

His Only
Rival

Edison's Dream Comes True

Thirty-two years ago the Wizard of Menlo Park dreamed his great dream which has now come true—Electric Light for Everybody.

When Edison invented the electric incandescent lamp thousands journeyed to Menlo Park to see "the light that burned without air."

Edison put a little paper horseshoe filament, that he had carbonized, into a glass bulb and pumped out the air. Next he passed a current of electricity through this horseshoe.

The Dream

As it glowed white hot, lighting up the darkened room, another light glowed in his face, for he saw the revolution that tiny bulb would bring about in the world's sunless hours.

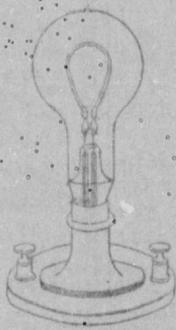
But the first lamps of 16 candlepower used up 100 watts of electricity.

Slowly, as improvements came, the amount of light was increased. Six years ago people thought the limit was reached, for the close of the first quarter-century of electric lighting was celebrated by the advent of the Edison Gem lamp. Using the same amount of electricity, it gave more than twice the light of that first wonderful lamp.

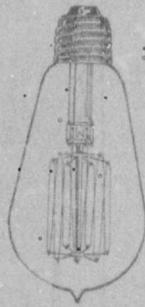
The Revolution

Suddenly another invention in electric lamps revealed the dawn of a new era in electric lighting—unseen in the dreams of anyone—except Edison.

This was the Tungsten filament lamp which—instead of the original 16 candlepower—or the fancied limit of 40 candlepower—gave actually 80 candles of light from the same 100 watts.



Edison's Original
Lamp Invented
32 Years Ago.



Latest Edison
Mazda Lamp with
Non-fragile
Filament.

This lamp almost materialized the Dream—but the filament was brittle—and the cost was high.

Both these obstacles are now cleared away. First, a brilliant invention has resulted in the production of a drawn wire stronger than steel. This wire is used to make the filaments in Edison Mazda lamps.

The filament or "burner" in Edison Mazda Lamps is so sturdy that hundreds of thousands are in use under severe and trying conditions, even for lighting railway trains and automobiles.

Next—of prime importance—the full advantage of the General Electric Company's reduced cost of manufacture has been given to the public.

And the present price of the perfected Edison Mazda lamp is about one-half that of the first, brittle tungsten lamp.

The Dream Comes True

So, with lower cost and a better lamp Edison's dream of the sun's only rival has come true. The waiting millions can be served now that electric light costs so little and does so much.

Now, you can have Electric Light in your home, your office, your store, your factory—at a price you have been waiting for, if you use the latest invention—Edison Mazda Lamps, made only by the General Electric Company.

Buy these lamps, and see how Edison's Dream has come true for you.

Sold by Electric Light Companies and Dealers Everywhere.

General Electric Company

Main Lamp Sales Office: Harrison, N. J.

Principal Office: Schenectady, N. Y.

Sales Offices in the following Cities:

Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Boise, Idaho.
Boston, Mass.
Buffalo, N. Y.
Butte, Mont.

Charleston, W. Va.
Charlotte, N. C.
Chattanooga, Tenn.
Chicago, Ill.
Cincinnati, Ohio.
Cleveland, Ohio.
Columbus, Ohio.

Denver, Colo.
Detroit, Mich.
(Off. of Sol'g Act.)
Erie, Pa.
Indianapolis, Ind.
Kansas City, Mo.
Los Angeles, Cal.

Louisville, Ky.
Macon, Ga.
Memphis, Tenn.
Minneapolis, Minn.
Nashville, Tenn.
New Haven, Conn.
New Orleans, La.

New York, N. Y.
Philadelphia, Pa.
Pittsburg, Pa.
Portland, Ore.
Providence, R. I.
Richmond, Va.
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Salt Lake City, Utah.
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Look for this General Electric Monogram, the Guarantee of Excellence on Everything Electrical.

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