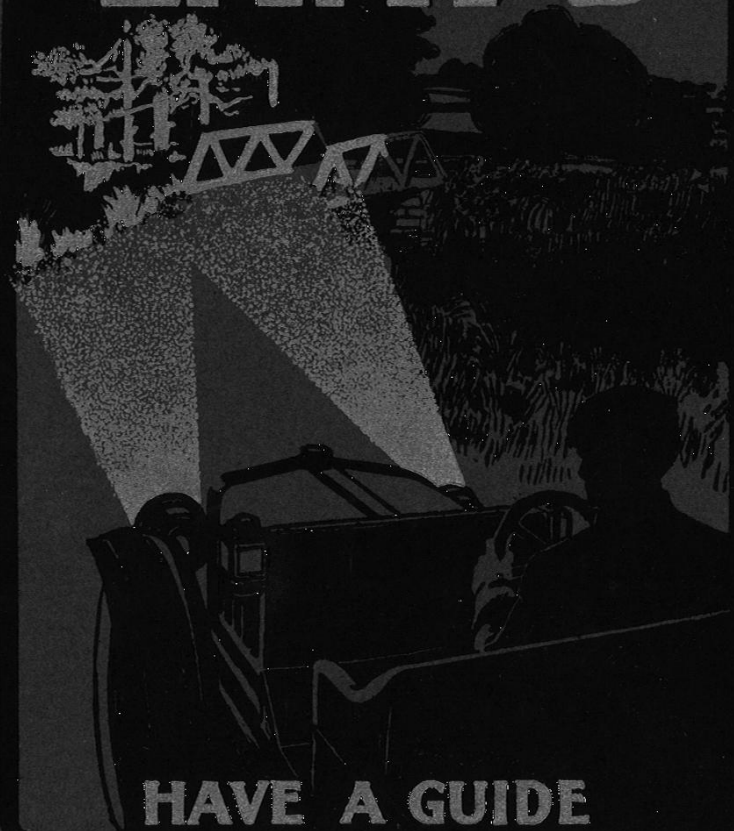


# GUIDE LAMPS



HAVE A GUIDE

## Property of



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By  
Richard Bowman  
And  
Charles Bullock

# GUIDE LAMPS

Guide Motor Lamp Mfg. Co.

CLEVELAND, OHIO, U. S. A

Makers of MOTOR CAR

AND

MOTOR BOAT LAMPS

ELECTRIC

Head-lights, Side-lights, Tail-lights,  
Speedometer, Dome *and* Trouble  
Lights, Boat Searchlights, Port  
*and* Starboard Lights.    ::    ::

Electric Fittings *for* Oil  
*and* Gas Lamps, Etc.

## GUIDE MOTOR LAMP MANUFACTURING COMPANY

### SPECIAL

#### Stylish Spun Lamp

Made in two sizes:  
10 inch front and  
12 " "

Has all the special  
features described on  
page 3.

Mention J. for Japan  
Finish, or B. for Brass  
Finish.



Model	Front Diameter	Length A to B	Distance between Set Screws	Price Per Pair
J or B-901	10 in.	6¾ in.	7½ in.	\$28.00
J or B-902	12 in.	7½ in.	9¼ in.	32.50

Furnished with Tungsten or Mazda Lamps, 10-16 or 20 C. P.—  
6 Volt high efficiency coil filament, either candelabra or Edi-Swan  
bayonet lock sockets. A charge of 50c per pair extra is made for  
the latter.

A GUIDE WILL GUIDE YOU RIGHT

## GUIDE ELECTRIC LAMPS

are not an experiment, but the success of four years of scientific endeavor, resulting in a perfected product, and a reputation we are proud of.

There are some lower priced lamps to be had, but none cheaper or better. We court comparison, and invite you to judge if they are not worth more than the difference.

Remember our simple device of fitting the parabolic reflector in door against glass is absolutely dust tight, and eliminates all dust and tarnish from the reflector, which is an important requirement to successful Motor Car Lighting by Electricity. The reflector removes readily, giving free access to the bulb, and will stay bright for a season or more without polishing or resilvering, giving the highest efficiency of reflecting surface at all times.

Without this one feature alone, electric lighting is a continuous source of trouble and dissatisfaction.

Our sliding focus is firm and reliable, and permits the user to spread his light or throw a long straight beam ahead. The sleeve fits both our candelabra screw, and Edi-Swan bayonet sockets, being interchangeable.

A charge of 25c each extra is made for Edi-Swan bayonet sockets. We use a  $\frac{5}{8}$  in. connector fitted in a sleeve in head lights, making a neat and firm connection, built in the lamp, the sleeve receiving the tension that would otherwise fall on the connection itself and result in it working loose.

In the designing, we have aimed to eliminate frills and corners that give the ginger bread effect, not to mention the labor and difficulty in polishing, but following the plainest lines, allowing a touch of style and grace in keeping with good taste.

HAVE A GUIDE

GUIDE MOTOR LAMP MANUFACTURING COMPANY

**GUIDE LAMPS**  
FOR LIGHTING BY ELECTRICITY.



Mention

J. for

Japan,

or

B. for

Brass

Finish.

