



**Light**  
headaches  
and  
beautiful  
homes

FOR a long time I had been having "four o'clock headache"—that dull nagging that creeps in behind your eyes toward the end of the day's work and sends you home nervous and cross. At first I blamed it on the heavy lunches, and cut down to crackers and milk, with no result. I cut out smoking. But still my enemy came gnawing at my temples every afternoon.

One morning I came down resolved to go to an optician. But oddly enough, that afternoon I had no headache so I put it off. Again the next day I found myself, when 5 o'clock came, still clear-headed and wondering what had happened.

Just as I started for home, Thomas, the office manager, came in and said "How do you like our new lights?"

"What new lights?" I asked, "I hadn't noticed them."

"I don't wonder you hadn't," he said, "we call them the disappearing fixtures because you hardly know where the light is coming from. Look!" and he pointed overhead.

I looked up and saw that the glaring light under which I had been working for months had become so soft that I could look directly at it without blinking. And yet the whole office was as bright as morning sunlight.

As Thomas explained the new light I realized why my headaches were gone. He took me into our showrooms and showed me the same fixtures there, but covered with beautiful silk shades.

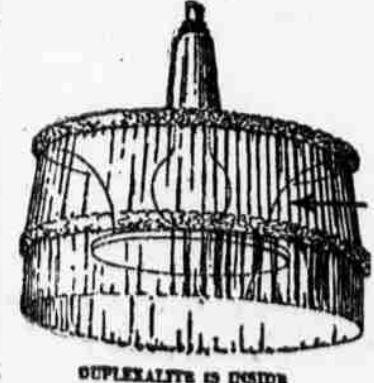
That night when I got home and went into the dining room, every lamp in the chandelier seemed to hit me right in the eye. I met my wife with the remark, "Is going to have these lighting fixtures changed?"

"No, you're not," said she promptly. "Not now, we've got to have these rooms re-papered in the Spring anyway, and I'm not going to have them torn up twice." I explained that the lights I wanted could be put up in a few minutes. I told her about the silk and cretone shades which could be selected to match her curtains. And when she called up the electrician and he told the price, she ordered them.

When I came home the next evening, the lights were there. "Do you know," said my wife, "I don't believe we'll have to re-paper after all. This Duplexite makes it look so much brighter and cozier—and doesn't it bring out the tones of the furniture and rug beautifully?"

Duplexite is the greatest advance in lighting since the invention of the Mazda lamp. It is a patented device giving a unique combination of direct and indirect lighting, with the merits of both and the faults of neither. A curved metal deflector so distributes the light that it spreads to all parts of the room in a mellow radiance, without glare and without heavy shadows in dark corners. Through a flat glass diffusing disc increased intensity is radiated below. For the first time it is possible to use in the home the new Mazda C, the most efficient and economical lamp ever known.

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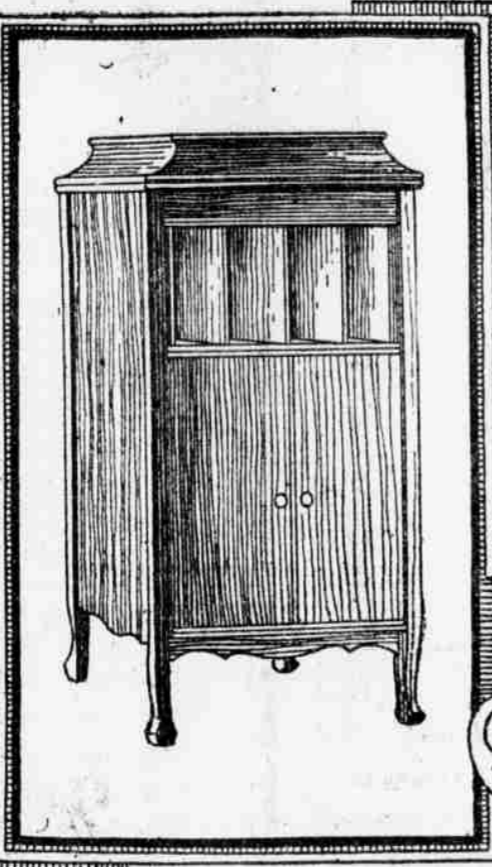
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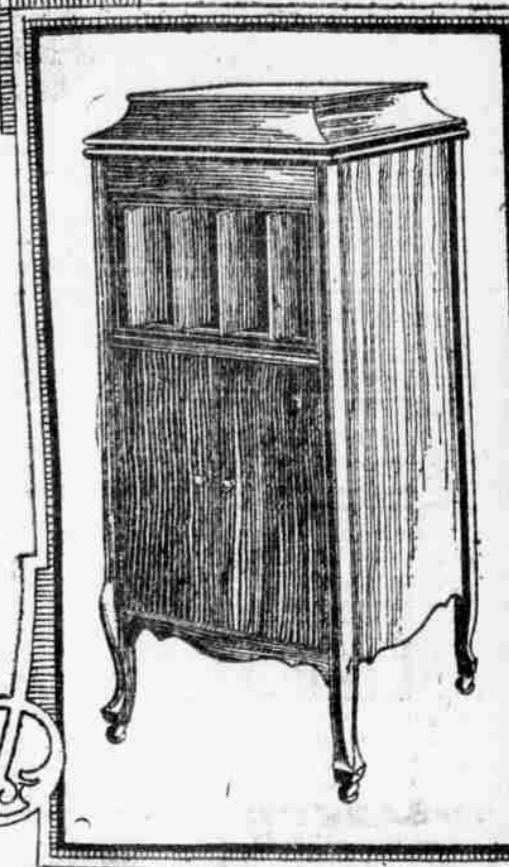
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