



Photoflash No. 10 No. 20 No. 75 Photoflood No. 1 No. 4

MAZDA PHOTO LAMPS

■ Photoflash lamps make available an enormous volume of highly actinic light in the form of a flash with a duration of about 1/50th second. They are especially applicable for action pictures, which require extremely short exposures, and under conditions where no power supply is available or the installation of a sufficient number of Photoflood lamps would not be convenient. The lamps may be flashed with two or more cells of flashlight or dry battery or on standard lighting circuits.

The No. 10 Photoflash lamp is designed particularly for amateur service, the No. 20 for general and news photography, and the No. 75 for color and large-area work. At the very peak of its flash the light intensity from a No. 75 Photoflash lamp is equivalent to that from more than five hundred general service lamps of the 1000-watt size.

It is recommended that a reflector always be used

with MAZDA Photo lamps to utilize light which would otherwise be wasted. A reflector screens the operator and increases the illumination on the subject by three to five times.

Photoflood lamps, for use on standard lighting circuits, give a large amount of light of high photographic efficiency. The color quality is constant in value and is perfectly suited to the newer panchromatic films and plates. They make home portraits and movie making possible, and greatly facilitate the operations of commercial photographers in their studio and out-of-studio work.

Photographically the light from the Photoflood lamp No. 1 is about equivalent to that obtained from a 750-watt general service lamp. Similarly the No. 4 is at least two and one-half times as effective as the 1000-watt general lighting lamp.

No.	Voltage Range for Operation	Bulb	Diameter Bulb, Inches	Maximum Over-all Length, Inches	Rated Life at 115 Volts, Hours	Standard Package Quantity	List Price
MAZDA PHOTOFLASH LAMPS—CLEAR							
10	3 to 125	A-19	2 $\frac{3}{8}$	4 $\frac{7}{8}$..	60	\$0.15
20	3 to 125	A-23	2 $\frac{7}{8}$	6 $\frac{1}{8}$..	60	.25
75	3 to 125	PS-35	4 $\frac{3}{8}$	8 $\frac{5}{16}$..	24	.75
MAZDA PHOTOFLOOD LAMPS—INSIDE FROSTED							
1	105-120	A-21	2 $\frac{5}{8}$	4 $\frac{15}{16}$	2	60	.25
4	105-120	PS-35	4 $\frac{3}{8}$	9 $\frac{7}{16}$	10	24	2.00
MAZDA PHOTOGRAPHIC ENLARGER LAMP—OUTSIDE WHITE COATED							
..	105-120	A-21	2 $\frac{5}{8}$	4 $\frac{15}{16}$	2	60	.35

The above lamps are fitted with medium screw base except Photoflood No. 4, which has mogul screw base.

Use not more than five Photoflood lamps No. 1 on the usual lighting circuit. Circuits for Photoflood lamp No. 4 should be fused for 10 amperes for each No. 4 lamp employed.