

The cover features a dark green background with a crescent moon in the upper left and a silhouette of a Gothic-style building with two spires. In the center, two glowing Mazda lamps are shown. The lamp on the left is a dome-shaped lamp with a glass globe and a metal base, with the word 'MAZDA' printed on its white shade. The lamp on the right is a smaller, more ornate lamp with a white shade and a metal base, also with 'MAZDA' printed on it. Both lamps have radiating lines around them, suggesting they are glowing. Below the lamps is a large, white, ribbon-like banner with the title 'Mazda House News' in a bold, serif font. At the bottom of the banner is a smaller, rectangular box containing the publication's purpose. The issue number 'No. 4' is in the bottom left, 'January' is in the bottom center, and '1914' is in the bottom right.

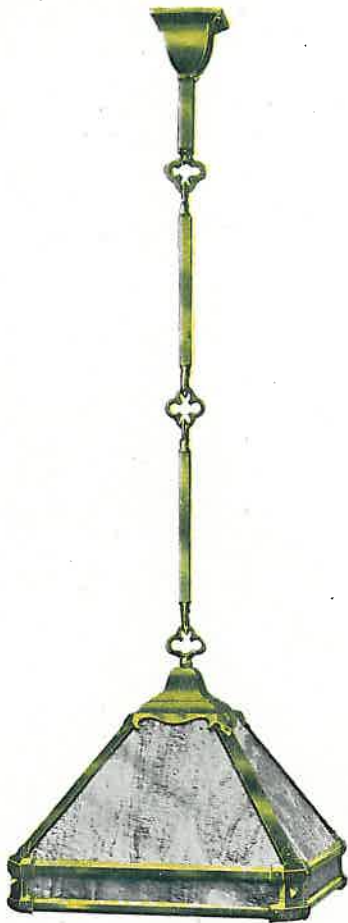
Mazda House News

Published to give information on
Mazda House matters & to stimulate
Electric Lighting business

No. 4

January

1914



Visitors to our Showrooms are very interested in

B.T.H. COLLAPSIDOME FITTINGS

and small wonder, as these fittings are exceedingly beautiful. The metal parts are solid and the panels are of amber-tinted glass, handsomely veined, rough outside and smooth inside.

☐ The parts are supplied unassembled, are carefully packed and can be fitted up in a few minutes. B.T.H. Collapsidome Fittings are ideal for Billiard Tables, Dining Rooms, etc.

Illustrated above is F9002, square pattern, 56" long, 17 $\frac{3}{8}$ " wide. Price in Brushed Brass, £4 5 0, which includes all accessories, but not lamps. Made for single light, but can be fitted for 2 or 3 lights to order.

*Hexagonal pattern also listed,
Price £4 12 6*

Ironclad Switches

Laminated contact Type
for use up to 500 Volts.



These switches are of strong construction, the cases being of good quality soft iron, not liable to fracture. The switches are mounted on porcelain bases of special design, one base to each pole. Illustration shows Cat. No. A 1301, 20 amps. Price 6/- each. Send us your orders.

IRONCLAD FUSE BOXES

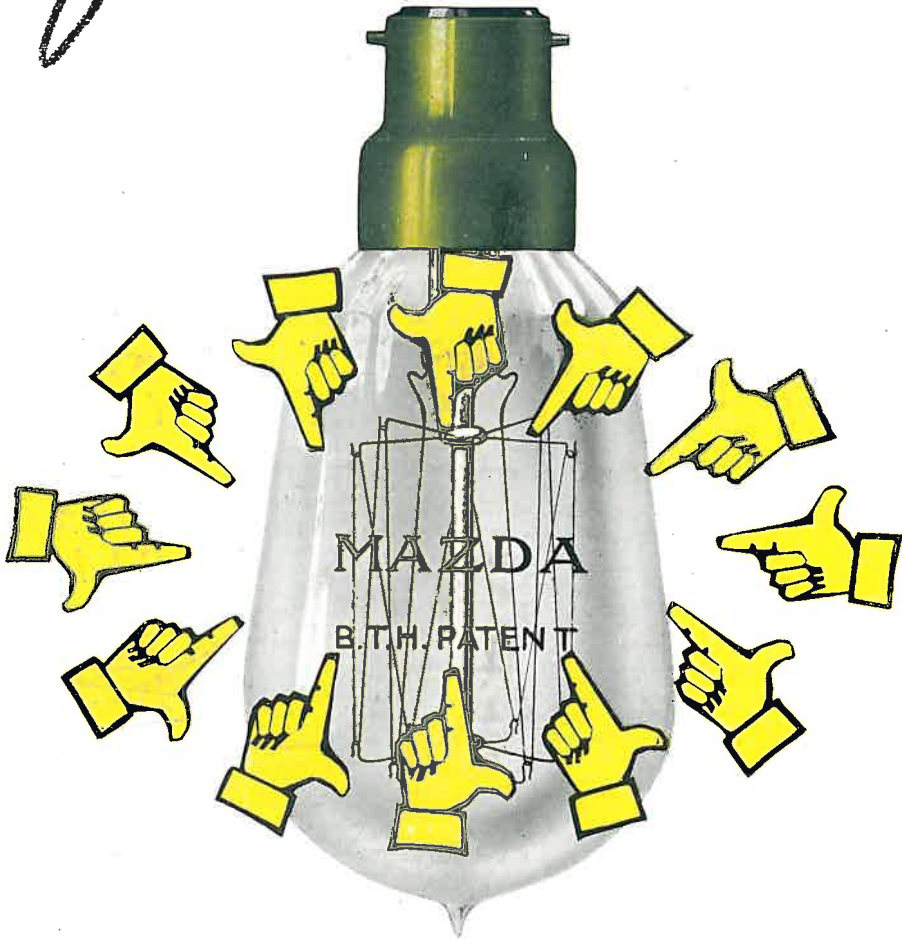


Cat. No. A1850. Price 2/- each.

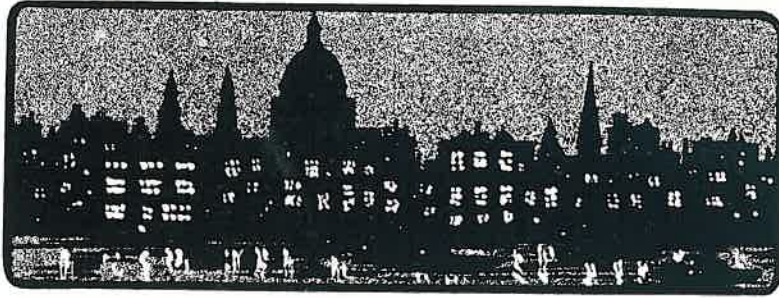
These fuse boxes are similar in style to the switches referred to above, and are very suitable for use with same.

☐ They can be fitted with Cartridge fuses for power use.

