

PACKARD**MOGULS**

Furnished in

200 c. p.

300 c. p.

... and ...

500 c. p.

 $2\frac{1}{2}$ to 3 watts

per candle

power

efficiency.

PACKARD LAMP CO.

(LIMITED)**MONTREAL**

As Compared with Arc Lamps

Absolutely steady light.

No dead resistance in current.

Does not have to be burned two in series on 100 volts.

The color of the light is much pleasanter, and it casts no sharp shadows.

Will give nearly two-thirds the light and a more satisfactory illumination WITH THE SAME EXPENDITURE OF POWER.

Renewals will cost no more than the carbons and trimmings of an arc light.

No carbons to replace every day, and requires no attention from the time it is installed until it burns out.

Requires no special transformer to be used on alternating currents, and is absolutely noiseless.

Sample in Arithmetic

A 300 C. P. Packard MOGUL, burning at 2.66 watts per C. P., consumes - - 780 watts.

This lamp is equal to $18\frac{3}{4}$ 16 C. P. lamps, which burning at 3.6 watts per C. P. efficiency, will consume - - 1080 watts.

A saving each hour of - - 300 watt hrs.

Or at 15 cents per 1000 watts a saving of $4\frac{1}{2}$ cents.

If the lamps average 4 hours use daily it means a saving in current every month of - \$5.40.

As a Packard MOGUL Lamp burned under these conditions will have an average life of about five months, this means a saving of \$27.00 in current before the lamp has to be renewed, and last, but not least, Packard MOGULS cost less than the same capacity in 16 C. P. lamps.

The saving in current over Low Candle Power Lamps will more than pay for renewals.