Property of

History Center
Madison County Historical Society
15 West 11th Street
P. O. Box 696
Anderson, Indiana 46015-0696
(765) 683-0052

Contact us at:
madisonchs@sbcglobal.net
Genealogy Query-Requests

By
Richard Bowman
And
Charles Bullock
GUIDE LAMPS
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.
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.

<table>
<thead>
<tr>
<th>Model</th>
<th>Front Diameter</th>
<th>Length A to B</th>
<th>Distance between Set Screws</th>
<th>Price Per Pair</th>
</tr>
</thead>
<tbody>
<tr>
<td>J or B-901</td>
<td>10 in.</td>
<td>6 3/4 in.</td>
<td>7 1/2 in.</td>
<td>$28.00</td>
</tr>
<tr>
<td>J or B-902</td>
<td>12 in.</td>
<td>7 1/2 in.</td>
<td>9 3/4 in.</td>
<td>32.50</td>
</tr>
</tbody>
</table>

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 competition, 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 ⅜ 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 LAMPS
FOR LIGHTING BY ELECTRICITY.

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

Electric Head Lamp: Model 921 and 941

<table>
<thead>
<tr>
<th>Model</th>
<th>Flange Diameter</th>
<th>Front to Back Length</th>
<th>Distance between Set Screws</th>
<th>Finish</th>
<th>Price Each</th>
<th>Price Per Pair</th>
</tr>
</thead>
<tbody>
<tr>
<td>J-921</td>
<td>10 in.</td>
<td>8 in.</td>
<td>9 in.</td>
<td>Japan</td>
<td>$13.00</td>
<td>$26.00</td>
</tr>
<tr>
<td>B-921</td>
<td>10 in.</td>
<td>8 in.</td>
<td>9 in.</td>
<td>Brass</td>
<td>13.00</td>
<td>26.00</td>
</tr>
<tr>
<td>J-941</td>
<td>8 in.</td>
<td>7 in.</td>
<td>6 in.</td>
<td>Japan</td>
<td>10.50</td>
<td>21.00</td>
</tr>
<tr>
<td>B-941</td>
<td>8 in.</td>
<td>7 in.</td>
<td>6 in.</td>
<td>Brass</td>
<td>10.50</td>
<td>21.00</td>
</tr>
</tbody>
</table>

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 50¢ per pair extra.

THE GUIDE POINTS OUT THE DANGER
Electric Head Lamp: Model 956 and 957

<table>
<thead>
<tr>
<th>Model</th>
<th>Front Diameter</th>
<th>Length</th>
<th>Bracket</th>
<th>Finish</th>
<th>Price Each</th>
<th>Price Per Pair</th>
</tr>
</thead>
<tbody>
<tr>
<td>J or B-956</td>
<td>6 in.</td>
<td>6 in.</td>
<td>Round</td>
<td>Japan or Brass</td>
<td>$6.75</td>
<td>$13.50</td>
</tr>
<tr>
<td>J or B-957</td>
<td>7 in.</td>
<td>6¼ in.</td>
<td>Round</td>
<td>Japan or Brass</td>
<td>7.50</td>
<td>15.00</td>
</tr>
</tbody>
</table>

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**
Model 77 Cylinder Electric Side Lamp.

<table>
<thead>
<tr>
<th>Model</th>
<th>Glass Diameter</th>
<th>Total Height</th>
<th>Finish</th>
<th>Price Per Pair</th>
<th>Without Bulbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>77-B</td>
<td>4(\frac{1}{2}) in.</td>
<td>8(\frac{3}{4}) in.</td>
<td>Brass</td>
<td>$13.00</td>
<td>$12.00</td>
</tr>
<tr>
<td>77-J</td>
<td>4(\frac{1}{2}) in.</td>
<td>8(\frac{3}{4}) in.</td>
<td>Japan</td>
<td>13.50</td>
<td>12.50</td>
</tr>
<tr>
<td>77-A</td>
<td>4(\frac{1}{2}) in.</td>
<td>8(\frac{3}{4}) in.</td>
<td>Silver and Japan</td>
<td>14.00</td>
<td>13.00</td>
</tr>
</tbody>
</table>

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

NO MATTER WHERE YOU ARE
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
Electric Parabola Side Lamp: Model 90

<table>
<thead>
<tr>
<th>Model</th>
<th>Body Diameter</th>
<th>Length</th>
<th>Bracket</th>
<th>Finish</th>
<th>Price Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>B-89</td>
<td>5 in.</td>
<td>5¼ in.</td>
<td>Flat</td>
<td>Brass</td>
<td>$5.50</td>
</tr>
<tr>
<td>B-90</td>
<td>6 in.</td>
<td>6½ in.</td>
<td>Flat</td>
<td>Brass</td>
<td>7.00</td>
</tr>
</tbody>
</table>

