.S.



DOUBLE CAPPED TUBULAR LAMPS (Striplites) VACUUM

		Approximate Dimensions.		100, 105, 110,	200, 210, 220,
Watts.	Туре.	Diameter m/m.			230, 240, 250, 260.
30 60 100	Clear Clear Clear	26 26 46	221 or 284 284 310	s. d. 4 0 4 9* 6 9	s. d. 4 0 4 9* 6 9

* May be supplied in Daylight Blue glass at 6/- each. Regular Caps C.C. and S.C.C. The above lamps can be colour-sprayed in standard colours. Prices on application.



"COLORENTA"

Caps E.S. and B.C.

Watts	Type.	Dime	Dimensions.		200, 210, 220, 230,
TV dect.	1, pe.	Diam. m/m.	I,ength m/m.	120, 125, 130.	240, 250, 260.
				s. d.	s. d.
40	Opal	. 38	302	6 0	6 0
<u> </u>	Opal colour-sprayed		302	6 6	6 6
_	Opal colour-sprayed, with decorative design	S			
	superimposed on sprayed surface	. 38	302	7 6	7 6
60	Opal	. 38	302	6 0	6 0
	Opal colour-sprayed	. 38	302	6 6	6 6
	Opal colour-sprayed, with decorative design	S			V#0 ®
	superimposed on sprayed surface	. 38	302	7 6	7 6

PHILIPS measured LAMPS



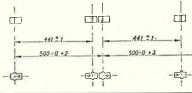
PHILINEA" LAMPS

HILIPS "Philinea" lamps can be mounted end to end to form luminous lines or ornaments of any length or design.

The special holders designed for these lamps allow easy mounting in the front and easy replacement of lamps. The holders are entirely hidden when the lamps are in position.

Philips "Philinea" lamps are supplied in either round or square construction, and the round type is also supplied in two curves (for details of curved "Philineas" see next page).

The mounting should be done as per the illustration. The allowance for mounting the holder is approximately I m/m. The current supply wires should be connected in the same way as for show-window lamps, viz., unipolar resp. monophase.



Type.	Voltage.	Total Leugth m/m.	Diameter m/m.	Wattage,
Straight	100-130			
_ '	200-260	500	30	40
Square	100-130 200-260			40
	200-200	500	30	40

PRICES.

Type	Finish.	Price.
Straight	Clear glass, white- sprayed and out- side frosted	s. d.
	Colour - sprayed standard colour	15 6
Square	Sprayed, outside frosted	18 0
	Colour - sprayed standard colour	19 0

HOLDERS.

		s.	đ.	
Single, White or Black	k	2	6	each
Double, White or Blac	k	4	0	,,
Extra for othe	er e	20	%	
Channels o	T	8	9	eacl
Reflector .		15	0	11



PHILIPS the asured LAMPS



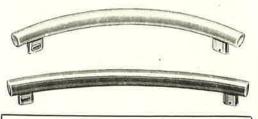
CURVED "PHILINEA" LAMPS

DHILIPS "Philinea" lamps can be supplied in two curves, as shown in the illustration. They are of the following curves:-

One-quarter of a circle of a radius of 121 inches, and oneeighth of a circle of a radius of 25 inches.

Illustrated on page 23 are a few of the many attractive designs which can be carried out with " Philinea " lamps.

Voltages.	Total Length m/m.	Diam. m/m.	Wattage.	
100-130 200-260	500	30	40	



GENTS HAIRDRESSING SHAVING... 4d. HAIRCUTTING... 8d. SHANDOO FROM... IS SINGE... 6d. VIBRO FACE MASSAGE MANICURE

A novel sign made up of square "Philinea" lamps. We will gladly give the recipe for the ink to be used upon request.

PRICES ON APPLICATION

"PHILINEA" LAMP-HOLDERS







Mounting Channel



" Philinea " Reflector

PHILIPS LIGHTING FITTINGS

When used for commercial and industrial lighting purposes every Philips Lamp needs a Philips Fitting. For your next lighting scheme invite the assistance of our Lighting Fittings Department—schemes and quotations will be submitted without obligation. We can only give details of a few of the various types marketed, but shall be glad to send our complete catalogue upon request.

