Make Your Home Bright and Cheery

THE Aladdin offers you an opportunity to make your home the whitest, cheeriest, most attractive place in which to live summer and winter. Several million people are enjoying the light of the Aladdin. Whole communities are lighted with it and such enthusiasm and praise as that shown by Aladdin users is seldom displayed over any other article. The longer the Aladdin is used the more it is appreciated and it is not surprising, therefore, that so many say they would not take fifty or a hundred dollars for it if another could not be had. Your sense of appreciation is just as great as that of the thousands of Aladdin users for you can enjoy a good article as thoroughly as anyone. The Aladdin service, then, will prove just as valuable to you as it has to thousands of others. The test of time has established the reliability, efficiency and dependability of the Aladdin. Realize your ambition for a more attractive and comfortable home. Have a service that others who have enjoyed it would not be without for many times the cost. Live in bright, cheerful surroundings instead of semi-darkness — save and have — practice economy — don't risk your eyesight any longer — get the Gold Medal white light Aladdin.

The Mantle Lamp Company of America

General Office
609 West Lake Street, Chicago, Ill.

Philadelphia, London, Eng. — Portland, Paris — Montreal, Sydney — Winnipeg, Wellington

Over 7,000,000 Satisfied Customers

Never Found Its Equal

Dear Sirs: We have tried the Aladdin out thoroughly and have found it satisfactory in every way; we have never seen a lamp to equal it and will say it is well worth the price you ask for it.
Maurice L. Malone.

Could Not Afford to Be Without Aladdin

Gentlemen: Received the Aladdin lamp and we are very well satisfied with it. This new model surely is an improvement over the old. We could not afford to be without the Aladdin lamp.
—Mrs. J.W.Funkhouser.

No Better On the Market

Gentlemen: I think there is no better lamp on the market, regardless of price. We use two most of the time. Would not take $50.00 for them if I could get no more.—James F. Hardy.

Other Lights Not in It

Gentlemen: I received your lamp and will say in reply that I would put it up against any white or red light made. I used the mantles for all they could stand. I find the OTHER lamps are not in it.—Phil Lirell.

Worth Its Price 5 Times Over

Gentlemen: I have an Aladdin hanging lamp which we have used four years and if I could not get another, would not take five times what it cost me. The mantle that is on this lamp has been used for two years. The lamps are more than they claim them to be.
—Jesse F. Getman.

Fills Long Felt Want

Gentlemen: I am glad to state that we are delighted with the lamp. It is all that you claim for it, and fills a long felt need in our home.—T. H. Wix.

His Aladdin Worth $50.00

Gentlemen: I have two lamps, one a hanging lamp, it is just grand; and I have used the table lamp three years and it gives as good a light as when new. I would not take $25.00 apiece for my lamps and do without them. The lamp and the Company are absolutely alright.
—Oren Long.

Better Than Any He Ever Saw

Gentlemen: We have been burning your mantle lamp every night since I received it and find it makes a better light than any other lamp I have ever seen, and I would not be without it for what it cost.—Annie Beeker.

It's a Dandy

Gentlemen: The lamp came O. K. and it certainly is a dandy. You will find enclosed money order for same. I would not try to do without an Aladdin mantle lamp under any circumstances.
—W. T. Daster.

Uses Little Kerosene

Gentlemen: Yes, the Aladdin has made good. The Aladdin certainly makes a fine light and it uses but little kerosene. The lamp and shade is a thing of beauty as well as of utility. The Aladdin is a long step in advance over the old style yellow flame oil lamps.—A. B. Emley.

Uses Aladdin 4 Years— Worth 4 Times Its Price

Gentlemen: I am using one of the Aladdin table lamps now four years. The lamps gave entire satisfaction in every respect. I would not be without them at four times the cost.
—F. D. Neischwender.

