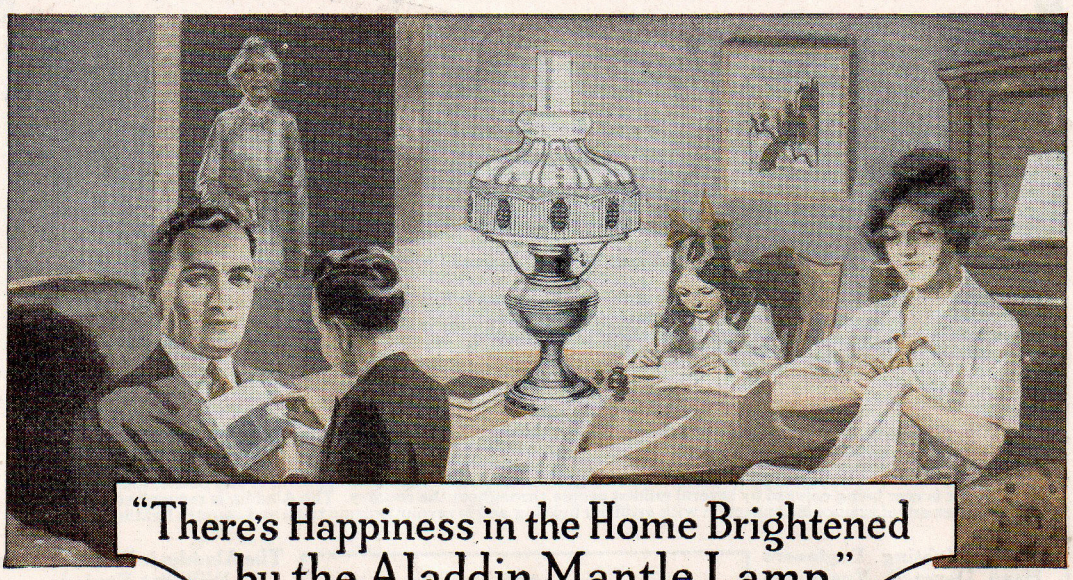


"There's Happiness in the Home Brightened by the Aladdin Mantle Lamp."

After the Sun Goes Down

WHAT?

Aladdin Light of Course

Wise is the man or woman who asks this question before spending a dollar.

When we say to you that an Aladdin is the best light you can have in your home, we make the statement because we have the reasons and facts to prove it.

You have a right to know those reasons. There is more back of our claims than the mere mechanical superiority of the Aladdin though this superiority is responsible for a light that brings many hygienic and social advantages into homes, as well as added comforts and happiness.

The Aladdin is a White Light

Every user of the Aladdin knows and every reader of our literature has learned that the Aladdin is a white light.

What advantage is that, you may ask, over a yellow light?

Because white is the Creator's perfect harmony of color combinations.

Perfect daylight is the easiest light for the eye to read by.

Did you ever notice how the whole house is cheered and brightened by the light that streams in on a day when the ground is covered with snow?

White is Nature's Perfect Color

If you were to take a disk of cardboard and divide it, by lines drawn from center to edge, into seven perfectly equal pie-shaped pieces, then paint it with the seven primary colors of the rainbow, one color in each division of the cardboard, and then rapidly revolve the cardboard on a pin, the colors would all blend together, and the cardboard would look perfectly **white.**

White, therefore, is the Creator's perfect blending of **all** colors.

Black is the total absence of **all** colors.

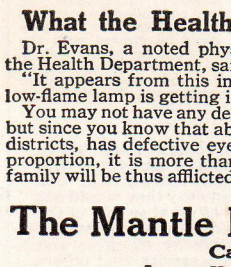
In absolute darkness the human eye cannot see at all.

In a dim light the human eye sees with difficulty.

The human eye is a lens. It must have light reflected into it in order to see—that is in order to get the picture of what we want to see, reflected upon the 'screen' or 'retina' of the eye.

Why a Dim Light Strains the Eye

When a dim, yellow light is reflected into the eye, the muscles of the iris, or curtain of the eye, are pulling as hard as they can to open that curtain, to let in as much as possible of this poor light, so as to get as good a picture as possible. But in this way the muscles of the eye become strained. The harder they have to pull, the more they are strained.



Soon, Nature rebels, the eyes smart or sting, and feel as though they had sand in them. We think we are "sleepy"; we lose interest in everything, and Nature demands that we seek relief in sleep.

This strain is due to the fact that a yellow light (like the open flame kerosene light) contains an excess of red light rays. If you want to test how painful red rays are to the eyes, just put a red globe or chimney on a lamp and try to read by it. You would not continue the experiment long—your eyes would simply close and refuse to see—you could not **endure** the red rays in such excess.