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
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

<table>
<thead>
<tr>
<th>Model</th>
<th>Body Diameter</th>
<th>Length</th>
<th>Bracket Diameter</th>
<th>Finish</th>
<th>Price Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>J or B-71</td>
<td>6 in.</td>
<td>63½ in.</td>
<td>6½ in.</td>
<td>Brass or Japan</td>
<td>$ 7.50</td>
</tr>
<tr>
<td>J or B-72</td>
<td>7 in.</td>
<td>7 in.</td>
<td>7½ in.</td>
<td>Brass or Japan</td>
<td>9.00</td>
</tr>
<tr>
<td>J or B-73</td>
<td>8 in.</td>
<td>7¾ in.</td>
<td>8½ in.</td>
<td>Brass or Japan</td>
<td>11.00</td>
</tr>
</tbody>
</table>

See pages 3 and 19 to 24.

HAVE A GUIDE
GUIDE LAMPS
LIGHT YOUR AUTOMOBILE BY ELECTRICITY

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

<table>
<thead>
<tr>
<th>Model</th>
<th>Body</th>
<th>Height</th>
<th>Bracket</th>
<th>Finish</th>
<th>Price Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>J-970</td>
<td>5x5 3/4 in.</td>
<td>9 1/2 in.</td>
<td>Flat</td>
<td>Japan</td>
<td>$7.50</td>
</tr>
<tr>
<td>B-970</td>
<td>5x5 3/4 in.</td>
<td>9 1/2 in.</td>
<td>Flat</td>
<td>Brass</td>
<td>7.25</td>
</tr>
</tbody>
</table>

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 Lamps
Light Your Automobile by Electricity

Electric: Model 990
Ball Tail Lamp

<table>
<thead>
<tr>
<th>Model</th>
<th>Lens</th>
<th>Lens</th>
<th>Bracket</th>
<th>Finish</th>
<th>Price Each Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td>J-990</td>
<td>3 1/8 in. Ruby</td>
<td>3 1/8 in. Clear</td>
<td>Round</td>
<td>Japan</td>
<td>$4.00</td>
</tr>
<tr>
<td>B-990</td>
<td>3 1/8 in. Ruby</td>
<td>3 1/8 in. Clear</td>
<td>Round</td>
<td>Brass</td>
<td>4.00</td>
</tr>
</tbody>
</table>

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
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.

<table>
<thead>
<tr>
<th>Model</th>
<th>Length</th>
<th>Body Diameter</th>
<th>Clear Lens</th>
<th>Lens</th>
<th>Finish</th>
<th>Price Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>J or B-110</td>
<td>3¾ in.</td>
<td>3¼ in.</td>
<td>3½ in.</td>
<td>2½ in. Ruby</td>
<td>Brass or Japan</td>
<td>$2.50</td>
</tr>
<tr>
<td>J or B-111</td>
<td>3¾ in.</td>
<td>3¼ in.</td>
<td>3¼ in.</td>
<td>2½ in. Ruby</td>
<td>Brass or Japan</td>
<td>4.00</td>
</tr>
</tbody>
</table>

Without Tungsten Bulbs, $2.00 and $3.00

A good cheap Tail Lamp.

For extra bulbs, see page 19.

IF YOU WANT THE BEST
Dome or Canopy Light

<table>
<thead>
<tr>
<th>Model</th>
<th>Size</th>
<th>Glass Diameter</th>
<th>Depth</th>
<th>Finish</th>
<th>Price Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 1</td>
<td>5 in.</td>
<td>4 in.</td>
<td>2½ in.</td>
<td>Silver or Brass</td>
<td>$3.50</td>
</tr>
</tbody>
</table>

With 4 C. P. ½ Ampere Tungsten bulb.

No. 11

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
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.

<table>
<thead>
<tr>
<th>Opening</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4½ inch</td>
<td>$4.00</td>
</tr>
<tr>
<td>6 inch</td>
<td>4.25</td>
</tr>
<tr>
<td>8 inch</td>
<td>4.75</td>
</tr>
<tr>
<td>10 inch</td>
<td>5.25</td>
</tr>
<tr>
<td>12 inch</td>
<td>6.50</td>
</tr>
</tbody>
</table>

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 ac-
cording 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 con-
nexion. 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
A Powerful Boat Searchlight Deck Control