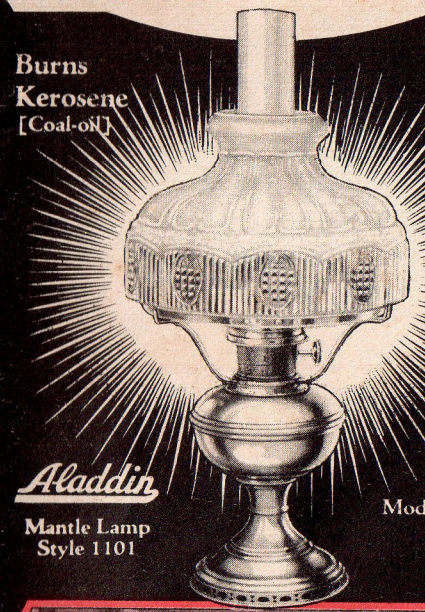
Distributed by

Aladdin

The Light That Never Failed To Bring Happiness To the Home

Burns Kerosene [Coal-oil]

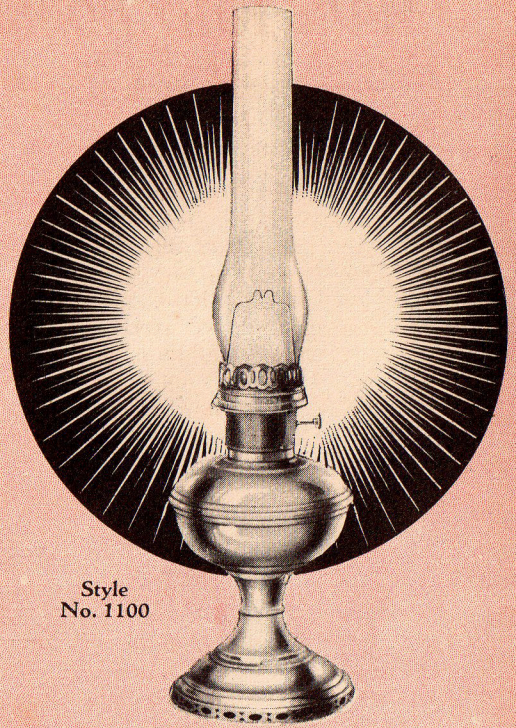
Beats Gas or Electric



Aladdin
Mantle Lamp
Style 1101

A Modern White Light





Style
No. 1100

Aladdin Table or Parlor Lamps

STYLE No. 1100—Consists of Aladdin center draught table lamp bowl, one Aladdin center draught burner with generator, wick and mechanical wick cleaner; one KoneKap mantle, one Aladdin chimney, one tripod for holding a 10-inch shade, and one extra KoneKap mantle. This is an ideal general purpose lamp. It is easily carried from room to room, can also be used with our bracket as a wall lamp. Made entirely of brass, finished in highly polished nickel. (See illustration above.)

STYLE No. 1101—In all respects like No. 1100 described above, but in addition it is equipped with one No. 501 Aladdin Shade, with Satin White Dome and Crystal Prismatic Panels. (See illustration on page 1 of this circular.)

Aladdin Hanging or Swinging Lamps

STYLE No. 1117—Complete as illustrated, below. This lamp is the same as the No. 1114 but in addition it is equipped with both Aladdin Shade No. 516 and Aladdin Automatic Extension Fixture No. 3. This Aladdin is an elegant and most reliable hanging lamp, and is especially recommended for dining room or parlor. This style also suitable for lighting churches and halls. Height from ceiling to bottom of bowl when extension fixture is not lowered, 30 in.; with extension lowered, 63½ inches.