**Electric Head Lamp: Model 921 and 941**

Model	Flange Diameter	Front to back Length	Distance between Set Screws	Finish	Price Each	Price Per Pair
J-921	10 in.	8 in.	9 in.	Japan	\$13.00	\$26.00
B-921	10 in.	8 in.	9 in.	Brass	13.00	26.00
J-941	8 in.	7 in.	6 in.	Japan	10.50	21.00
B-941	8 in.	7 in.	6 in.	Brass	10.50	21.00

For extra bulbs see page 19.

See page 3 for description.

Furnished with 10, 16 or 20 Candle Power Tungsten or Mazda coil filament bulbs.

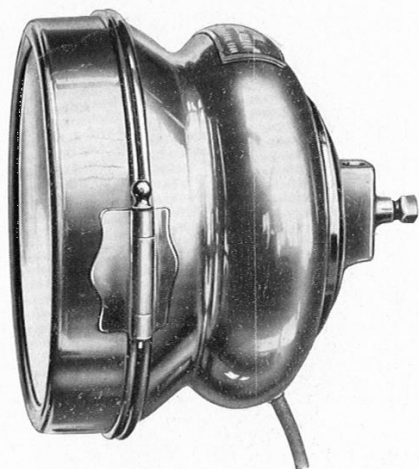
Fitted with Edi-Swan bayonet sockets 50c per pair extra.

**THE GUIDE POINTS OUT THE DANGER**

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GUIDE MOTOR LAMP MANUFACTURING COMPANY

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Electric Head Lamp: Model 956 and 957

Model	Front Diameter	Length	Bracket	Finish	Price Each	Price Per Pair
J or B-956	6 in.	6 in.	Round	Japan or Brass	\$6.75	\$13.50
J or B-957	7 in.	6¾ in.	Round	Japan or Brass	7.50	15.00

This lamp has a Parabolic reflector, adjustable focus, dust tight front, etc.

Is especially suitable for Electric cars.

State voltage of battery when ordering lamps.

J. and B. stands for Japan or Brass.

Description on page 3—extra bulb see page 19.

HAVE A GUIDE

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GUIDE MOTOR LAMP MANUFACTURING COMPANY

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PATENT PENDING

### Model 77 Cylinder Electric Side Lamp.

Model	Glass Diameter	Total Height	Finish	Price Per Pair	Without Bulbs
77-B	4½ in.	8¼ in.	Brass	\$13.00	\$12.00
77-J	4½ in.	8¼ in.	Japan	13.50	12.50
77-A	4½ in.	8¼ in.	Silver and Japan	14.00	13.00

See page 19 to 22 for bulbs, switches, etc.

NO MATTER WHERE YOU ARE

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## GUIDE MOTOR LAMP MANUFACTURING COMPANY

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This is the first electric side lamp. Until now; lamps using electric lights have been of the same general design and construction as the candle and oil lamps with several of their either undesirable or unnecessary features retained.

It is obvious that the design is new and original, and we think you will admit strikingly beautiful.

An electric side lamp needs no door, so this has none, it needs no air, so this is practically air-tight, therefore cannot tarnish nor get dirty.

The bulb and socket are removed bodily by unfastening the screw at the bottom, facilitating replacement of the bulbs or wiring.

There are no soldered joints to shake loose, therefore no possibility of acid injuring the highly polished silver surface of the lining, and in case of accident the glass can be replaced by anyone in a few minutes.

All parts are perfectly interchangeable, which means they never have to be repaired, because any part can be replaced cheaper than it can be repaired.

And when you consider that this lamp can be furnished at a lower price than any good lamp on the market, we think you will decide it is the lamp that you need.

We furnish this lamp either all brass, all black, or black with silver trimmings, and either round or flat bracket.

HAVE A GUIDE

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GUIDE MOTOR LAMP MANUFACTURING COMPANY

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### Electric Parabola Side Lamp: Model 90

Model	Body Diameter	Length	Bracket	Finish	Price Each
B-89	5 in.	5¼ in.	Flat	Brass	\$5.50
B-90	6 in.	6¾ in.	Flat	Brass	7.00

Furnished with 2 or 4 C. P. 6-Volt Tungsten bulbs as desired. This side lamp has a parabolic reflector with the other special features described for head lamps on page 3, and gives a strong light for side lamps, sufficiently so for city driving. For extra bulbs see page 19.

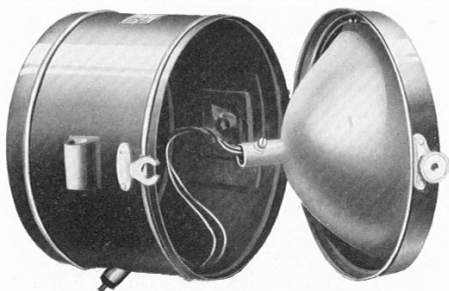
See pages 23 and 24.

TAKE NO CHANCES

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## GUIDE MOTOR LAMP MANUFACTURING COMPANY

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### Models 71, 72 and 73

This cut shows construction of our Lamps and methods of applying Parabolic Fitting, also Focusing Attachment for focusing the Tungsten Lamp Bulb.