Of course

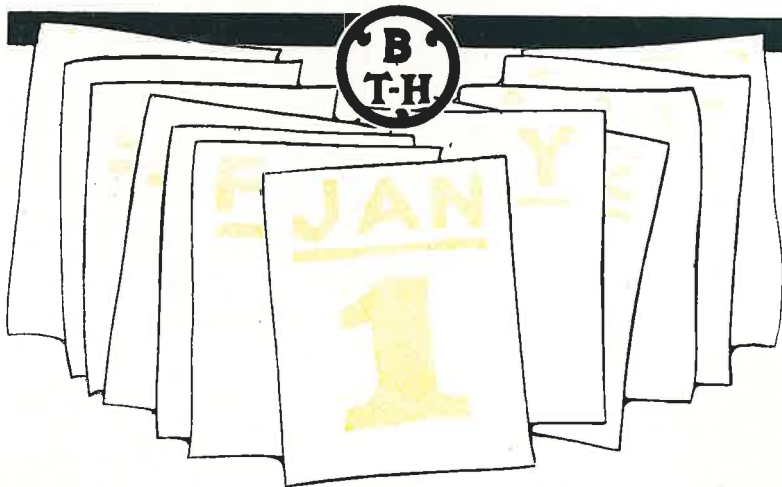


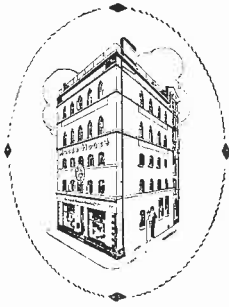
— That's if you want
to keep your lighting
costs down



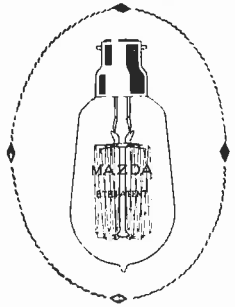
A RESOLVE

TO ensure for myself and others a Bright and Prosperous New Year by consistently using and recommending Mazda Lamps during Anno Domini 1914.





MAZDA HOUSE NEWS



Published by the British Thomson-Houston Co., Ltd., 77 Upper Thames Street, E.C.
All communications should be addressed to the Editor, "Mazda House News."

No. 4.

JANUARY

1914.

1914.

THIS is the beginning of another year, and within a week or so of the time when ninety per cent. of the Good Resolutions are due to be broken, if not entirely forgotten. The trouble is that most people make New Year Resolutions which they know at the back of their minds cannot possibly be kept, or can only be kept to the destruction of all personal joy and comfort.

We are not here concerned with the spiritual or dietary programme which you propose to inflict upon yourself during 1914. And, in any case, we are not competent to advise you in these matters, which, by the way, are the usual subjects for New Year Resolutions.

It is your business that concerns us; indeed, in a very literal sense, your business is our business. Why not, in addition to the resolutions which you have made, or will make, in regard to your personal and domestic affairs, make a few about your business?

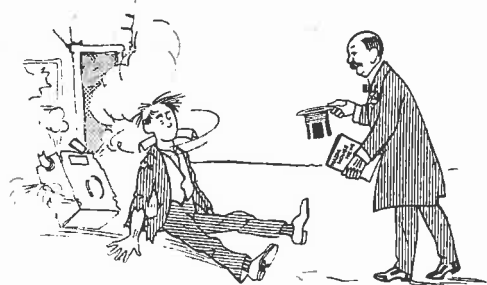
The first and most important Business Resolution is that shown on the opposite page. If you make it and keep it your business will prosper during 1914. Make a copy of the resolution, sign it, frame it, and hang it where you will always be able to see it when you desire advice, or have orders to place.

The Sun's  Only Rival

THE "Evening News" has recently celebrated its 10,000th number. We don't know how many of our present readers will have 'burnt out' before "Mazda House News" achieves that very considerable figure, but anyhow we intend to celebrate the occasion.

How to Convert Gas Users.

IF you consult an electrical diary and look up the figures relating to your own district, you will be surprised at the large proportion of gas consumers to electric light consumers. There are not nearly as many electric light users as there should be. In a large degree this state of things is due to the fact that the vast majority of houses were fitted with gas many years before electric light was available or, at any rate, sufficiently economical for household use. The average man takes his house on a short lease, or on a weekly or monthly agreement, and, although he may recognize the advantages of electric light, he naturally does not care to make what

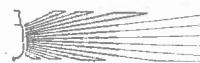


THE PSYCHOLOGICAL MOMENT.

After an explosion you will find the gas-user in a particularly receptive frame of mind. This is the time to impress upon him the good qualities of electric lighting. (See page 3).

he believes to be an expensive and troublesome change. Another thing which has hindered the popularisation of electric lighting is the fear still existing in many people's minds that it will prove more costly than gas.

You know that electric light can be installed in a house very cheaply and with little or no disturbance. You know also that electric lighting with Mazda lamps and scientific



reflectors is cheaper than gas. Why don't you call on the gas users around you and prove these points? You can do it better than we can, because you can get into personal touch with them, whereas we can only talk to them through the medium of cold print.

In the case of weekly tenants, who have no interest in saving the cost of decorations, etc., go to the landlord and make him see how he would benefit by the installation of electric light throughout his houses and flats; how, instead of having to re-paper the walls every three years and whitewash the ceilings every year, he could let them go untouched for twice or thrice as long.

Then there is the question of fire risk. This argument may not appeal very strongly to the landlord, but it certainly will to the tenants whose personal safety is concerned. Explain to the tenants that by using gas they are running unnecessary risks of fire, explosion and asphyxiation, and that the use of electric light is not attended by any of these dangers. You needn't be too alarmist about the matter, but at the same time it is your duty to point out that gas is a dangerous anachronism which should not be tolerated by anyone who has a proper regard for the safety of his family.

Without making capital out of other people's tragedies, you can point the obvious moral to your gas-using neighbours the next time a fire or explosion occurs in your district.

You know all the arguments in favour of electricity, but don't make the mistake of thinking the public know them equally well. If the cause of electric lighting is to advance as it should and as it must do, you will have to convince gas users by argument and demonstration that they will benefit by using electric light instead.

Sooner or later everybody who is now using gas will be using electric light. You can make it sooner, if you will become an electrical missionary, carrying the gospel of cleanliness and comfort into the homes of the people instead of waiting for them to come to you with their minds made up and their orders

ready to place, which they never will do. You will find Mazda Service of tremendous assistance in converting gas users.



B.T.H. "X-Ray" Reflectors for Shop Window Lighting.



SHOP windows should have a high intensity of illumination, free from "glare" and shadow, and the light units should be placed high up out of the direct line of vision. For this class of service X-ray (silvered glass) reflectors are best and most efficient.

X-ray reflectors are recommended for the following reasons:—

They are the most efficient reflectors known, and therefore give brighter windows without any increase in current consumption.

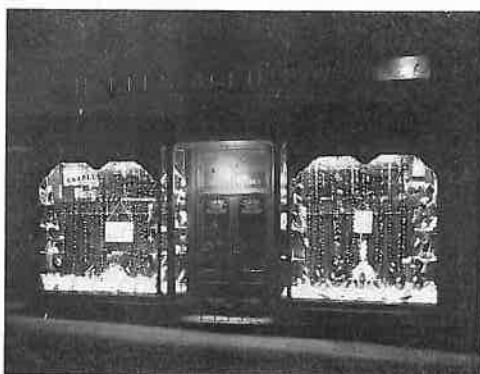
They are specially designed in several types, so that whatever the shape of the window no light is wasted on the ceiling or the pavement; all is concentrated on the displayed goods.