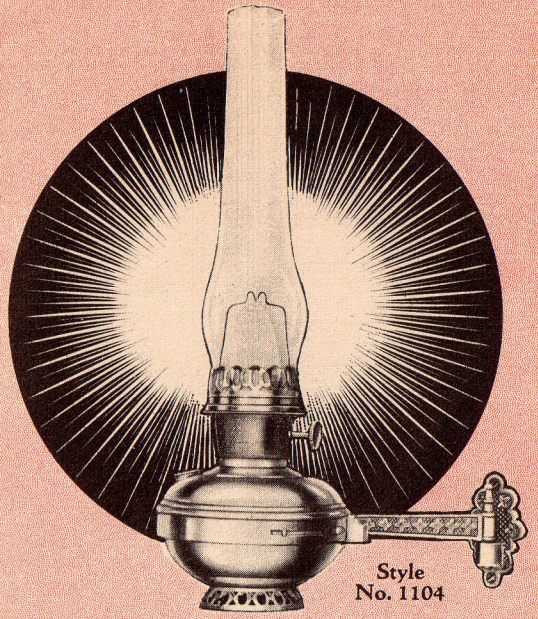
STYLE No. 1114—Consists of one Aladdin fount and Aladdin center draught burner, complete with generator, wick, mechanical wick cleaner, one KoneKap mantle, one Aladdin chimney, one Aladdin harp No. 01114, one heat bell, and one extra KoneKap mantle, one ceiling hook.

STYLE No. 1115—Same as 1114, above, but in addition it is equipped with Aladdin Automatic Extension Fixture for raising or lowering lamp (no shade included).

STYLE No. 1116—Same as 1114 described above but in addition is equipped with Aladdin Satin White Shade No. 516.



Style
No. 1117



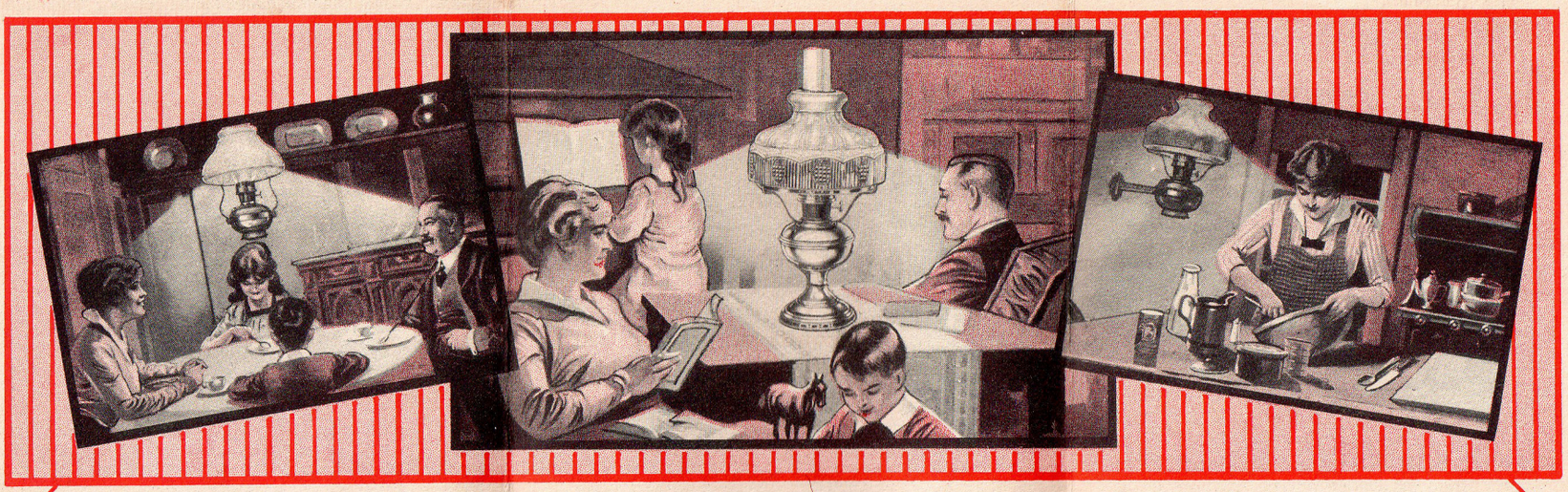
Style
No. 1104

Aladdin Bracket or Wall Lamps

STYLE No. 1103—Consists of one Aladdin center draught fount, one Aladdin center draught burner with generator, wick and mechanical wick cleaner; one KoneKap mantle; one Aladdin chimney; and one extra KoneKap mantle. Made entirely of brass and finished in polished nickel. This fount is used in connection with all bracket and hanging lamps of this model.