Our Parabolic Reflectors are sealed into front door, making them air-tight, and dust-tight. Will remain highly polished for months, but may be easily taken out if necessary to put in new lamp bulbs.

Any gas lamp may be remodeled for electricity by using parabolic reflectors. Oil lamps can also be changed by the use of proper fittings, all of which are described in the following pages.

### Electric Head Lamps

Model	Body Diameter	Length	Bracket Diameter	Finish	Price Each
J or B-71	6 in.	6 $\frac{3}{8}$ in.	6 $\frac{1}{2}$ in.	Brass or Japan	\$ 7.50
J or B-72	7 in.	7 in.	7 $\frac{1}{2}$ in.	Brass or Japan	9.00
J or B-73	8 in.	7 $\frac{3}{4}$ in.	8 $\frac{1}{2}$ in.	Brass or Japan	11.00

See pages 3 and 19 to 24.

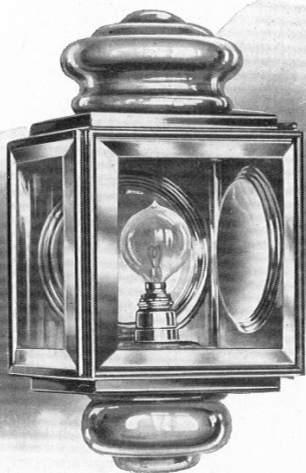
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GUIDE MOTOR LAMP MANUFACTURING COMPANY

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**GUIDE LAMPS**  
LIGHT YOUR AUTOMOBILE BY ELCTRICITY



**Electric Side Lamp—Square: Model 970**  
Fitted with Candelabra Base, Bulb Cord and Connector

Model	Body	Height	Bracket	Finish	Price Each
J-970	5x5 $\frac{3}{4}$ in.	9 $\frac{1}{2}$ in.	Flat	Japan	\$7.50
B-970	5x5 $\frac{3}{4}$ in.	9 $\frac{1}{2}$ in.	Flat	Brass	7.25

Furnished regular with 2 or 4 C. P. 6-Volt Tungsten bulbs.

Without bulbs 50c less each.

**FOR AN EASY MIND ON A DARK NIGHT**

GUIDE MOTOR LAMP MANUFACTURING COMPANY

**GUIDE LAMPS**  
LIGHT YOUR AUTOMOBILE BY ELECTRICITY



**Electric : Model 990**  
Ball Tail Lamp

Model	Lens	Lens	Bracket	Finish	Price Each Complete
J-990	3 1/8 in. Ruby	3 1/8 in. Clear	Round	Japan	\$4.00
B-990	3 1/8 in. Ruby	3 1/8 in. Clear	Round	Brass	4.00

Without bulb at \$3.50 each.



**Electric : Model 911**  
Meter Light

Price in Brass or Black Japan, without Bulb: \$1.25 each.

With Tungsten Bulb, \$1.75 each.

A handy light for speedometer or gauge.

HAVE A GUIDE

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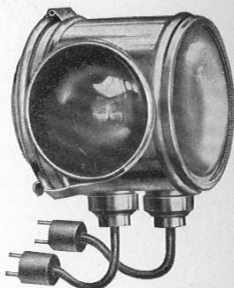
GUIDE MOTOR LAMP MANUFACTURING COMPANY

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DOUBLE BULB ELECTRIC TAIL-LIGHT



No. 110 Single Bulb



No. 111 Double Bulb

These electric tail lamps are made of heavy, highly polished brass. Our new No. 111 is of same design as No. 110 shown here, except the double bulb feature; it is fitted with two electric bulbs, one for use with Magneto when car is running and the other for Storage Battery when car is standing idle. This new design is very pretty.

Price with Bulbs Complete.

Model	Length	Body Diameter	Clear Lens	Lens	Finish	Price Each
J or B-110	3¾ in.	3¼ in.	3⅞ in.	2½ in. Ruby	Brass or Japan	\$2.50
J or B-111	3¾ in.	3¼ in.	3⅞ in.	2½ in. Ruby	Brass or Japan	4.00

Without Tungsten Bulbs, \$2.00 and \$3.00

A good cheap Tail Lamp.

For extra bulbs, see page 19.

IF YOU WANT THE BEST

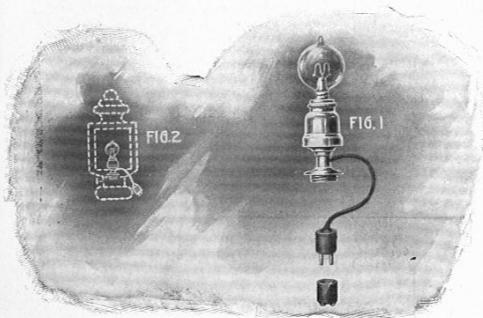
## GUIDE MOTOR LAMP MANUFACTURING COMPANY



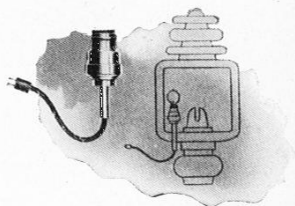
### Dome or Canopy Light

Model	Size	Glass Diameter	Depth	Finish	Price Each
No. 1	5 in.	4 in.	2 $\frac{3}{4}$ in.	Silver or Brass	\$3.50

With 4 C. P.  $\frac{1}{2}$  Ampere Tungsten bulb.