The lamps are concealed, giving an illuminating effect similar to that obtained on a theatre stage.

The light is uniform and shadowless.

The reflectors cannot tarnish *because they are made in one piece, and neither air nor water can get at the silver.*

X-ray reflectors are made by a special process which distinguishes them from all other types of mirror reflectors. Pure silver, not quicksilver, is coated on the glass blanks, and is protected by several layers of



X-RAYS FOR 'XMAS LIGHTING.

This picture shows a recent installation of X-Ray reflectors and Mazda lamps in the window of a boot shop. The X-Ray illumination from invisible light sources enhances the effectiveness of the Christmas display. This is a typical installation selected from a large number which have been carried out by contractors all over the country. Are you going to give us an opportunity of photographing one of your X-Ray installations?

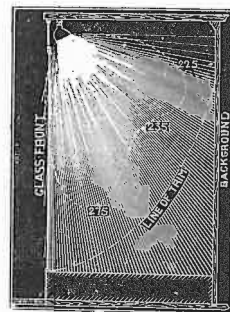


Fig. 1.
Light distribution from "Scoop" X-Ray reflector and 60-watt Mazda lamp.

elastic enamel. This enamel is heat, air and damp proof, and effectually prevents any deterioration of the reflecting surface.

X-ray reflectors have the highest efficiency of any commercial reflector. They have been designed to illuminate a window from the top, and for that purpose should be fixed in a row along the ceiling, close to the plate-glass, and with the mouths of the reflectors in such a position as to throw the light downwards and backwards into the window. The reflectors, if not hidden by the fascia, may be concealed by a shallow curtain along the top of the window.

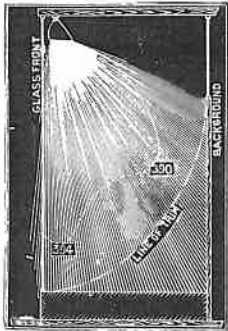


Fig. 2.
Light distribution from "Visor" X-Ray reflector and 100-watt Mazda lamp.

dows of various shapes.

The "Scoop" X-ray reflector is designed to illuminate windows of average size, of which the depth is about 70 per cent. of the height, and which are trimmed high at the back. It will take a 60, 80 or 100 watt Mazda lamp. Fig. 1 shows the arrangement of the reflector and its characteristic light distribution with a 60 watt Mazda lamp. "Scoop" X-ray reflectors should be spaced 15" apart.

The "Visor" X-ray reflector, taking an 80 or 100 watt Mazda lamp, is intended for windows of average size in which the top part of the background is either open or else made of plain or mirror glass. The "Visor" is shaped to throw all the light below the open or glass part of the background, so that no direct rays are visible from the interior of the shop. The arrangement and distribution of this reflector equipped with a 100 watt Mazda lamp are shown in Fig. 2. "Visor" X-ray reflectors should be spaced 24" apart.

The "Helmet" X-ray reflector is the most powerful light concentrator suitable for the

illumination of display windows, and is specially intended for use in high, shallow windows. Either an 80 or 100 watt Mazda lamp can be used with this reflector. Equipped with a 100 watt Mazda lamp the "Helmet" reflector gives 800 c.p. in a downward direction, as shown in the diagram, Fig. 3. "Helmet" X-ray reflectors should be spaced 36" apart.

The three types of reflectors described above will suffice for 99.9% of the shop windows met with in practice. For the remaining 1% one of the other types of X-ray reflectors illustrated in folder No. S 2301 may be employed. Have you "X-rayed" the shops on either side of your own? Have you got X rays in your own window? That's a rather essential preliminary if you want to be really convincing when trying to persuade other people.

X ray shop-window reflectors are supplied in three types for win-



"X-RAY" LIGHTING IN FACTORY.

There's a lot about X-Ray reflectors in this issue of "Mazda House News," but their wonderful qualities must be our excuse, if excuse be needed. The picture above shows an installation of Mazda lamps and X-Ray "Beehive" reflectors in a machine shop. The illumination is a considerable improvement on that usually found in such places, and good illumination means increased factory efficiency, as every lighting engineer knows.

The Sun's Only Rival

How Many Mazdas did you Sell Last Year ?

AND how many are you going to sell this year? If the answer to the second question isn't at least 100 per cent. higher than your answer to the first, you are deviating from that geometrical progression in lamp sales which has always been a Mazda rule.

There is nothing like setting a high figure

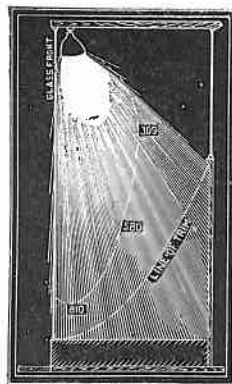


Fig. 3.
Light distribution from "Helmet" X-Ray reflector and 100 watt Mazda lamp.

at the beginning of the year, and then doing your best to achieve it. You'll get more business that way than if you have no definite aim, and no prophecy to fulfil. If you sold 5,000 Mazda lamps last year, make up your mind to sell 10,000 this year.

Through our advertising, and the service we freely give to every purchaser of our lamps, we have created a unique position for Mazda. Those who merely want electric lamps may buy any kind of lamp, but those who want good lighting buy Mazda lamps—not only because of their intrinsic merits, but also because of the service that goes with the lamps.

The total sales of Mazda lamps are increasing rapidly (we practise what we preach in the matter of setting our ambition high) and there are now between 30 and 40 million Mazda lamps with drawn wire filaments in use. Someone is doing the business—is it you?

You already know of all the Mazda sales "helps" which are at your disposal, in the way of literature, free "ad" blocks, illumination advice, etc. Will you take advantage of these "helps" and double your Mazda sales in 1914?



"Eye-Rest" in the Home.



The dishevelled gentleman depicted above has been using his "Eye-Rest" fitting as a hiding place for the flask of spirits at which he takes frequent but forbidden pulls. His beautiful and sprightly wife, catching him one day in the act of replacing the bottle after a surreptitious swig, understands his mysterious passion for indirect lighting.

Over-all Efficiency of Light Production.

HIGH efficiency applied to lighting is a relative term. Viewed in the light of absolute efficiency, even a system employing the best incandescent lamp made is a poor means of translating the energy of the coal pile into light. However, the lamp is responsible for only a part of the loss of energy that takes place in an electric lighting system, for the boilers, turbines, generators

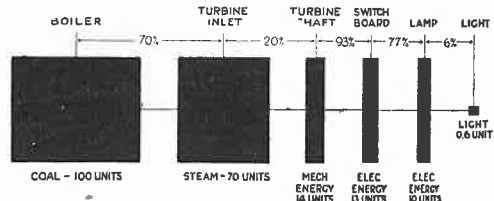


Diagram showing how 99.4% of the potential energy of the coal is wasted, and only 0.6% converted into light.

and transmission lines all take more than they give, and much of the energy is wasted before it ever gets to the lamp. The diagram shows graphically the amount of energy that is lost in the several steps of converting the potential energy of coal into light.

