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What's The Use,
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Progressive merchants everywhere have found the wonderful General Electric Mazda Lamp an immeasurable benefit to their business. This lamp radiates brilliant white rays nearly like those of the sun. This superior quality of artificial light is produced by a rare metal filament that not only radiates a perfect light, but gives nearly three times as much light as the ordinary incandescent - and costs no more to burn. It is this remarkable combination of facts that is causing thousands of people to have their houses and places of business wired for electric light. In fact, this new G-E Mazda Lamp is swiffly revolutionizing artificial lighting. It is making electricity the universal illuminant.

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