No. 11



No. 12

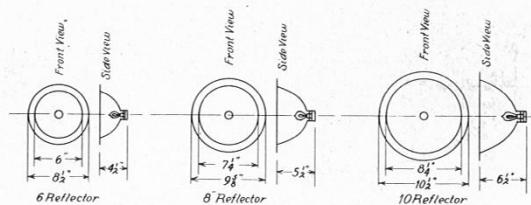
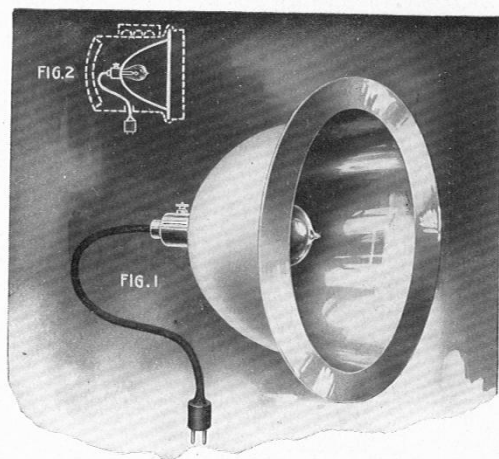
These fittings are designed to fit into any standard make of oil lamp, No. 11 in place of the oil burner and No. 12 back of burner. The sockets are well finished and are for candelabra base lamps.

Prices Complete with Lamp Bulbs, Socket, Base, Cord and Connector No. 1.

No. 11-A .....	Each	\$1.50
No. 12-A .....	"	1.50
B—with No. 4 wood dash connectors, page 22.....	"	1.65

HAVE A GUIDE

## GUIDE MOTOR LAMP MANUFACTURING COMPANY



### DIMENSIONS OF REFLECTORS

The above diagrams show diameter of opening, width of flange, and depth of reflector. They will enable you to determine which size of reflector will best fit your gas lamp.

When ordering fittings, always give us the inside diameter of front door rim of the gas lamp in which our reflector will be installed.

FOR YOUR OWN SAKE

## GUIDE MOTOR LAMP MANUFACTURING COMPANY

### Prices of Parabolic Reflector Fittings for Gas Lamps

Complete fitting for gas, head or search light—parabolic reflector, socket, cord, connector and bulb.

	Price each.
For 4½ inch opening, with bulb.....	\$4.00
For 6 inch opening, with bulb.....	4.25
For 8 inch opening, with bulb.....	4.75
For 10 inch opening, with bulb.....	5.25
For 12 inch opening, with bulb.....	6.50

### ATTENTION! MR. FORD OWNER.

The Magneto in your fly wheel makes enough electricity to light two headlights, why not utilize it? You can get a better and steadier light than gas with no cost whatever and not affect your Ignition.

The Magneto furnishes about 12 to 18 volts and will light two 16 candle power, 6-Volt Tungsten lamps (or bulbs) if wired according to simple direction printed below.

We furnish the Parabolic reflectors as shown on opposite page to fit any Ford Head Lamp. This outfit consists of 2 reflectors, bulbs, switch, wire, etc., in fact everything necessary to change your lamp to electric for \$10.00, or with a pair of our B. 941 Lamps, page 4, at \$23.00. They take about 20 minutes to adjust.

### Directions:

#### PLACE REFLECTORS INSIDE DOOR

against glass, put the brass springs against reflectors to hold them in place, push wire through bottom of lamp, put the two ends (with the lamp connectors on) through the two holes back of radiator under hood in the corners, taking the ground circuit clamp through the left side, fastening the clamp tight to one side of lamp bracket with the screw, (this makes the ground circuit), put the plug connection together, make holes for your switch and carry the wire along right side fastening stripped end to one connection of switch, take wire through other hole, fastening on other switch connection. Carry other end of the short wire over to the magneto, unscrew thumb nut, and slip the loop terminal on end of wire over the pole, screwing thumb nut back on, then screw switch on dash, and your lights are ready for operation.

In ordering give size of front of lamp, outside measurement.

#### HAVE A GUIDE

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GUIDE MOTOR LAMP MANUFACTURING COMPANY

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A  
Powerful  
Boat  
Searchlight  
Deck  
Control

**Boat Searchlights : Model 536**

Deck Control

Model	Body Diameter	Length	Height of Bracket	Finish	Price Each
B-535	5 in.	4½ in.	7 in.	Brass	\$11.00
B-536	6 in.	6 in.	7 in.	Brass	12.00
B-537	7 in.	6½ in.	7 in.	Brass	15.00
B-538	8 in.	7 in.	7 in.	Brass	18.00
B-548	10 in. with swivel bracket.....				22.00

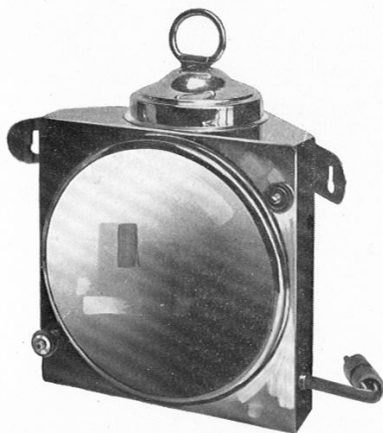
Complete with 10, 16 or 20 C. P. 6-Volt Tungsten Bulbs.