The large rectangle on the left represents the energy stored up in the coal. For convenience this has been assumed as 100 units. Due to the loss of heat by conduction, radiation and convection, as well as other minor losses, only 70% of this energy is delivered to the turbine in the form of steam under pressure. This amount is represented by the second rectangle. There are various heat and mechanical losses in the turbine, so that only 20% of the energy delivered to it is converted into useful energy at the shaft. The generator is the most efficient link in the chain, and delivers 93% of the energy supplied to it to the switchboard. Line and transformer losses reduce this by 23%, so that only 77% of the energy at the switchboard is brought to the lamp.

Of the energy delivered to the lamp only 6% is converted into light when the present Mazda lamp is used; when carbon lamps are used, only 2% of the energy delivered to the lamp is converted into light. While of the potential energy in the coal pile only 0.6% is converted into light when Mazda lamps are used, and only 0.2% when carbon lamps are used.

These figures are not to be interpreted to mean that the incandescent lamp is not an efficient means of producing light as we under-

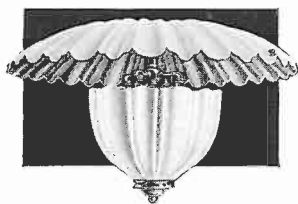
stand the term efficiency in our everyday usage. In spite of the numerous energy losses shown in the diagram, the Mazda lamp is the most economical all-round illuminant that modern science affords.

The Sun's  Only Rival

The New "Umbralux" Fitting.

THIS is not, as its name and the appearance of the upper portion might imply, a device for protecting people from the excessive humidity of the English climate. It is a new and very effective semi-indirect lighting unit.

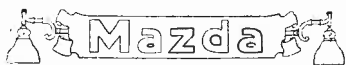
The B.T.H. "Umbralux" consists of a large upper reflector made of matt white composition, and a three or four light cluster of Mazda



B.T.H. "Umbralux" Fitting.

lamps, below which is suspended an inverted Veluria or Pyroreflector. The lower reflector diffuses a small proportion of the light in the form of direct illumination, the greater part being thrown upward on to the large composition reflector, whence it is reflected in a wide uniform distribution over the working plane. There is a hook on the top reflector, so that, if desired, the fitting can be attached to a chain. All metal parts are finished in dull nickel.

Further information and prices of this novel semi-indirect unit are given in our "Umbralux" price sheet, copies of which will be sent on request. Write for one and get posted on "Umbralux."



New Battery Lamp Price List.

MANY changes have been made in the sizes and prices of Mazda Automobile lamps since the issue of our December number, which contained an article entitled "Mazda Lamps for Motor Car Lighting." The prices in several instances have been reduced, and the sizes have been re-arranged in consultation with the manufacturers of automobile lanterns, with a view to more complete standardisation and a consequently greater convenience of replacement. A new



price list (No. 2339) has just been published giving revised data and prices as now standardised by the leading lamp manufacturers of this country.

The range of Mazda Automobile lamps is the best and most complete on the market, and includes headlight lamps (with special Mazda design of helical filament—now the standard for headlight service), sidelight lamps, tail and dash lamps, interior lamps, etc., etc. In addition to these lamps, the new Mazda Battery lamp price list covers special types of low voltage lamps for motor buses, hand lamps and general battery service, and also flash-light lamps, for all of which there is a considerable demand.



Tries Flies' Eyes.

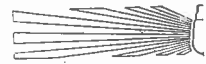


"Eye-Rest" in the room rests *our* eyes,
But what does it do for the flies
Who walk on the ceiling;
What can they be feeling,
As they look down and see the rays rise?

The Sun's  Only Rival



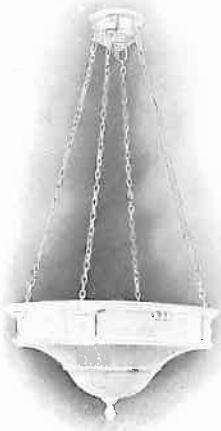
ALBA LIGHTING IN LONDON TREASURE HOUSE. This is a well-known jeweller's shop, and the lighting is effected by means of Alba glass bowl semi-indirect fittings equipped with Mazda lamps. Beautiful, isn't it? Artistic appearance is, or should be, the first consideration of a jeweller when choosing a system of lighting. If he can get efficiency as well, so much the better. He couldn't possibly get anything more charming and artistic than Alba, and its efficiency is beyond cavil.



STANDARD DESIGNS OF B.

"Eye-

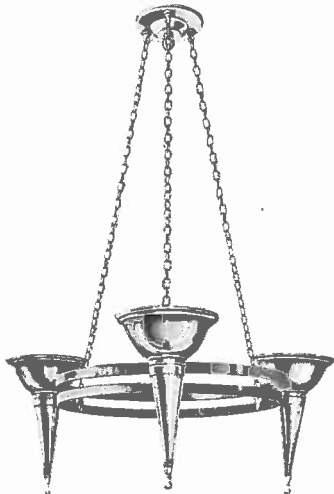
Indirect Lighting fittings equipped with drawn wire lamps give a illumination in the highest degree. The fittings are available in sizes to take Mazda lamps from 40 watts to 2,000 watts. The materials used are Brass, Oxydized Copper or Oxydized Iron. The fittings are available in a variety of finishes and positions bowls in a



COMPOSITION BOWL
CLASSIC DESIGN
(Four-Light).



PLAIN METAL BOWL
(Four-Light)



FLAMBEAUX CORONA



PLAIN METAL BOWL
(One-Light)

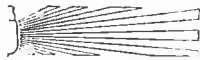


PLAIN METAL BOWL
(Four-Light)



FLAM
WALL-BE

For full range of sizes and finishes of non-standard designs, see



T.H. "EYE-REST" FITTINGS.

Rest"

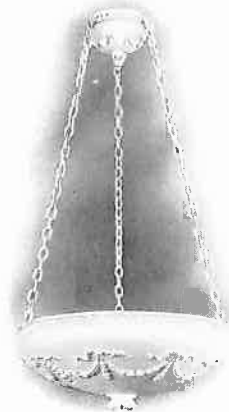
with X-ray reflectors and Mazda
 Non which is beautiful and restful
 are made in the patterns shown,
 having a total wattage of from
 al bowls can be had in Brushed
 zed Silver finish, and the compo-
 fatt White finish.



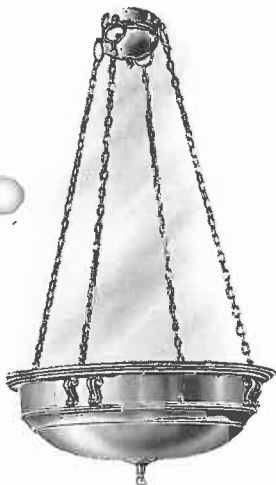
EAU
 SCKET



METAL BOWL
 ADAM'S DESIGN
 (Four-Light).



COMPOSITION BOWL
 ADAM'S DESIGN
 (Four-Light).



METAL BOWL
 CLASSIC DESIGN
 (Four-Light).