STYLE No. 1104—Complete, as illustrated above, consisting of one Aladdin lamp fount, one Aladdin center draught burner complete with generator, wick, mechanical wick cleaner, one KoneKap mantle, one Aladdin chimney, one tripod, one Aladdin bracket, one extra KoneKap mantle. Made entirely of brass and finished in polished nickel. This lamp is especially suited for use in the kitchen.

STYLE No. 1105—Same as No. 1104, above, except it is equipped with Aladdin Shade No. 501 with a satin white finish dome and crystal prismatic panels.



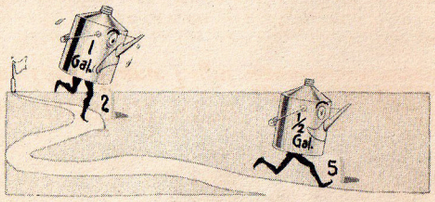
There's Happiness In the Home Brightened By the Beautiful Aladdin White Light.

WONDERFUL NEW *Aladdin* *The Ideal Home Light*

Nothing will add to the coziness, comfort and attractiveness of your home quite so much as an Aladdin Lamp. It fairly radiates cheerfulness. Its brilliant, soft, white light is something that all can enjoy, bringing comfort in reading, sewing, studying, playing games, etc., in any part of the room and without fear of injury to the eyes. Every one of these ideals may be more fully realized now, as never before, with the aid of the wonderful new improved Aladdin Kerosene (Coal-Oil) Mantle Lamp.

Aladdin Saves You Money

You get SUNLIGHT EVERY NIGHT with an Aladdin and not only that, the Aladdin will pay for itself many times in oil saved. A summary of 25 tests made at important Universities and Colleges show the average candle power of the Aladdin as 60 C. P., while the best round wick open-flame lamps show 25 C. P. In other words, it would take two and two-thirds of them to equal one Aladdin in strength of light. These tests also proved that the Aladdin burned 50 hours on a gallon of oil (68 hours on a Canadian gallon), and the other lamps 26 hours (33 hours on a Canadian gallon). You can thus see that the Aladdin giving twice the light on half

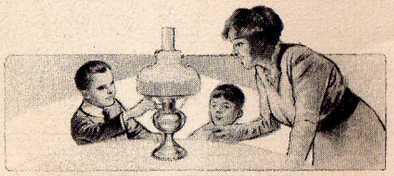


Half the Oil Goes Twice as Far

the oil is four times as efficient as any round wick, open-flame lamp. Since the Aladdin is four times as efficient you may have four times the light at no greater expense for oil, or you may have the same amount of light for one-fourth the expense for oil. It must be remembered that Aladdin light is a modern white light of the very highest quality, while the light from the other lamps is yellow and unsatisfactory.

Children Run the *Aladdin*

Anyone who can handle the old style oil lamp can run the Aladdin. It is lighted and put out just like the ordinary oil lamps with which everyone is familiar. It is simple in con-

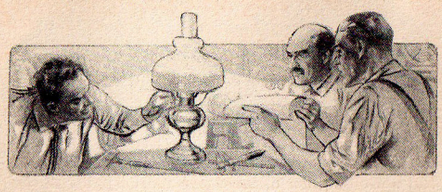


struction; no complicated parts to get out of order; no pumping up; no subflame; no generating of the burner with alcohol or gasoline; no costly installing necessary; cannot explode and can be carried from one room to another while burning, same as a common lamp. It is no longer necessary to put up with the old style, dingy, dirty, ill-smelling oil lamps, nor throw away money on expensive and dangerous "systems" when you can have the most modern white light, equal to the white light produced by city gas and better electricity, and yet at less expense than you have had with ordinary oil lamps. The Aladdin makes no noise, throws off no odor, is beautiful in design and finish and an ornament to any home.

Aladdin Perfectly Safe, Can't Explode

The Aladdin is simple in construction, feeds the oil through a wick, with no pressure, and burns any grade of kerosene (coal-oil). It is just as safe to handle as the ordinary lamp. Through all the years that Aladdin lamps have been in use there has never been an explosion; but to still further assure the public, we have had some most severe and radical laboratory tests made, which would be equal to [illegible] for in every-day use, and all through these extreme tests there was not the slightest sign of explosion. A lamp that can endure such treatment can surely be handled with perfect safety by any member of the family.

