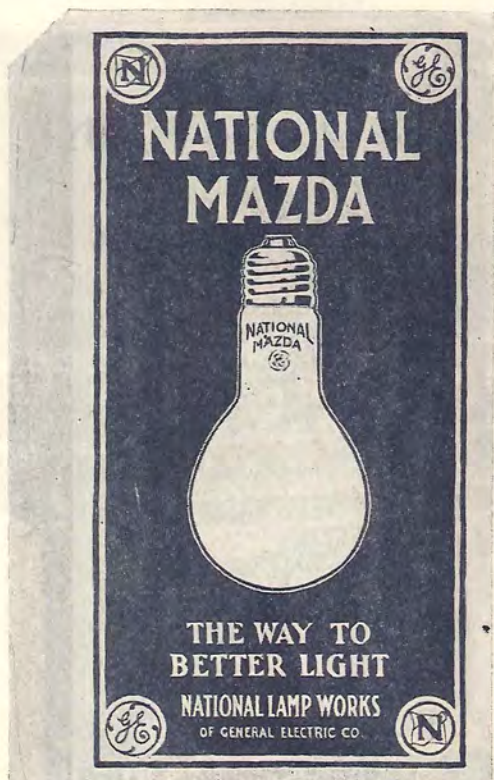




Win!

—with the aid of Right Lighting



Deeply absorbed in the game—how little they realize the part good lighting can play. And deft as their skill may be, a dim or a glaring light will tire their eyes and dull their keenness. For light can be soothing, restful—an aid to hours of recreation—or it can destroy recreation!

In everything you do, good lighting has a part—more of a part than it usually gets credit for. It can make the evening call thoroughly enjoyable. It can add the finishing touch of hospitality and pleasure to an evening of chess, of checkers, or of cards. It can make the dancing party a wonderful success. As you work, plan, play, or entertain, make your lighting *appropriate!*

And good lighting—appropriate lighting—is mostly a matter of common-sense rather than engineering knowledge. If you will get two or three times as much light—and then shade it better—you will be delighted at the result. Try a few experiments with silk, cretonne, parchment and glass shades. You will find it fascinating, and the ability to get *more* lighting and, at the same time, *softer* lighting is something worth learning! You can identify the store where NATIONAL MAZDA lamps are sold, by the Blue Convenience Carton on display. National Lamp Works of General Electric Company, 103 Nela Park, Cleveland, Ohio.



Each of these labels represents a Sales Division equipped to give a complete lighting service

The Blue Convenience Carton

NATIONAL MAZDA LAMPS