

GENERAL ELECTRIC COMPANY

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Nela Park
Cleveland, Ohio

December 22, 1929 (2)

Mr. Louis Rieben
Tung-Sol Lamp Works Inc.
95 Eighth Avenue
Newark, N. J.

Mr. A. W. Gast
Chicago Miniature Lamp Works
1500 North Ogden Avenue
Chicago, Ill.

Gentlemen:

In conformity with our practice of notifying you of impending changes in our lamp product, we are calling to your attention a change which has been approved:-

1. The design life of the 2330 Lamp has been changed from 300 back to 200 hours, the change to take effect as soon as manufacturing facilities will permit. It is understood that no publicity or other announcement will be made of the change.

**OBSOLESCENCE
IS CRIME**

GUY KEULEMANS 2016

truly yours,
C. HUGHES

This is a true and accurate copy.

THE DESIGN, MANUFACTURING, SALE OR COLLUSIONARY PLANNING OF ANY DYNAMIC,
 SYSTEMIC OR TECHNOLOGICALLY OBSOLESCENT PRODUCT WILL BE A CRIMINAL ACT
 IMAGE: A 1929 LETTER FROM THE GENERAL ELECTRIC COMPANY ADVISING SUBSIDIARY
 COMPANIES OF SECRET PLANS TO REDUCE THE SERVICE LIFE OF THEIR LIGHT BULBS