TO COMPLETE YOUR PARTY

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GUIDE MOTOR LAMP MANUFACTURING COMPANY

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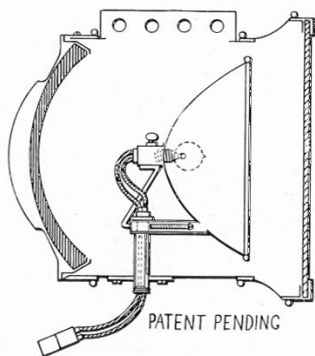


### Port and Starboard Lights

Model	Height	With	Inside Corrugated Lenses	Side	Price Each	Nickel Extra
J or B-54	8½ in.	6½ in.	6 in. Green	Starboard	\$5.00	\$0.50
J or B-55	8½ in.	6½ in.	6 in. Ruby	Port	6.00	.50

These Lights comply with the new Federal law demanding 6 in. lenses on Port and Starboard, are fitted with our regular connectors and 4 Candle Power ½ Ampere Tungsten bulbs.

HAVE A GUIDE



## Guide Electric Reflector Fitting

Fits any Gas Lamp Without Alterations.

Unscrew burner, slip fitting over gas tube and tighten screw in reflector with screw-driver. Wires from socket in most cases may be brought down through gas tube where bottom of tube can be unscrewed. If this cannot be done, bring wires through hole in bottom of body and in either event make a knot in the wires about 6 or 8 inches from socket so the tension or weight of cord will be at the knot instead of the sockets.

This electric reflector fitting we believe to be the most perfect, simple fitting on the market.

In designing this parabolic reflector fitting, we have eliminated all former troubles of altering lamps, cutting and altering the reflector (which required skill, tools and soldering outfit), and at the same time give the user a luxury, economy and convenience at a small cost.

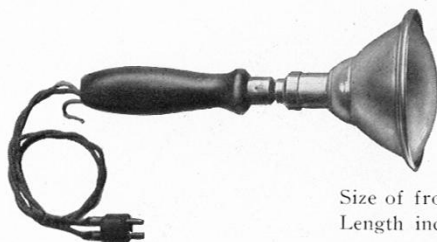
These are furnished regular with our 6 volt 16 C. P. coil filament Tungsten bulbs, and will project more light than any gas lamp with a large  $\frac{3}{4}$  burner and same size reflector, at less expense.

Prices for fittings complete as shown in cut.

	Per Pair.
6 in. Electric Reflectors Fittings, with Sockets, Bulbs and Connectors .....	\$ 9.00
7 in. Electric Reflectors Fittings, with Sockets, Bulbs and Connectors .....	10.00
8 in. Electric Reflectors Fittings, with Sockets, Bulbs and Connectors .....	11.20

ON A STRANGE ROAD

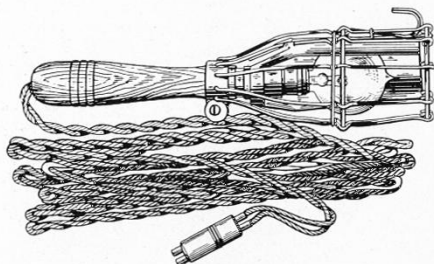
## GUIDE MOTOR LAMP MANUFACTURING COMPANY



No. 5 Portable  
Trouble Lamp, complete with 10 feet  
cord. Tungsten  
Bulb (6 V.) and connectors.

Size of front  $3\frac{3}{8}$  in. .... \$3.00  
Length including handle  $8\frac{1}{2}$  in.

No. 6 Portable  
Trouble Lamp, complete with (6 V.)  
Tungsten Bulb, 10  
feet cord and connector,  
wire guard,  
each, ..... \$2.00  
Total Length 8 in.



See 6 Inch Trouble Lamp on Next Page.

## TUNGSTEN BULBS.

SIX VOLTS CANDELABRA BASE

Standard Sizes always in stock. May also be had in Edi-Swan Candelabra Base.