The Aladdin differs from the old style oil lamps in the method employed to produce a modern white light, but from the same safe fuel—kerosene (coal-oil). The Aladdin has been tested and passed by the Underwriters' Laboratories.



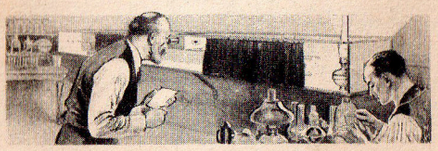
Expert Lighting Engineers Have Devoted Years to Perfecting the Aladdin

The new Aladdin was not simply "discovered" like the mythical fairy lamp from which it derived its name, but has been the outgrowth of over 14 years of persistent study and toil. The idea of producing vapor from coal-oil is not a secret but has been known to scientists for years; but to apply it to a low priced lamp, practical and simple to handle, was a big problem that has tested the skill and tried the patience of some of the greatest lighting engineers.

The Mantle Lamp Company of America has spent thousands of dollars in experimental and research work to bring the new Aladdin to its present perfection and place it in a class by itself.

A Wonderful and Most Practical Invention

The Aladdin is not a "new fangled" experiment, but a practical, modern, scientific method of producing an incandescent



light from a common and economical fuel—coal-oil. It has been on the market over fifteen years; has stood the acid test of usage under various conditions, has been tested and endorsed by lighting scientists of numerous Universities, was awarded the First Prize, Gold Medal, at the Panama Exposition, San Francisco; has received the unqualified approval of the public, and its beautiful white light is now being enjoyed by several million people throughout the country. The Aladdin is recognized as the highest achievement of science in connection with artificial lighting and is revolutionizing town and country lighting conditions.

Foresight May Save Eyesight

The eye is a very sensitive organ. Our eyesight is unquestionably the most important sense we possess. Without good eyesight, we would be pitifully handicapped in any work in which we were engaged. No one can afford to neglect the care of the eye.



In commenting upon a report of the New York State Health department, an eminent Chicago physician, Dr. Evans, says:

"The figures show defective vision in 5 1-10 *per cent of city children against* 21 8-10 *per cent among country children. The poor lamps of the country are getting in their work."*

The report to which Dr. Evans refers covers a very extensive examination of over half a million children, ranging from 6 to 16 years of age, and in various sections of the country. It will be noticed that one out of every five of the children from the country was found to have defective vision—a startling condition, but one that can be corrected by providing proper light.

Aladdin's Light Is Pure White

Prof. Fred A. Rogers, the noted Chicago scientist, associated with Lewis Institute, recently made what is known as a Spectrum test of an Aladdin Light, a Tungsten electric and one of the best round wick, open-flame lamps. This test was for the purpose of determining the quality of the light as compared with sunlight. His report reads:

"It appears that the light from the Aladdin Lamp approaches nearer to sunlight in quality than that of any of the other lamps tested. The nearer the quality of a light approaches that of sunlight, the greater the sensibility of the eye to that light."

An *Aladdin* for Every Room

Regardless of what we may say, you will never appreciate the difference between Aladdin White Light and other artificial lights until you have actually seen an Aladdin. The ordinary kerosene lamp light is a flame light—centuries old in principle. It is simply fire light, low grade and yellow. Aladdin light is a modern incandescent light. The method by which it is produced is scientific. No other method produces so high a grade light with such great economy of fuel.

With such a light within your reach is there a single reason why you should continue to use the same antiquated lamp your grandfather did? Why subject yourself, your family and your friends who visit you, to the liability of impaired eyesight and discomfort when with the investment of so small an amount you can be done with the dirty, smoky, dangerous, yellow flame lamp forever? Instead of being obliged to offer excuses for the old lamp, in the Aladdin you will have a light of which you can take pride and one that will be a source of the greatest satisfaction for years and years.

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