The same thing is happening only more slowly when you read or work by a yellow light such as the kerosene (coal oil) lamps that do not use a mantle. The more yellow the light, the more red rays it usually contains; therefore, the greater the strain to the eyes.

Night Turned to Day

That a clear, white light could be produced from kerosene (ordinary coal oil) as in the Aladdin, is one of the most remarkable achievements in science.

In the Aladdin, therefore, you have nearly the whiteness of sunlight at the mere cost of kerosene (coal oil.)

In large cities thousands of people seeking pleasure and gaiety are nightly attracted to the light-flooded streets where the brilliant whiteness of lights literally turns night into day.

The Aladdin floods your home at night with practically the light of day.

When the sun goes there is little cause for regret because with the Aladdin in the home the midnight sun will shine with a splendor rivaling that of real sunlight.

What does this mean to you and your family?

Man Seeks to Imitate Nature

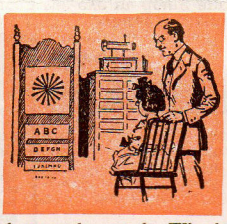
Realizing that **white** light was the perfect light, scientists have always sought to produce, in any form of artificial lighting, the **white** light.

In gas lighting, the white light of the mantle gas burner is unquestionably conceded to be the best and cheapest ever produced. Because it produces the whitest, most intense light with least consumption of gas, people who use gas for illuminating purposes now always use the mantle burner. The old fashioned gas jet from which a yellow light was obtained is a thing of the past.

In electricity, the yellow carbon filiment light has been displaced by the tungsten, which yields a **whiter** light. People of the cities who formerly had to burn two or three of the old style carbon incandescent lights to light a living room, can now light that same room **more** brilliantly with **one whiter** than tungsten light.

The Whiter the Light, the Less the Strain to the Eye

One of the country's leading optometrists who is constantly examining and treating the eye, says that the **whiter** the light in the room, the less the strain upon the eye in doing any close work such as writing, studying, reading or sewing. The eye is not strained by the whiteness of the light. It is the full, yellow light, containing an excess of **red** rays, which strains the eye.



A remarkable discovery was recently made by one of the foremost health departments of this country in a test of the eyes of over half a million school children. It was found that 218 rural children out of every one thousand had defective eyesight, as against only 51 city children out of every thousand. Why is it that the eyes of country children are in so much worse condition than those of city children? The answer is simple. The white city lights by which the city children read and study are the best civilization affords; while the dim, yellow, open-flame light by which so many country children have to study and work are the worst possible for the eyes.

The Aladdin a Genuine Economy

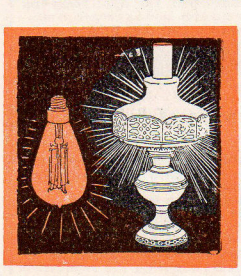
Every wise housewife in managing her household affairs practices penny economy. Her purchasing is done where she can buy the cheapest—quality, of course, considered. The saving may be only a cent or two on a purchase, but she takes advantage of it, knowing that the pennies saved daily will, in a year, amount to dollars. Such economy is doubtless practised in your own well ordered home. This being the case, how can any housewife ignore an opportunity to save from **eight to fifteen dollars every year** in oil cost through the use of the Aladdin, especially when she is getting more than twice the amount of light from the oil used than she can get from any other reliable and safe oil-burning light?

Such **great economy** is not obtained from many other household articles.

Beats the Tungsten Electric

Other tests show, scientifically, that the Aladdin gives a **whiter light** (showing a **smaller** proportion of red rays) than even the famous Tungsten electric, generally conceded to be the best that any city affords.

Think of it!



Even where gas and electricity cannot be had you can get a **better** quality of light because the Aladdin approaches nearer to daylight than the Tungsten electric.

Think of the opportunity the Aladdin offers you—an artificial light nearest to sunlight in **your home** at night. Is not this the light above all others, that you want and need in your home? After all, is it not remarkable that this high-quality light, safe, reliable and dependable, is obtained from ordinary kerosene (coal oil) which you have known and used so long?

What the Health Department Proved

Dr. Evans, a noted physician, quoting from the report of the Health Department, said:

"It appears from this investigation that the old-style, yellow-flame lamp is getting in its injurious work."

You may not have any defective eyesight in your home now, but since you know that about **one child in every five** in rural districts, has defective eyesight, and older persons in larger proportion, it is more than likely that some member of your family will be thus afflicted unless they are given the protection and help of the best light you can procure. When that affliction comes it more than likely will remain. There is no glory in being compelled to say, "too late"; but there is great satisfaction in practicing the good old adage, "An ounce of prevention is worth a pound of cure"—as true today as ever.

Since nature has already adjusted the eye to the white light of daylight, you remove the greatest danger to the eyes of yourself and family when you do away with the old yellow-flame lamp and put in its place an artificial light as near to daylight as possible.