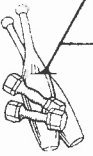
PLAIN METAL BOWL
 (One-Light)



FLAMBEAUX PENDANT

and prices, and illustrations
 in our booklet No. F 2338.

The Lighting of Gymnasias and Similar Places.


ACCOMPANYING this article are some illustrations showing the methods employed in the illumination of four interiors—a gymnasium, a swimming bath, a recreation room, and a riding school—all of which have somewhat similar requirements in the matter of lighting.

The chief requirements for this class of lighting are two in number. (1) There must be an adequate and evenly distributed illumination on the floor level. (2) The light units must be fixed close to the ceiling so that they cannot possibly interfere with any exercise or manoeuvre which is likely to be carried out in such places.



Fig. 1.
 Gymnasium lighted with X-Ray reflectors and Mazda lamps fixed close to the ceiling.

Although these requirements would seem very simple of fulfilment, in reality they are very exacting, considering the great height of most gymnasias. Indeed, with ordinary types of shades it is impossible to comply with the

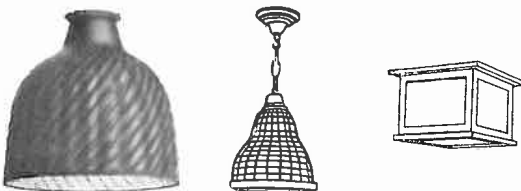


Fig. 2.
 On the extreme left is an X-Ray "Beehive" reflector, of which the dimensions are $10\frac{1}{2}'' \times 11\frac{1}{4}''$. The other illustrations show two forms of lanterns specially designed to accommodate single X-Ray reflectors where a decorative effect is desired.

above-mentioned conditions, because their reflective efficiency is too low to permit of more

than a very small proportion of the light being projected from the ceiling on to the floor.

To get the desired effect, with a reasonable current consumption, the most efficient appliances must be employed. High candle-power



Fig. 3.
 X-Ray reflectors and Mazda lamps lighting a Swimming Bath. The reflectors are equipped with the second of the two lanterns shown in Fig. 2.

Mazda lamps are used in the interiors illustrated, and, excepting in the case of Fig. 4, are equipped with B.T.H. X-ray silvered glass direct lighting reflectors ("Beehive" pattern). These reflectors are exceedingly powerful and, as will be seen from the illustrations, there is very little loss of light on the ground level in spite of the great height of the ceilings. The efficiency of the X-ray reflectors, combined with that of the Mazda lamps, secures an overall economy of operation which cannot be approached by any other system of lighting suitable for large interiors.



Fig. 4.
 Mazda lamps and B.T.H. reflectors in large Recreation Room. Note the uniformity of the illumination.

Direct lighting X-ray reflectors can be used alone, as in the case of Fig. 1, or, where a more decorative effect is desired, can be

equipped with special lanterns as in Figs. 3 and 5.

Now, this article and the method of lighting described should contain a profitable hint for you. There are many buildings in your neighbourhood in the lighting of which X-ray reflectors would effect remarkable improvements. In most cases the present lighting is not at all

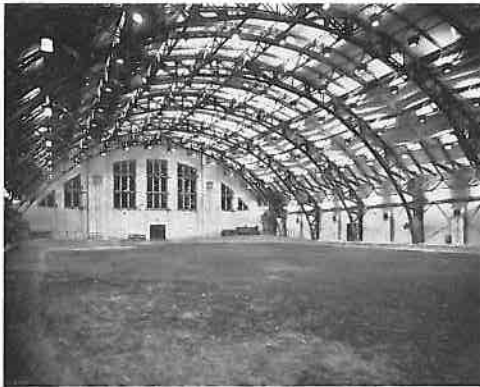
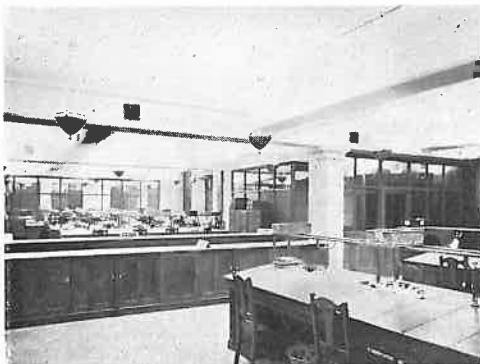
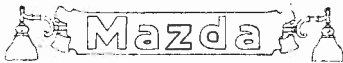


Fig. 5.
Riding School lighted by X-Ray "Beehives" and Mazda lamps in special lanterns.

satisfactory, but was the best that could be managed with the appliances hitherto available.

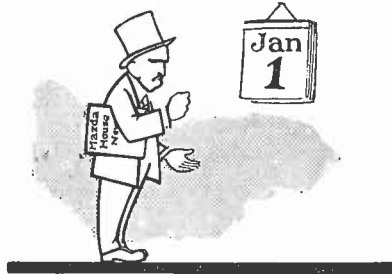
If you can show the owners of gymnasias, drill-halls, riding schools, recreation rooms, swimming baths, etc., that you really have a definite, well-considered scheme for the effective illumination of their premises, there is considerable business and credit awaiting you.



AN "EYE-REST" RECORD.

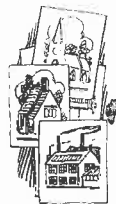
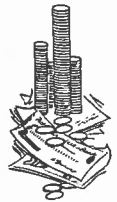
There are 85 "Eye-Rest" fittings with Mazda lamps in this suite of London offices! Electrical Installations, Ltd., carried out the installation. Who is going to smash this record?

"Rhyme and Reason" in the New Year.



P'raps you sold a lot of Mazdas in the year that's sped away,
But a brand new year is here now, and it isn't here to stay;
So quickly make your mind up for the present year of grace
To keep your Mazdas moving at an even quicker pace.

Give your customers impartially the squarest deal you can.
Build yourself a reputation as a right good Mazda-Man.
Keep your scent as keen as mustard for new Mazda selling schemes
Which will help you coin money quite beyond your wildest dreams.



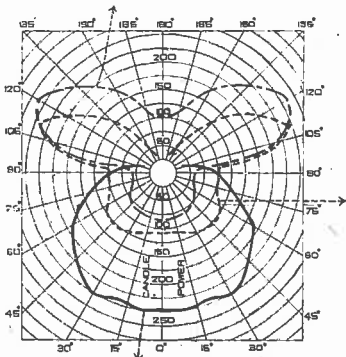
There's a million empty holders—if not empty then misfilled,
Try to fill 'em full of Mazdas, for it can be done if willed.
Mazdafy homes, schools and churches, for they need it very bad;
Then get all the shops and factories that can possibly be had.

Don't get snappy, just keep smiling, pushing Mazdas all the time.
You must double last year's records—that's the reason of this rhyme.
Write to us and let us know what you are doing now and then.
We are always glad of letters from our friends to M.H.N.



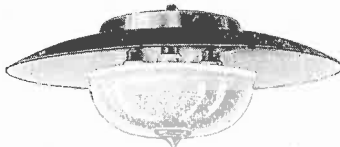
The B.T.H. "Lumino" Fitting.