Boat Searchlights: Model 536
Deck Control

<table>
<thead>
<tr>
<th>Model</th>
<th>Body Diameter</th>
<th>Length</th>
<th>Height of Bracket</th>
<th>Finish</th>
<th>Price Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>B-535</td>
<td>5 in.</td>
<td>4½ in.</td>
<td>7 in.</td>
<td>Brass</td>
<td>$11.00</td>
</tr>
<tr>
<td>B-536</td>
<td>6 in.</td>
<td>6 in.</td>
<td>7 in.</td>
<td>Brass</td>
<td>12.00</td>
</tr>
<tr>
<td>B-537</td>
<td>7 in.</td>
<td>6½ in.</td>
<td>7 in.</td>
<td>Brass</td>
<td>15.00</td>
</tr>
<tr>
<td>B-538</td>
<td>8 in.</td>
<td>7 in.</td>
<td>7 in.</td>
<td>Brass</td>
<td>18.00</td>
</tr>
<tr>
<td>B-548</td>
<td>10 in. with swivel bracket</td>
<td></td>
<td></td>
<td></td>
<td>22.00</td>
</tr>
</tbody>
</table>

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

TO COMPLETE YOUR PARTY
Port and Starboard Lights

<table>
<thead>
<tr>
<th>Model</th>
<th>Height</th>
<th>With</th>
<th>Inside Corrugated Lenses</th>
<th>Side</th>
<th>Price Each</th>
<th>Nickel Extra</th>
</tr>
</thead>
<tbody>
<tr>
<td>J or B-54</td>
<td>8½ in.</td>
<td>6½ in.</td>
<td>6 in. Green</td>
<td>Starboard</td>
<td>$5.00</td>
<td>$0.50</td>
</tr>
<tr>
<td>J or B-55</td>
<td>8½ in.</td>
<td>6½ in.</td>
<td>6 in. Ruby</td>
<td>Port</td>
<td>6.00</td>
<td>.50</td>
</tr>
</tbody>
</table>

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 3/4 burner and same size reflector, at less expense.
Prices for fittings complete as shown in cut.

Per Pair.

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 in.</td>
<td>Electric Reflectors Fittings, with Sockets, Bulbs and Connectors</td>
<td>$ 9.00</td>
</tr>
<tr>
<td>7 in.</td>
<td>Electric Reflectors Fittings, with Sockets, Bulbs and Connectors</td>
<td>10.00</td>
</tr>
<tr>
<td>8 in.</td>
<td>Electric Reflectors Fittings, with Sockets, Bulbs and Connectors</td>
<td>11.20</td>
</tr>
</tbody>
</table>

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

Size of front 3½ in.......$3.00
Length including handle 8½ 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 Edison Candelabra Base.

<table>
<thead>
<tr>
<th>Candle Power</th>
<th>Volts</th>
<th>Amps</th>
<th>Style</th>
<th>Filament Life</th>
<th>Price Each</th>
<th>Intended use</th>
<th>Amps Approximately</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>6</td>
<td>.3</td>
<td>Loop</td>
<td>200</td>
<td>3/8</td>
<td>3/5</td>
<td>Side lamps.</td>
</tr>
<tr>
<td>4</td>
<td>6</td>
<td>.6</td>
<td>&quot;</td>
<td>200</td>
<td>1</td>
<td>50</td>
<td>Side lamps. 3/5</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>1</td>
<td>Coil</td>
<td>200</td>
<td>1</td>
<td>60</td>
<td>Head and Side 1</td>
</tr>
<tr>
<td>10</td>
<td>6</td>
<td>1½</td>
<td>&quot;</td>
<td>400</td>
<td>1½</td>
<td>55</td>
<td>Head lamps. 1½</td>
</tr>
<tr>
<td>10</td>
<td>6</td>
<td>1.5</td>
<td>&quot;</td>
<td>500</td>
<td>2⅓</td>
<td>55</td>
<td>Head lamps. 1½</td>
</tr>
<tr>
<td>16</td>
<td>6</td>
<td>2.4</td>
<td>&quot;</td>
<td>500</td>
<td>55</td>
<td>&quot;</td>
<td>Head lamps. 2½</td>
</tr>
<tr>
<td>20</td>
<td>6</td>
<td>3</td>
<td>&quot;</td>
<td>500</td>
<td>55</td>
<td>&quot;</td>
<td>Head lamps. 3</td>
</tr>
</tbody>
</table>

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.

HAVE A GUIDE
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
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.
Some Things You Will Need.

Metal Dash Connector
No. 5, each .................. 75c

Wood Dash Connector
No. 4, each .................. 40c

Guide Handy Connector
No. 2, ½ in., each .......... 35c
No. 1, ½ in., each .......... 25c

Screw End Connector.
No. 3, ½ 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 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

1 Circuit Flush Push Switch
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 .............. 25 .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 2½ 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 ¾ foot burners will burn 20 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 ¾ 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
GUIDE MOTOR LAMP MANUFACTURING COMPANY

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
A GUIDE SHOWS THE WAY
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 Lamps represent the best to be had. Special features (protected), and are best appreciated under severe service conditions.

Ask a user he knows.

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