PHILIRAY REFLECTORS

GUARANTEED FOR FIVE YEARS



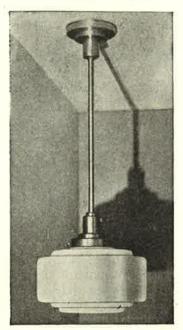
SA.220. Intensive

Philiray Reflectors are the result of many years' research into the problem of providing a mirrored surface impervious to heat, which will retain its high reflection factor. Philiray Reflectors of guaranteed life and proved efficiency are being increasingly adopted by large stores and display concerns throughout the country. We shall be pleased to quote for your requirements and submit details of the complete range.

Type.	Lamp Size Watts.	Price.
2 23		s. d.
SA.150 Intensive	40–60	8 0
SA.175 ,,	60-75	10 0
SA.220 ,,	100-150	13 0
SA.245	150-200	17 3
SB.225 Extensive	100-150	13 0
SB.245 ,,	150-200	17 3
SC.220 Spotlight	100-150	9 0
SC.255 ,,	150-200	21 0

PHILIPS LAMPS

PHILILITE ENCLOSED UNITS



Phililite Enclosed Units are available in a variety of designs, sizes and with various alternative types of suspensions. It is only possible to illustrate one or two of the various designs, all of which are shown in the Lighting Fittings Catalogue. Phililite Fittings incorporate bowls of 3-ply opal glass which gives even diffusion and a total absence of glare.

Туре.	Lamp Size	Price	Bowl
	Watts.	Complete,	Only
DM.26 DM.33 DM.35	60-100 100-200 300-500	s. d. 16 0 21 0 26 0	s. d. 6 0 10 0 12 0

Type DM.

In addition to Suspension types, the majority of Phililite Fittings can be adapted to ceiling fittings by special galleries. The DE.30, reproduced opposite is fitted with one of these galleries which are available in either bronze or white enamel.

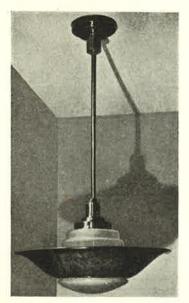


Type DE.30

Type.	Lamp Size	Price	Bowl	
	Watts.	Completc.	Only,	
DE.30	60-100	s. d. 13 0	s. d. 7 0	

PHILIPS LAMPS

PHILILITE ENCLOSED UNITS



Type WB.50



Type, DS.28

This specially designed Ceiling Fitting of attractive appearance fits flush to the ceiling without visible metalwork. Having only vertical surfaces the fitting is absolutely dust-proof and ideal for hospitals, etc. It is designed to take two 40, 60 or 100 watt lamps.

Price - 18s. 0d.

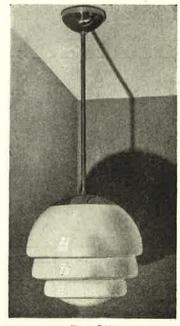
Although reproduced with Phililite Fittings, the WB.50 is one of the Philihome range of lighting units of less commercialised appearance. The disc incorporated is made from a special composition with the appearance of tortoiseshell.

Price - 24s. 0d.

With its specially designed nickel plated suspension and modernistic lines the DN. Fitting is deservedly a very popular unit. There are many alternative designs incorporating this type of suspension shown in the Lighting Fittings Catalogue.

Price - 18s. 0d.

Ask for the complete Fittings Catalogue



Type DN.



INDUSTRIAL LIGHTING

Philuma Industrial Reflectors, type NR, are made to B.E.S.A. recommendations as regards angle of cut-off, etc., and are recommended for lighting garages, workshops and similar premises. We would particularly mention the competitive price of the NR.25 11 hole Reflector. Every Industrial concern can improve their lighting at the most nominal cost with these Reflectors.