WE have developed this fitting to comply with the demand for an inexpensive yet effective semi-indirect unit which can be used anywhere, independently of the condition or even existence of a ceiling. The top reflector is made

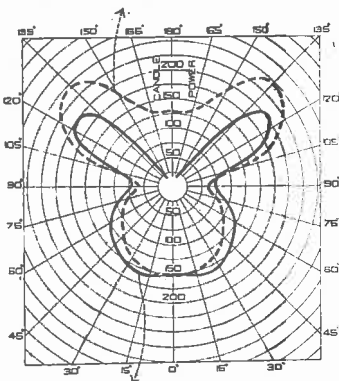


The black line curve shows the light distribution from a B.T.H. "Lumino" fitting and four 60-watt Mazda lamps.

of metal with a white vitreous enamel reflecting surface, and the under reflector of opalescent glass. Its inexpensiveness can easily be proved by writing to us for prices. That it is effective will be apparent from a comparison of the two accompanying diagrams. The top diagram shows the light distribution from a "Lumino" fitting. Equipped with four 60-watt Mazda lamps, an average of 250 candle-power is projected between 30° on either side of the vertical. The second diagram shows the light distribution from a similar fitting on the market.



B.T.H. "Lumino" Fitting.



The black line curve shows light distribution from a similarly equipped fitting by another maker.

top reflector, and in two sizes taking three or four and six 100 watt Mazda lamps.

of metal with a white vitreous enamel reflecting surface, and the under reflector of opalescent glass.

Its inexpensiveness can easily be proved by writing to us for prices. That it is effective will be apparent from a comparison of the two accompanying diagrams.

Four 60-watt lamps in this fitting only give 150 c.p. between the angles mentioned above.

Comparisons may be odious, but they are very enlightening.

"Lumino" fittings are made in the pattern illustrated, and also in a close ceiling pattern with a smaller

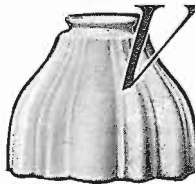


MAZDA AND THE MIKADO.

A Mikado poster, measuring 11 feet by 8 feet, lighted by Mazda lamps equipped with Mazdalux Angle Lanterns fixed along the top. You can't see the light units, so you must take our word that they exist. Anyway, the lighting is good, and the reflectors are not meant to be seen. Theatrical and other poster advertisers should get a useful hint from this example of hoarding illumination. Will you convey the hint? We'll help you with any job you get.



New Application of Veluria.

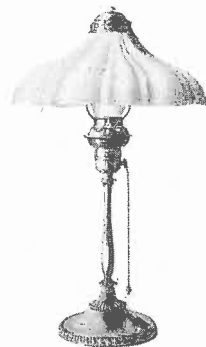


VELURIA reflectors were originally designed for direct lighting. In combination with an inexpensive brass attachment we developed the very neat and effective Realite semi-indirect unit illustrated on page 9 of the October

"Mazda House News." Then one of our men, who had an inventive turn of mind, attached this Realite (without the chain of course) to an ordinary table standard, with the happy result shown below.

You can sell these novel Veluria table standards. They look better, give more effective results, and are cheaper to buy than the ordinary silk shade variety.

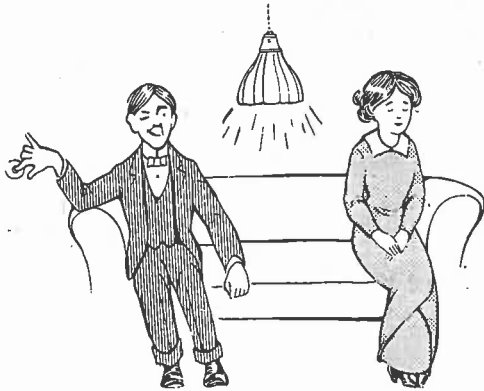
Anything with Veluria glassware on it will sell easily enough. You haven't hitherto had the opportunity of selling table standards equipped with Veluria reflectors. Make full use of the present opportunity and test the opinion of your clientèle by displaying a Veluria standard, and telling its merits to those of your customers who are addicted to the use of table lamps.



Veluria Standard.

The Prude (?)

(A sequel to the Limerick on page 21 of the last issue).



When he bought a Veluria shade
To please this exiguous maid,
She averred that the light
Was, for *them*, much too bright.
"Douse the Glim"—and the young man obeyed.

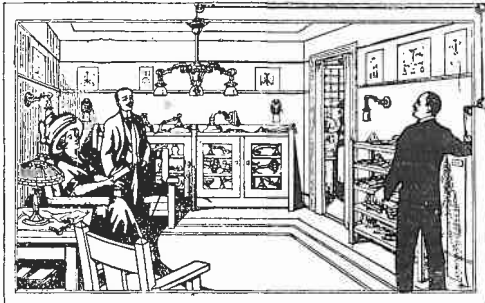
The above was contributed by a reader, who is also the editor of a well-known electrical paper. We, as editor of M.H.N. and in some sort keeper of our readers' morals, absolutely refuse to publish the third and concluding verse.

The Sun's Only Rival

Have You a Showroom?



THE sale of fittings is, or should be, the most profitable part of the electrical contractor's business. If you want to sell fittings in any quantity you must have a showroom in which to show them. It is possible to sell a few fittings by means of catalogues, or by sending your customers to the



A Showroom on the Tungstolier plan involves the purchase of 43 standard parts, from which about 200 different fittings can be formed. Any pattern can be built up within 5 minutes. Write for booklet, "A New Way to Sell Fittings."

manufacturer's showroom, but neither method is entirely satisfactory, because people get the

impression that they might just as well have gone direct to the wholesaler or manufacturer themselves.

A fittings showroom does not require a great deal of space, and it need not involve a large capital expenditure. Many electrical contractors have made the mistake of crowding their showrooms with cheap, badly finished fittings, which deteriorate so rapidly that they become unsaleable in a few months. And this is just the class of material your customer does not want to see, because he already knows about it, and, if he wants it, can buy it from a catalogue.



The Mazdalier folds up and is packed in a neat carton. A stock of these fittings occupies very little space, and the carton packing facilitates handling and despatch and prevents deterioration.

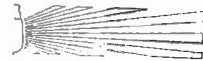
The craze for cheapness in electric light fittings is passing, and a desire for beauty, efficiency and workmanlike construction is taking its place. You can make a very good profit out of the sale of

electric light fittings if you will realise that the disposal of drop-cord pendants and swan-neck wall brackets is not the end all and be-all of the business in this present year of grace.

If you want to do good business you must have something better, something out of the ordinary for your customers to see.

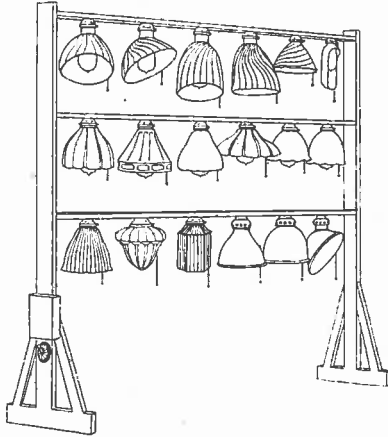
You can arrange a complete exhibit of up-to-date and easily saleable fittings in a room about 12 ft. x 12 ft., or even smaller. There is no need to show every kind and size of fitting. For example, there are three main types of fittings, direct, semi-indirect and indirect. Have a few of each wired up and fixed to the ceiling; say, two Mazdaliers and one or two Tungstoliers fitted with Veluria reflectors; half-a-dozen semi-indirect fittings with Alba, Calla and Veluria glass bowls; and the same number of B.T.H. "Eye-Rest" fittings. This will leave you plenty of room for a few ordinary pendants, corona fittings, etc., if you wish to show them.