Candle Power	Volts	Amps	Style Filament	Hours Life	Diameter Bulb	Price Each	Intended use	Amps Approximately
2	6	.3	Loop	200	$\frac{3}{4}$	50	For tail or side lamps.	$\frac{3}{4}$
4	6	.6	"	200	1	50	" Side lamps.	$\frac{3}{5}$
6	6	1.	Coil	200	1	60	" Head and Side "	1
10	6	1 $\frac{1}{2}$	"	400	1 $\frac{1}{2}$	55	" Head lamps.	1 $\frac{1}{2}$
10	6	1.5	"	500	2 $\frac{1}{16}$	55	" Head lamps.	1 $\frac{1}{2}$
16	6	2.4	"	500	"	55	" Head lamps.	2 $\frac{1}{2}$
20	6	3.	"	500	"	55	" Head lamps.	3

No. 12, Rubber Covered (oil proof) Stranded Duplex Wire,  
per ft. .... 07c

No. 12, Rubber Covered (oil proof) Stranded Single Wire,  
per ft. .... 03c

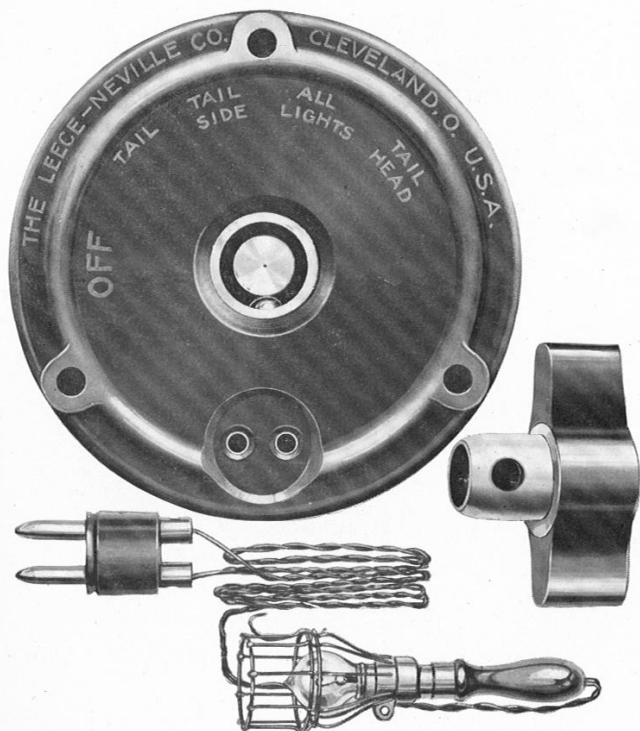
For Carbon or Tantalum Bulbs write us voltage wanted.

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GUIDE MOTOR LAMP MANUFACTURING COMPANY

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TROUBLE LAMP SHOWN  
1/3 ACTUAL SIZE

Full size front view of the L-N Switch showing removable handle, also Inspection Lamp and Plug.

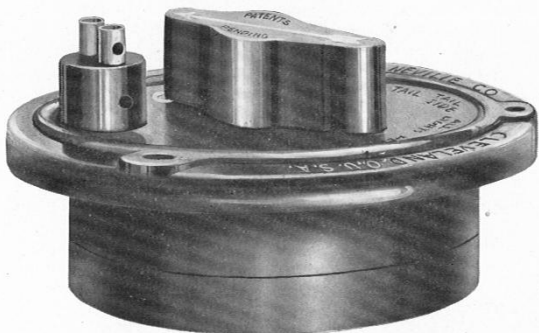
L-N Switch, only.....	\$2.50
L-N Switch, with Inspection Lamp and bulb.....	4.50
Inspection Lamp, 10 ft. Cord and Plug and bulb.....	2.50

BE SURE YOUR RIGHT

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## GUIDE MOTOR LAMP MANUFACTURING COMPANY

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Full size edge view of the L-N Switch showing Switch Handle in place and Plug for Inspection Lamp in its Socket. The only switch on the market with removable handle to protect the battery and lamps.

The connections for the battery and lamps are on the back, one screw connection for the battery, one for the tail lamps, one for the side lamps, one for the head lamps, and one for the inspection lamp.

Full directions for connecting are packed with each switch.

The handle for operating the switch is made removable to protect the battery and lamps from mischievous persons when the car is left standing. The plug can be pushed into its socket and then turned to engage its snap connection.

As plainly illustrated on the front of the switch, the tail light can be turned on alone—then the tail and side in combination—next the tail, side and head in combination—next the tail and head lights in combination.

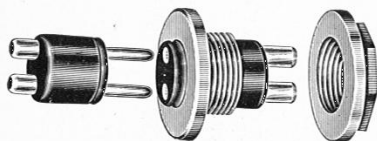
This arrangement enables the operator to economize in the use of his battery when running with head lamps lighted as the side lamps are not then needed.

A socket and connections are provided in the switch for an Inspection Lamp. The Inspection Lamp is of convenient size for carrying in an Automobile being only six inches in length. It is strongly made and will stand rough usage. Switch and Inspection Lamp will be packed and shipped together unless otherwise ordered.