Type.	Lamp Size Watts.	Diameter Inches.	1 g" Hole,	Bush or Hook Suspensions.
NR.25 NR.30 NR.35 NR.40 NR.45	40-60 60-75 100-150 200 300-500	10 12 14 16 18	s. d. 2 3 8 9 10 9	s. d. 6 3 9 6 12 0 15 0 18 9



Type FLA

Floodlighting has long been regarded as one of the most useful forms of advertising. The architectural beauties of modern factories are wasted during the dark hours but floodlighting gives them a new beauty and brings to the notice of the passer-by the products they produce. Let Philips suggest a scheme for your next floodlighting enquiry.

ANGESTICS:	Lamp Size	Watts.		Cast Iron	
Type.	Gasfilled.	Projector.	Price.	Stand Price.	
FLA	500-1500	500–1000 Class B.	100 d.	s. d. 8 6	

PHILIPS FITTINGS WITH PHILIPS LAMPS THE IDEAL LIGHTING COMBINATION

PHILIPS TIGHT LAMPS

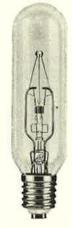
SOME EXAMPLES OF "PHILINEA" LIGHTING

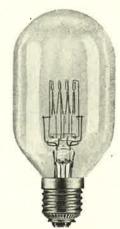


PHILIPS THE LAMPS

PROJECTOR LAMPS

VERTICAL TUBULAR TYPE





Class A.I

These lamps must only be burned in a vertical position with Cap down. Life 100 hours.

		Dimensions in Millimetres.			Standard Volts and Prices.				
Watts.	Cap,	Diameter.	Max. Overall Length.	I,ight Centre I,ength	15	30	50	100, 110, 115.	200 to 260
100 250 500* 750 900 1000	E.S. " G.E.S.	32 45 65 65 65 65 65	135 135 135 235 235 235	76 76 76 120 120	s. d. = = 43 0	s. d. 12 0 — — 35 0†		s. d. 10 9 20 0 25 0 32 0	s. d. 10 9 21 0 25 0

^{*} This lamp may be fitted with either E.S. or G.E.S. Cap. † 30 amps.

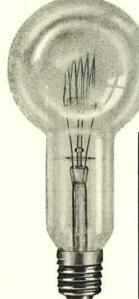
PROJECTOR LAMPS

Below 20 volts Class F. Coiled Filament



Watts.	Volts.	Diameter.	Overall Length.	I,ight Centre Length.	Cap,	Price.	Shape of Bulb.
24 24 100	6 12 12	m/m. 40 38 38	m/m. 65 60 140	m/m. 50 44 75	E.S. S.B.C. E.S.	s. d. 4 3 3 9 10 9	Spherical Spherical Tubular

PHILIPS LAMPS



VERTICAL ROUND TYPE

Class A.2

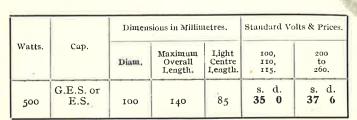
Life 100 hours

These lamps must only be burned cap down or within 45° of the vertical cap down position.

		Dimens	ions in Mil	Standard Volts & Prices.		
Watts.	Cap.	Djam,	Max, Overall Length.	Light Centre Length,	100, 110, 115.	200, 210, 220, 230, 240, 250, 260.
100 250 500 1000 1500 2000 3000	E.S. G.E.S. "	70 90 120 150 170 200 240	120 160 255 295 325 355 395	80 110 190 215 235 250 270	s. d. 10 9 20 0 28 6 39 0 52 6 76 0 105 0	s. d. 10 9 21 0 30 0 40 0 55 0 86 0 115 0

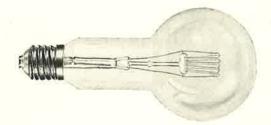
The above lamps can be supplied with silver mirror at an extra charge.

EPIDIASCOPE LAMPS



The above lamp can be supplied with silver mirror at an extra charge.

PHILIPS TESSURED LAMPS



"END ON" ROUND BULB

Class A.3

Life 300 hours

These lamps should only be burned in a horizontal position and in the position indicated on the bulb.