An important item in a showroom of this kind is a rack, wired up with a number of key-switch or pull-chain holders, on which you can demonstrate the illumination results given by



Mazda lamps equipped with the various scientific reflectors which are now available for all purposes. This rack can be fitted with samples of Veluria, Holophane, Mazdalux, Sudan, Pyro, and X-ray reflectors, in such a way that they can be shown with very little trouble.

These few hints may help you in the arrangement of your showroom, but we can help you still more if you will visit our showroom at Mazda House, London, or at the nearest



A Demonstration Rack for showing Veluria, Holophane, Mazdalux, Sudan, Pyro, and X-Ray reflectors. The rack should be wired up and equipped with B.T.H. pull-chain switch holders.

Branch Office. We shall then be able to suggest a complete equipment for your showroom, and give you an estimate of the cost involved.

Finally, remember this: B.T.H. fittings do not stay in stock until they are unsaleable. They sell quickly and easily, because they are what people want and are urgently seeking these days.

Will you let us help you with your showroom? It is all part of the service that goes with Mazda lamps.



Arc You Doing Anything in Cinema Lighting?

THE article on Cinema Lighting in the October issue of "Mazda House News" stated that there were approximately 5,000 picture palaces in the United Kingdom. We should say that the number has increased very considerably since then. Any-

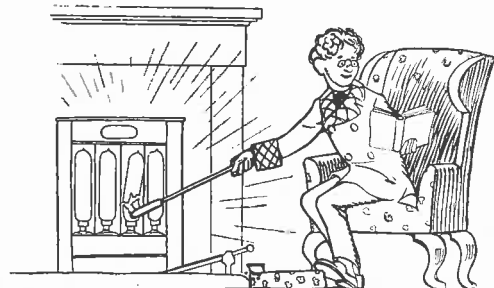
how, our own neighbourhood seems to be the richer by about one cinema every week.

A similar process, in smaller or greater degree, has no doubt taken place in your own district. *From how many of these new cinemas have you got orders for lamps, fittings and wiring?* In how many cases did you tender at all, and in how many tenders did you specify B.T.H. "Eye Rest" fittings, Mazda lamps, and B.T.H. Dimmers and Wiring Supplies?



"Eye-Rest" lighting in the new Carlton Cinema, Tottenham Court Road.

We ask these questions, not because we expect to receive a reply, but because, in answering them yourself in the privacy of your office, you may for a moment realise why you have succeeded or failed, as the case may be, in getting the cinema business lying at your very door. If you want cinema lighting business don't forget to specify B.T.H. "Eye-Rest" lighting, the only system of illumination which, on its merits, will enable you to defeat competitive schemes.

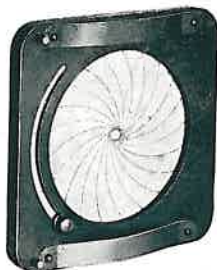


SILLY ASS!



B
T.H

Theatrical Apparatus



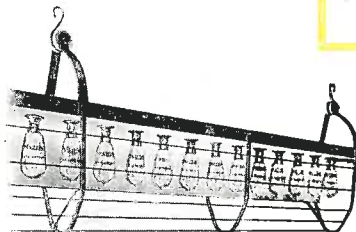
IRIS SHUTTER



WALL POCKET



NUMBER INDICATOR



BATTEN LIGHTS

IN the December issue of "Mazda House News" we had something to say about our Theatrical apparatus, and we gave illustrations of our Flood lamp and Spot lamp.

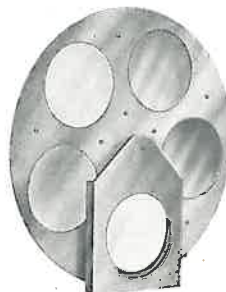
¶ This month we show some more of our Stage material, and we ask all our readers who are interested in theatrical matters to send at once for the theatrical section of our list.

¶ The fact that B.T.H. Theatrical material is used in a large number of London Theatres, Music Halls, etc., speaks well for the quality of our apparatus.

¶ And so far as lamps are concerned, Mazdas are exclusively used in many more London Halls than any other make of lamp. Now turn to page 3 of this number.



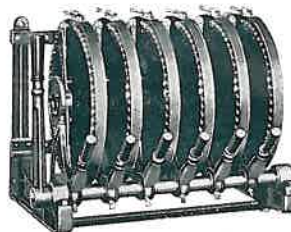
PERCH BOX



COLOUR WHEEL

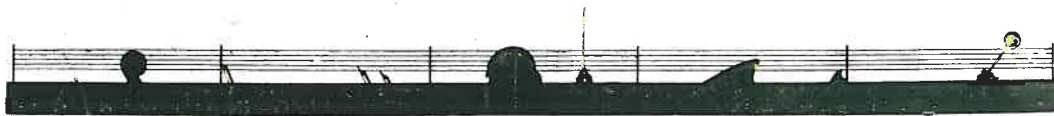


EXIT LIGHT



METALLIC DIMMER

Send your enquiries to Mazda House or nearest Branch Office (see back cover).



A SIMPLE and EFFECTIVE SEMI-INDIRECT FITTING



B.T.H.
VELURIA "REALITE"

A Veluria Reflector is quickly converted into an attractive semi-indirect lighting unit by means of the B.T.H. "Realite" attachment. The Mazda Lamp hangs vertically inside the reflector, which is held in an inverted position by the gallery.

Prices (with "Realite" attachment, 1 ft. of $\frac{3}{4}$ in. chain, lampholder, 3 in. ceiling plate and Veluria Reflector) from 8s. 9d. upwards, according to size.

A "Realite" attachment can also be supplied for securing on existing holder. Prices (with Veluria Reflector) from 6s. upwards.

Prices are for polished brass finish and do not include lamps.

The British Thomson-Houston Co., Ltd.,
Mazda House, 77 Upper Thames Street, London, E.C

Branches at Manchester, Birmingham, Leeds,
Sheffield, Newcastle, Middlesbrough, Glasgow,
Swansea, Cardiff and Dublin.



Goliath E.S. Holders for MAZDA and other HALF WATT LAMPS

Now that "Half-Watt" lamps are on the market, there is a big demand for really good Goliath E.S. Holders. We list and hold stock

of a large number of patterns, and illustrate our Cat. No. A 308, which is in dull brass with porcelain insulation ring, $\frac{1}{8}$ " thread with set screw—price 2/6 each. We also stock a ventilated pattern, and a large variety of porcelain holders. Large stocks and immediate deliveries.

Send your orders to Mazda House or any of our Branches (see back cover).