*The L-N switch will be ready to deliver to the trade December 1, 1910, and it will greatly assist us if dealers will anticipate their requirements and place orders now.*

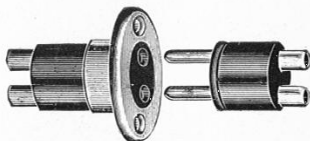
HAVE A GUIDE

## Some Things You Will Need.



**Metal Dash Connector**

No. 5, each..... 75c



**Wood Dash Connector**

No. 4, each..... 40c



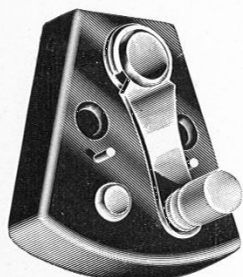
**Guide Handy Connector**

No. 2,  $\frac{5}{8}$  in., each..... 35c

No. 1,  $\frac{1}{2}$  in., each..... 25c

**Screw End Connector.**

No. 3,  $\frac{1}{2}$  in., screw terminals, each ..... 35c



**Keystone**

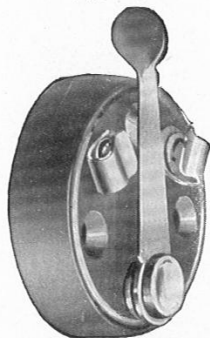
**Hard**

**Rubber**

**Base**

**Switch**

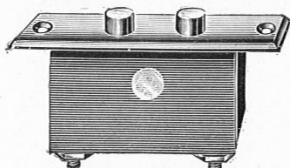
Keystone 1 Point Switch, each ... 25c



**Two  
Point  
Hard  
Rubber  
Base  
Switch**

For use where  
two batteries  
are used.

Two-Point Switch ..... 40c



**1 Circuit Flush Push Switch**

1 Circuit for tail or head lights - - \$1.00

2 Circuit for tail and side lights - 2.00

3 Circuit for head, side and tail lights - 3.00

Wooden Snap Switches, 20c each, but we do not recommend them.

## GUIDE MOTOR LAMP MANUFACTURING COMPANY

### OUTFIT NO. 1.

2	7 in. Guide Reflectors Fittings.....	Page 18	\$10.00
2	No. 1-A Oil Fittings for Oil Lamp.....	" 13	4.50
20	Ft. No. 12 Duplex Wire R. C. at \$0.07.....	" 25	1.40
15	Ft. No. 12 Single Wire R. C. at \$0.03.....	" 25	.45
1	L. & N. Switch.....	" 20	2.50

\$18.85

### OUTFIT NO. 2.

2	Model 902 12 in. Head Lamps.....	Page 2	\$32.50
2	Model 77 Cylinder Side Lamps.....	" 6	13.00
1	Model 990 Tail Lamp.....	" 6	4.00
30	Ft. No. 12 Duplex R. C. Wire at \$0.07.....	" 25	2.10
15	Ft. No. 12 Single R. C. Wire at \$0.03.....	" 25	.45
1	L. & N. Switch with Trouble Lamp.....	" 20	4.50

\$55.55

### OUTFIT NO. 3.

2	Model 921 Head Lamp.....	Page 4	\$25.00
2	No. 2-B Oil Fittings at \$1.65 each.....	" 13	3.30
1	No. 2-A Oil Fittings.....	" 13	1.50
20	Ft. No. 12 Duplex R. C. Wire at \$0.07.....		1.40
15	Ft. No. 12 Single Wire at \$0.03.....		.45
1	L. & N. Switch and Trouble Lamp complete.....		4.50

\$37.15

The three outfits shown here are only a suggestion to help you make up your order to your own taste. No. 1 represents a five light combination with fittings to change over the Gas and Oil Lamps. Second, a 5 light outfit of all new lamps, and third a 5 lamp outfit using new Guide Headlights, with fitting to change over your old oil lamps to combination oil and Electricity.

They may be varied from according to your taste or to meet your requirements. There are on pages 2, 3, 4 and 9 several selections of head lamps, on pages 14 and 18 Gas Lamp fittings. On pages 6, 8 and 10 the several Side Lamps. Pages 11 and 12 the Tail Lamps and pages 13 the 2 style Oil Lamp fittings. Pages 20 and 22 the various switches.

Your wire should always be the No. 12 and may be figured as follows: 12 ft. Duplex and 7 ft. Single, total \$1.05, for headlights only. Side and Tail same. Head, Side and Tail (all 5) 25 ft. Duplex and 15 ft. Single at \$2.20.

See Next Page.

HAVE A GUIDE

## FACTS ABOUT COST OF OPERATION

OR

The Economy and convenience of electric lights. On page 13 we show the consumption in amperes the different candle power Tungsten lamps (or bulbs) will use per hour. Two Electric Headlights with 16 C. P. 6 Volt Tungsten lamps will use a maximum of  $2\frac{1}{2}$  each or 5 amperes an hour, and will burn approximately 20 consecutive hours from a 100 ampere hour lighting battery. Maximum cost of recharging 50c. Two Gas Headlights with  $\frac{3}{4}$  foot burners will burn 26 consecutive hours on a 40 foot (standard) gas tank at a cost of \$2.00 for recharging.

The Electric head lamps run from a lighting Magneto or Generator eliminates all recharging and cost of operation. Side and Tail lamps with 2 C. P. 6 Volt Tungsten bulbs use .3 each or a total maximum of 1 ampere per hour. These for example would burn 60 consecutive hours from a 60 ampere lighting battery.

### ABOUT LIGHT.

Our true Parabolic reflectors with a 10 C. P. Tungsten bulb will project a greater and steadier light than any Gas Lamp of equal size using a  $\frac{3}{4}$  foot 50 C. P. burner in front of a mirror reflector as commonly used. The dust proof front invented by us, and used in all Guide Lamps with parabolic reflectors is of great importance, as this device keeps the highly polished silver surface of the reflector from all dust, and tarnish, always giving the maximum reflecting efficiency, a vital requirement to successful electric headlights.