Watts.		Dim	Dimensions in Millimetres.			ices.
	Cap.	Diameter.	Maximum Overall Leugth	1,ight Centre 1,ength	100, 110,	200, 210, 220, 230, 240, 250, 260.
					s. d.	s. d.
100	E.S.	70	120	95	10 9	10 9
250	· iii	90	160	125	20 0	21 0
500	G.E.S.	120	255	210	28 6	30 0
1000	200	150	295	235	39 0	42 0
1500		170	325	260	52 6	57 6



FLOODLIGHTING LAMPS

Class B

Life 800 hours

These lamps can be burned in any position except within 45° of the vertical cap up position.

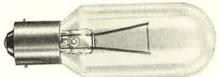
Watts. Cap.		Dir	Dimensions in Millimetres.			Standard Volts and Prices	
	Сар.	Diam.	Maximum Overall Length.	Light Centre Length.	100 to 130.	200 to 260.	
100	E.S.	80	120	76	s. d. 9 0	s. d.	
250	20.00	90	125	76	19 0	19 0	
500	G.E.S.	120	175	108	25 0	25 0	
1000	n	130	(210 (250	140) 180)	32 0	32 0	

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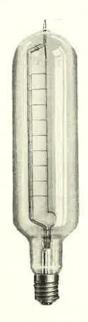
Factories in England and Holland.

EXCITER LAMPS





Watts.	Volts.	Diameter.	Overall Length.	Light Centre Length	Cap.	Price.	Shape of Bulb.
3 ² 50 75	8 10	26 26 26	75 75 75	50 or 56 47½ 47½	A.S.C.C. A.S.C.C. A.S.C.C.	s. d. 5 6 7 6 7 6	Tubular Tubular Tubular



"LINEA" LAMPS

Volts.	Watts.	Length.	Diameter.	Cap.	Price.
100-130v.	500 1000 1500	350 m/m. 380 m/m. 380 m/m.	90 m/m. 100 m/m. 100 m/m.	G.E.S. G.E.S. G.E.S.	s, d. 35 0 45 0 55 0

MOTION PICTURE STUDIO LAMPS

Round Bulb-Coiled Filament-200 hours

Watts.	Сар.	Diam.	I,ength.	Light Centre Length,	100/130 volt.	200/260 volt.
2000 W.	G.E.S.	150 m/m.	220 m/m.	134 m/m.	s. d. 85 0	s. d. 85 0

Factories in England and Holland.

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PHILIPS treasured LAMPS

PHOTOGRAPHIC LAMPS

THE PHILIPS "PHOTOLITA"

ONE LAMP— HUNDREDS OF EXPOSURES

The Practical lamp for indoor photography. Works from the household electric mains,

Very short exposure can be given. Even with the cheapest roll film box camera an exposure of 3-6 seconds will give excellent results. Using a fast lens and panchromatic plates 1/5th second is quite possible. A wonderfully bright and actinic light is produced, ideal for portrait work and "close-ups." The Photolita is also being used successfully for home filming (two or more lamps being required). When used with an ordinary silver paper reflector a beam c.p. of 7,360 is obtained. Each lamp has a life of approximately two hours continuous burning.

The Photolita is absolutely safe.

Supplied for voltages 200-250. Initial rating 200 watts, price 8/6 each.

Also supplied at 100 watts for 230 volts—total life approximately 8 hours—price 7/6 each.





THE PHILIPS "PHOTOFLUX"

SIMPLE SAFE SURE

The Philips "Photoflux" does away, once and for all, with the disadvantages of other methods for flashlight photographs.

No special apparatus is needed; an ordinary 4-volt torch will operate the lamp. Indoor and outdoor photographs can be taken with equal success. Damp cannot harm it. The "flash" has been carefully calculated and every lamp gives the same amount of light. No misfiring. Photoflux lamps are absolutely safe. No explosion can be caused by an air leak as this would discolour the gas in the lamp. It can therefore be detected before the lamp is switched on.