Quality Good—
Prices Right



WALL PLUGS

Cat. No. A 479. White China Base, cocus cover and plug 10/6 per doz.

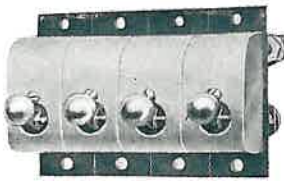
Cat. No. A 480. As above, but with black China Base 10/6 per doz.

Base measure in each case $2\frac{1}{4}$ "

WE HOLD THE FINEST STOCK OF
WALL PLUGS IN THE COUNTRY.

ACCESSORIES for MOTOR CARS

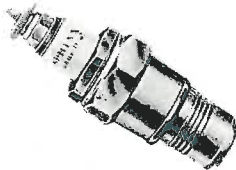
We devote a large portion of our Catalogue to describe a variety of small Automobile Accessories,



Switches.



Nickel-plated Switch.



Sparking Plug.



Universal Joint Lamp.



Roof Lamp.

such as Switches, Voltmeters, Ammeters, Interior and Exterior Lighting Fittings, Mazda Automobile Lamps, etc., etc.

The use of electricity for motor car lighting is becoming more popular every day, and we feel sure that all our readers who are motorists, or suppliers of automobile accessories, will be glad to know that we are able to advise on this important matter.

We illustrate on this page, a selection from our list and suggest (if you are going in for motor accessories either as a user or retailer) that you write to us for our complete automobile section.



Holophane Dome Light.



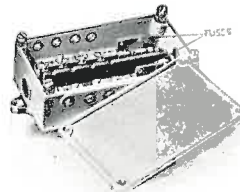
Mazda Headlight Lamp.



Garage Hand Lamp.



Headlight.



Chassis Junction Box.

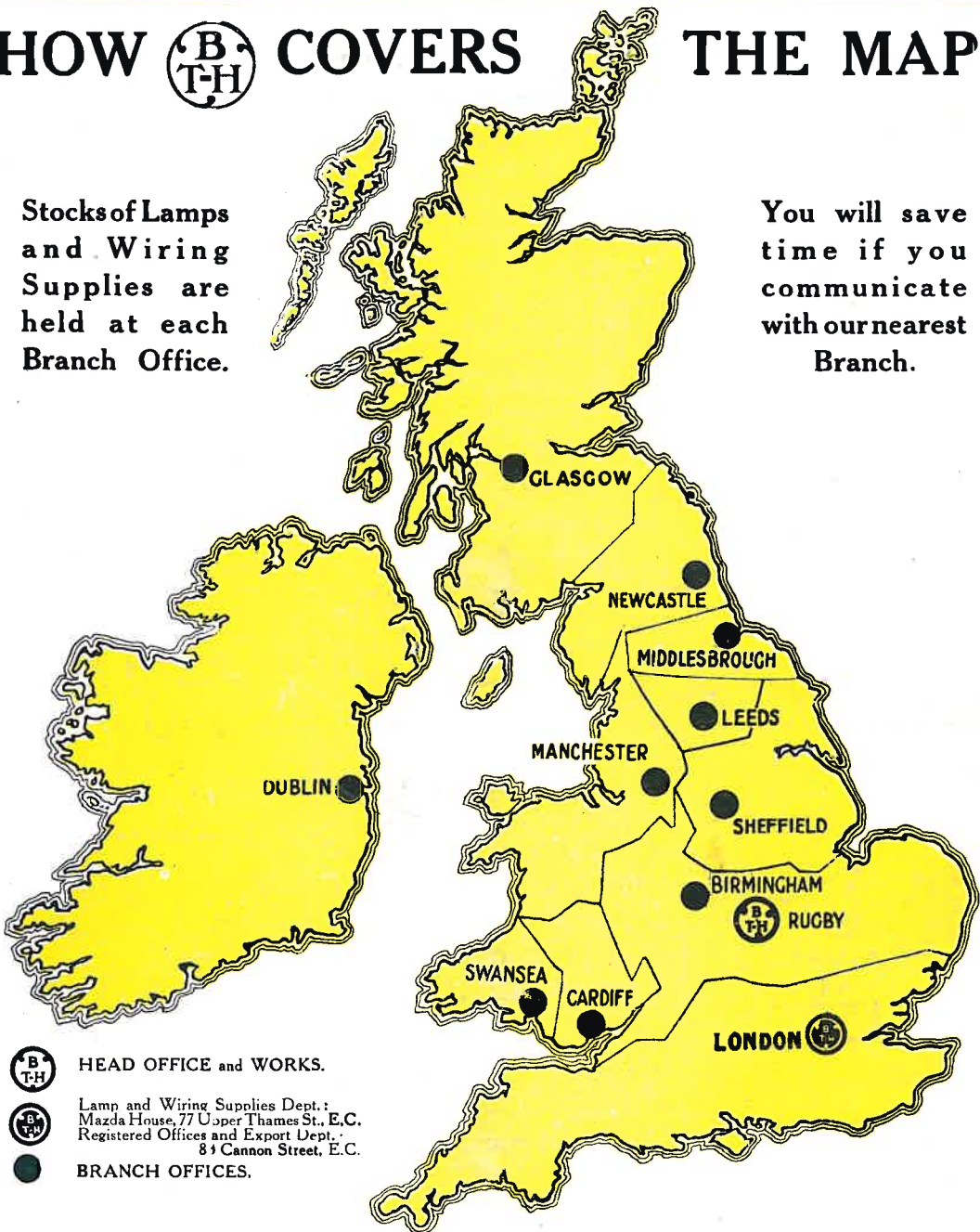




Electric Horn.

HOW COVERS THE MAP.

Stocks of Lamps and Wiring Supplies are held at each Branch Office.

You will save time if you communicate with our nearest Branch.



 HEAD OFFICE and WORKS.
 Lamp and Wiring Supplies Dept.: Mazda House, 77 Upper Thames St., E.C.
 Registered Offices and Export Dept.: 81 Cannon Street, E.C.
 BRANCH OFFICES.

THE BRITISH THOMSON-HOUSTON Co., Ltd.

- | | |
|--|---|
| BIRMINGHAM : Daimler House, Paradise Street.
Telephone Nos. 2401 and 2402 Midland. | SHEFFIELD : 8 East Parade.
Telephone No. 4669 Central. |
| LEEDS : Standard Buildings, City Square.
Telephone No. 3244 Central. | GLASGOW : 91 Wellington Street.
Telephone Nos. 4840 and 4841 Central. |
| MANCHESTER : National Buildings, St. Mary's Parsonage.
Telephone No. 6366 Central (3 lines). | DUBLIN : 25 Suffolk Street.
Telephone No. 1557. |
| MIDDLESBROUGH : Prudential Chambers, Albert Road.
Telephone No. 814. | SWANSEA : Castle Buildings.
Telephone No. 123 Central. |
| NEWCASTLE-ON-TYNE : Collingwood Buildings.
Telephone Nos. 2342, 2343. | CARDIFF : Royal Chambers, Park Place.
Telephone No. 4392 Cardiff. |

Telegraphic Addresses: Head Office and Branch Offices, "Asteroidal"; Mazda House, "Mazdalux."