### ABOUT TUNGSTEN BULBS.

Many have the impression (from knowledge of Tungsten lamps used for store or residence lighting) that they break easily, but the low voltage (6) of the bulbs for automobile lighting permits using short thick fillaments that stand the severest vibration.

### ABOUT WIRING.

#### IMPORTANT.

No. 12 rubber covered stranded wire should be used as lighter wire offers too much resistance, resulting a drop or lowering of voltage which produces dim and unsatisfactory light. Poorly insulated wire causes short circuits and quickly run down batteries, all terminals should be well soldered and taped.

If desired we can furnish you with entire equipments including batteries, magneto, or generator and battery in combination, and shall be glad to furnish you any information we have at hand about same upon request.

### THE GUIDE IS RIGHT

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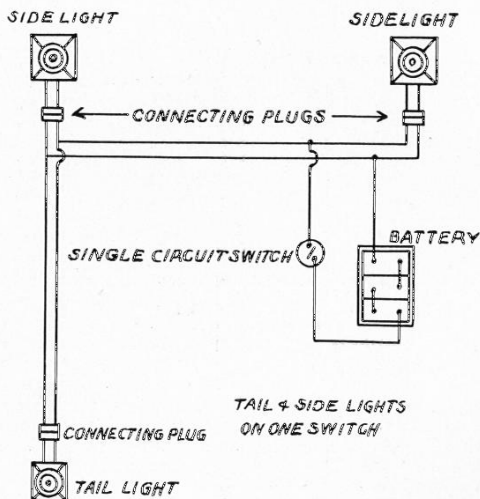
## GUIDE MOTOR LAMP MANUFACTURING COMPANY

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Remember we guarantee our lamps to give satisfaction but you must use proper material. It is the use of improper wire, etc., that has caused the dissatisfaction some have experienced with electric lights.

See other pages for Wire Switches, etc.

The following wiring diagrams, showing lamps wired to battery, may be helpful in wiring correctly.

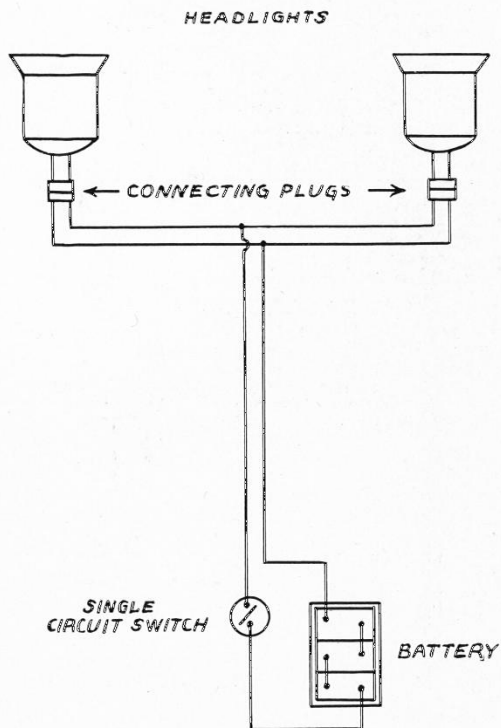


HAVE A GUIDE

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GUIDE MOTOR LAMP MANUFACTURING COMPANY

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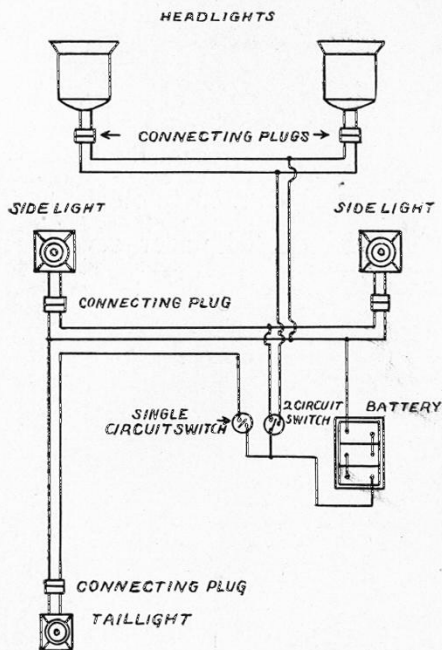
A GUIDE SHOWS THE WAY

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GUIDE MOTOR LAMP MANUFACTURING COMPANY

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You know from past experiences that the lowest priced articles are seldom cheapest; but usually most expensive in the end, with continuous trouble, expense, and dissatisfaction.

This applies to Motor lamps as well as Motor cars or whatever else in past experience you have found this to be only too true.

HAVE A GUIDE

GUIDE MOTOR LAMP MANUFACTURING COMPANY

Guide Lamps represent the best to be  
had. Special features (protected), and  
are best appreciated under severe ser-  
vice conditions.       :       :       :       :

Ask a user  
he knows.

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**GUIDE MOTOR LAMP MFG. CO.**  
**CLEVELAND, OHIO**  
**U. S. A.**

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