Approximate distance	With Reflector.			
from lamp to object.	Diaphragm for 1,300-1,500 H. & D.	Diaphragm for 700-1,000 H. & 1		
6- 7 feet	II	8		
9-10	9	6.3		
13-14	6.3	5.5		
19–20	4 * 5	3 * 5		
23-24 ,,	3.2	2.7		

PHILIPS measured LAMPS







"PHOTOMIRENTA"

(STUDIO LAMPS)

	Dulls	-	Voltages.		
Watts.	Bulb Diam, m/m.	Standard Cap,	100, 105, 110, 115, 120, 125, 130.	200, 210, 220, 230, 240, 250, 260,	
500	150	E.S. and G.E.S.	s. d. 27 6	s. d. 27 6	

"DUO-PHOTO" LAMPS

(For the DARK ROOM)

The Philips Duo Photo Lamp, which gives bright white or yellow illumination is the ideal lamp for dark room use when developing and printing gaslight papers. Supplied for voltages of 100-130 and 200-260.

	Ctondord	Voltages.		
Colour.	Standard Cap.	100-130,	200-260,	
White and Red White and	B.C.	s. d. 9 6	s. d. 9 6	
Yellow		9 6	9 6	



PHILIPS THE LAMPS

"ARGAPHOTO" LAMP

This lamp is particularly suitable for portrait work when artistic shaded effects are required. It can be used very successfully in conjunction with Philips Photomirenta when the Photomirenta gives a clear and diffused light, while the Argaphoto gives a local light serving to accentuate any particular part of the object to be photographed. Standard Cap E.S. supplied for standard voltages of 100–130 and 200–260. Wattage 500.



Prices on Application.

PHOTOGRAPHIC DARKROOM LAMPS



The spiral construction of the filament and the use of special glass ensures that these lamps will never develop heat and are very economical as regards current consumption. The light given cannot "fog" plates.

40 Watts.	Voltages 100/130 200/260.
Natural colour Dark Red for developing ortho- chromatic material	s. d. 2 9
Natural colour Pale Red for developing Bromide papers	2 9
Natural colour Amber for developing gaslight papers	2 6
Natural colour Dark Green for developing Panchromatic material	2 6





NIGHT LAMPS

(NEON Gasfilled) For A.C. and D.C.

	Approximate	Dimensions.	Cap	Voltages	
Watts.	Diameter Length m/m.		regularly supplied.	100-130, 200-250.	
5	60	116	B.C.	s. d. 3 1	



NEON INDICATORS



		VOLTAGES					
Watis.	Standard Caps,	100/250 A.C.	100/250 D.C.	400–650 A.C. & D.C.	110/750 for Current and Polarity Indicators.		
½-watt	S.B.C. or S.E.S. B.C. or E.S.	s. d. 2 6	s. d. 2 6	s. d. 4 6 With double- ended	s. d. 4 9 With double- ended		
14°	S.B.C. or S.E.S. 12 m/m. diam. 28 m/m. overall length.	2 0	2 0	caps.	caps.		



HEADLIGHT BULBS IN CADMIUM YELLOW

HE powerful glare of oncoming headlights has always been a source of real danger to night motorists. In their efforts to banish this menace, Philips introduced the Duplo Bulb for "dipping" lights—the most important development in the solution of the anti-dazzle problem. Now they have evolved the "Selectiva" Cadmium Yellow Glass Bulb.

It is an established fact that the violet and blue rays of the spectrum of which the white light given by ordinary bulbs is composed, are the most tiring to the eye, and the main cause of dazzle.

The Cadmium Yellow Glass Bulb eliminates both these rays. The yellow light which remains is non-glaring and improves vision. Cadmium yellow light throws up the light-dark contrasts into sharper relief. So the driver is able to see objects ahead much quicker.

Again, in fog the Cadmium Yellow Glass Bulb is of immense advantage. When the violet and blue rays of white light strike the moisture and dirt particles of fog, they are reflected, thus causing a hazy blur.

Cadmium yellow light, possessing neither of these rays, penetrates fog to a greater degree than that of any other type of motor bulb, and **headlights can be kept full on.** The Philips "Selectiva" Cadmium Yellow Glass Bulb is unique for universal use under every possible weather condition.

FOR PRICES SEE HEADLIGHT LAMPS, SUPER DUPLO LAMPS AND TWIN FILAMENT HEADLAMPS



SUPER DUPLO ANTI-DAZZLE HEADLIGHT LAMPS

The Lamp with the built-in shock absorber

No invention of recent years has done more to make night driving safe than the original Philips Duplo bulbs.

onginal runns Duple duils.

The introduction of an anti-dazzle headlamp—a lamp with two filaments enabling the beam to be "dipped"—was an event of the greatest importance, not only to

motorists but to all road users.

Now Philips have made another big step forward. The Super Duplo, which also incorporates the anti-dazzle device, is of an entirely new internal shock-proof construction, ensuring a very much longer life and rendering the lamp absolutely unaffected by the most violent jolts and vibrations.

For real safety at night and lasting service under all conditions use Philips Super Duplo Lamps.

		Price each.					
Volts.	Watts.	Clear,	Daylight Blue	Cadmium Yellow.			
		s, d,	s. d.	s. d.			
6	6 & 6	4 3	_				
6	12 & 12	3 6		400			
6	18 & 18	3 6	_				
6	24 & 18	3 6	4 4	4 4			
6.75	24 & 18	4 0	44 3	A-2			
*13.5	24 & 24	4 0	- "	200			
*13.5	36 & 24	4 0	_				
12	24 & 24	3 6	1				
12	36 & 24	3 6	4 4	4 4			

* With Bosch cap only, others S.B.C. or Bosch caps.

Lamps above can be supplied with Bosch cap and satin finish without extra charge, and clear, daylight blue and cadmium yellow where stated, with Bosch cap at no extra charge.



HEADLIGHT LAMPS GASFILLED

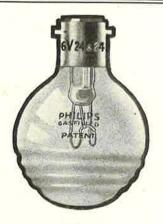


			ò	*******	Brit. Cap.	Amer. Cap.		light uc.		nium low
Volts,	Watts.	Amps.	BA.S.	Diam. of Bulb.	and S	3,C. S,C.C. ice amp.	Brit. Cap.	Amer, Cap.	Brit. Cap.	Amer Cap.
4	{ 6 8 4 5	1.5 2.0 .75	=	m/m. 40 40 40	s. d. 2 9 2 9 2 9	s. d. 2 9 2 9 2 9 2 9	s. d. — —	s. d. — — —	s. d. — —	s. d. — —
6	6 12 18 24 30	1.0 2.0 3.0 4.0 5.0	1 2	40 40 40 40 40	2 9 2 9 2 6 2 3 2 6 4 0	2 7 2 4 2 6 4 0	3 2 2 10 3 2 5 0	3 3 2 11 3 2 5 0	3 2 5 0	3 2 5 0
†6-75 8	36 24 16 (12	6·0 2·0 I·0		40 40 40 40	3 6 2 10 3 6 3 0	3 6 3 6 3 0	4 4	4 4	-	
12	24 36 48 60	2·0 3·0 4·0 5·0	3 4 —	40 40 50 50	2 3 2 6 4 0 4 6	2 4 2 7 4 0 4 6	2 10 3 2 5 0 5 8	2 11 3 3 5 0 5 8	3 2 5 0	3 3 5
†13°5 24	36 {24 36	1.2	=	40 40 40	2 10 3 0 3 6	3 0 3 6		=	24	Ξ

* With V Filament—British cap, 3s.; American cap, 3s. 1d. Daylight Blue—British cap, 3s. 9d.; American cap, 3s. 10d. †S.B.C. or Bosch cap no extra.

Lamps listed in Heavy Type have been standardised in agreement with the leading car lighting sets and lantern manufacturers. They bear the mark B.A.S. on the cap, and are supplied in the two standard caps—S.B.C. and S.C.C. straight sided (flangeless with long pins).





TWIN FILAMENT (MOULDED BULB) ANTI-DAZZLE HEADLAMP

For Buick, Willys-Knight and other Cars

- 1			Diam.	Price each			
Volts.	lts. Watts,	Amps,	of Bulb.	Clear.	Daylight Blue,	Cad- mium Yellow	
6	18 & 18 24 & 24	3 & 3 4 & 4	m/m, 40 40	s. d. 3 3 3 0	s, d,	s. d. 3 9	

TWIN FILAMENT HEADLIGHT LAMPS

GASFILLED For Motors and Motor Cycles Standard Cap. S.B.C.

		and the	Diam. of Bulb.	Price each.		
Volts,	Volts. Watts.	Amps.		Clear.	Daylight Blue.	
4 6 6 12 12 12 12 13	12 & 12 12 & 3 18 & 3 24 & 6 36 & 6 24 & 24 36 & 36 12 & 12	3 & 3 2 & 5 3 & 5 2 & 5 3 & 5 2 & 2 3 & 3 2 & 2	m/m _* 40 40 40 40 40 40 40 40 40 40 40	s. d. 4 0 3 6 3 6 3 6 4 3 5 0 3 6	s. d.	

CASSIDLED PATENT

MOTOR **BUS LAMPS**

B.C. or S.B.C.

Diameter.	Length.	th, Volts. Ampe	Amperes	es. Watts.	List Prices.		
Diameter.			Amperes.		Clear,	Pearl.	Opal.
m/m,	m/m.		VAC	UUM	s. d.	s. d.	
		12	.5	6	1 8		s. d.
_	-	I 2	1 0	12	1 8	_	=
			GASE	ILLED			
		12	*85	10	2 3	2 3	2 6
		12	1 0	12	2 1	2 1	2 4
49 土 2	70 ±3·5	24	*625	15	2 1	2 1	2 4
		24	· 5 · 83	12	2 6	2 6	2 10
5		24	83	20	2 1	2 1	2 4
		12	- 85	10	2 6	2 6	2 10
_		I 2	1 * 0	12	2 3	2 3	2 6
38±2	56±4	24	625	15	2 4	2 4	2 7
		24	. 5 . 83	12	2 4 2 9 2 4	2 9	3 1
		34	183	20	2 4	2 4	2 7

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MADE IN ENGLAND

PHILIPS LAMPS

SIDE, DASHBOARD and TAIL LAMPS

ts.	itts.		. No.	Diam,	British Cap.	American Cap.		
Volts.	Watts.	Amps.	B.A.	Bulb.	S.B.C. & S.C.C. Price per I,amp.			
3 4 6 6 8	2 3 6 4 4 6	0·7 0·75 0·5 1·0 0·5 0·33 0·5	- 8 9 - 10	m/m. 19 19 19 23 19 23	s. d. 1 8 1 3 1 3 1 8 1 8 1 8	s. d. 1 8 1 8 1 4 1 8 1 8 1 8		

Lamps listed in heavy type have been standardised in agreement with the leading car lighting sets and lantern manufacturers. They bear the mark B.A.S. on the cap, and are supplied in the two standard caps—S.B.C. and S.C.C. straight sided (flangeless) with long pins,

SPOTLIGHT LAMPS

with a V shaped filament GASFILLED



Volts.	Watts.	Amps, Diam. of Bulb.		Clear Price.
6	12	2	m/m.	s, d. 3 0
12	12	I	40	3 3







INDICATOR LAMPS

ROUND BULB, Standard Cap M.E.S.

Volts.	Watts.	Amps.	Diam, of Bulb,	Price each
		Mag	m/m.	s. d.
6	2 0 3 0 1 6	0-5	15 15	1 10 1 8
8 12	1 6	0*2	15 15	1 8
16	3.0	0 * 2	15	1 8

TUBULAR

Volts.	Watts,	Amps.	Diam. of Bulb.	Price each.	
12	6.0	0 5	m/m. 18	s. d. 2 9	

With Cartridge Cap for Fiat Cars.
No. 847, **4d.** each extra. Bosch Cap 863, **3d.** each extra.

DOME LIGHTS

Volts.	Watts.	Amps.	Diam. of Bulb.	Price each.
6	6	1.0	m/m. 28	s. d. 2 6
12	9	0.75	28	2 9

Standard Caps S.B.C. and S.C.C., English Cars.

FESTOON

Ĭ	Volts.	Watts.	Amps.	Length.	Diam. of Bulb.	Price each.
	6 12 6 12	6 o 6 o 6 o 6 o	I 0 0 5 I 0 0 5	m/m 43.5 43.5 38 38	m/m, 17 17 11	s. d. 2 0 2 0 2 0 2 0 2 0

PHILIPS TEASURED LAMPS

TYPES OF AUTOMOBILE LAMPS CAPS

833 P. A.S.B.C. Amer. Small Bayonet with Short Pins Double Contact



238 P. S.B.C. British Small Bayonet B.C. British Large Bayonet Double Contact 834 P. A.S.C.C. Amer. Small Bayonet Centre Contact

















853. French Large Bayonet. 3-Pin Centre Contact











EXTRAS for Variations from Standard Caps.									
							B.A.S. each.	Non- B.A.S.	
a, For American S.B.C. or American S.C.C.		***			1000		1d.	No extra.	
b. For B.C., E.S., S.E.S				.00			1d.	No extra.	
c. For THREE-PIN (B.C.) centre and doub	le cor	itact		in.			1½d.	1½d.	
d. For Bosch caps	1222	***					3d₁	3d.	
		***					2d.	No extra.	
f. For Hollow and Cartridge Caps		125	***		5390	200	4d.	4d.	
g. Outside Frosting : For Head lamps		2000	200		600	***	1 1 d.	1 ld.	
For Side lamps		200	3300	***			1d.	1d.	
h. Superficial Colouring other than spraying		***	***	***	***		10%	10%	

All Fiat Caps supplied. When ordering please give type of Cap required. British, American or French, double or centre contact, etc.



DECORATION LAMPS



PHILIPS Decoration Lamps are supplied in outfits of three sizes:—

Small Outfit for 100-130 volt circuits.

Comprising 9 (including I spare) Philips I4-volt olive-shaped lamps in various colours with M.E.S. caps and all necessary wiring equipment.

12/6 complete.

Large Outfit for 200-230 volt circuits.

Comprising 18 Philips 14-volt olive-shaped lamps (including 2 spare) in various colours, with holders, M.E.S. caps and all necessary wiring equipment.

22/- complete.

Large Outfit for 240-260 volt circuits.

Comprising 18 Philips 14-volt olive-shaped lamps (including 1 spare) in various colours, with holders, M.E.S. caps and all necessary wiring equipment.

22/- complete.

Extra spare Lamps, 1/1 each.

MADE IN ENGLAND

PHILIPS THE LAMPS



LAMP EFFICIENCY

THERE are many different makes of Lamps on the market—they look practically all alike, but there is a very big difference in quality. Only by judging its performance can a lamp be called good or bad.

To be efficient a lamp has to give the maximum of light for a minimum of current consumption and must have a reasonably long life, which on the average should be 1,000 hours. Lamps are being bought for the sole purpose of producing light. It is therefore the total cost of producing the light which has to be taken into consideration.

During the total life of the lamp (approx. 1,000 hours), the cost of the current consumed is on an average 10 times the initial purchase price of the lamp. It is obvious therefore that the volume of good light produced by a lamp for the current consumed during its total life is the all-important question. Inefficient lamps that require more current to produce the same light as good lamps, are therefore wasting money, even though they may have cost less in the first place.

Philips measured light lamps are guaranteed to produce the maximum volume of good light at their rated wattage. When using Philips quality lamps your lighting budget will be reduced to the minimum.

We have demonstrators available in each of our branches equipped with a portable Photometer. This ingenious apparatus indicates at a glance the current consumed and the volume of light produced by any two lamps to be compared. It shows clearly that economy in lighting can only be effected by using the best quality lamps.

Our demonstrators are at your disposal.

PHILIPS LAMPS LTD.

Registered Offices:
Philips House
145, Charing Cross Road
London, W.C.2



PHILIPS MEASURED LIGHT LAMPS

MADE IN ENGLAND

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