Government Bureau of Standards Approves

The Government Bureau of Standards gives an unqualified verdict in favor of the Aladdin as burning about half as much oil as the luminous flame lamps and giving about twice as much light; that is, by the use of the mantle the amount of light obtained from one gallon of oil is practically four times as great.

Not a Costly Luxury

Naturally, one might expect to pay dearly for such comforts and service, but in reality it costs you nothing at all. The amount saved in burning the Aladdin depends upon the price of the coal oil you use.

No one likes to pay for a thing and not get it, but that's exactly what you have been doing. Surely you will not go on now that you know, using old style lamps and paying the price for an Aladdin over and over, in wasted oil, and yet have nothing to show for the money thus spent. That would not be economy. Rather reckless extravagance you say—and you are right. You are going to pay the price of an Aladdin whether you get it or not, so why not have it? You not only pay for the Aladdin the very first year you own it, in oil saved, but you **save the price of the Aladdin every year you use it.**

Would you not rather have an Aladdin and get back its purchase price in a few months as well as save that much every few months, than waste money in maintaining old style lamps that give unsatisfactory service.

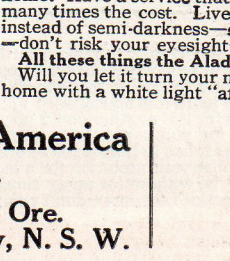
The Aladdin Nearest to Daylight

A most wonderful thing and most convincing argument in favor of the Aladdin is the unanimous approval given to it by the most prominent scientists throughout the United States and Canada.

In these reports, which come from government officials, university professors, etc., you will find an overwhelming abundance of testimony in favor of the Aladdin which not only gives more light, at less cost than the best open flame kerosene lamps ever before produced, but the light from the Aladdin is shown, by scientific tests, to be **nearest** to **daylight** of all other kerosene and electric lamps tested.

Why It is a Prize Winner

No one will deny that a $25.00 watch is worth the money. When you stop to consider that the burner parts of the Aladdin are as accurately made as the parts of a watch and that it is as reliable, efficient and dependable, you begin to understand something of its manfacturing cost and value.



No other kerosene lighting device is so accurately made and none other can approach the Aladdin in results and duration of service. This is clearly evident from the fact that the Aladdin received the highest award—a gold medal and a blue ribbon—at the Panama-Pacific International Exposition at San Francisco, 1915.

Worth Many Times Its First Cost

You do not need to be told that the value of the Aladdin is worth many times its first cost. The saving it accomplishes is convincing enough, yet that is really the smallest part of its real value.

With the facts you now have can't you see that it would be economy to borrow the money if necessary with which to buy an Aladdin.

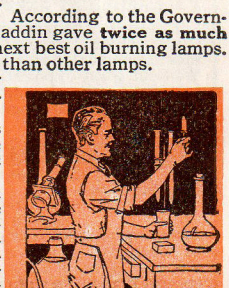
What the Tests Show

Here are a few points snatched at random from the official reports of tests made with the Aladdin and the next best oil-burning lights, in leading universities and other educational institutions in all parts of the country.

The Aladdin is most economical.

It gives more light with less oil. According to the Government Bureau of Standards, the Aladdin gave **twice as much light** with **half** as much oil as the next best oil burning lamps.

The Aladdin burns more **evenly** than other lamps.



The Aladdin shows superior brilliancy and whiteness in photometer tests.

The light from an Aladdin is **whiter** by scientific test than the light from a Tungsten electric light.

The quality of light from an Aladdin is better the longer the light burns. It needs no adjustments to keep its intensity constant. The next best kerosene-burning round-wick lamps show some deterioration in light quality and intensity after burning an hour or so.

One test gave the efficiency of the Aladdin as five times as much light as its next best competitor, using ¾ as much oil.

The Aladdin is practically a white light, with a greenish or bluish tinge. This is the light most agreeable to the eyes.

The Aladdin is easier to light and adjust.

The fount of the Aladdin, under continued testing, remained reasonably cool, while those of the other lamps tested became so hot as to be very uncomfortable to touch.

A noted professor of ophthalmology says the Aladdin was a great surprise, as he had never realized that such a splendid light could be produced from kerosene. He also says, "Knowing, from personal experience, the poor lighting facilities that exist in most towns and country homes, it seems to me that the Aladdin fills a great need. Many cases of inflammation and even blindness are reported having been directly caused by deficient or non-hygienic light. As an eye specialist my observation from personal test of the light of the Aladdin Kerosene (Coal Oil) Mantle Lamp convinces me that it is almost ideal, as it not only produces the required **amount** of light, but this light is also **more nearly like daylight in color and is soft and steady."**

Make Your Home Bright and Cheerful

The Aladdin offers you an opportunity to make your home the whitest, cheeriest, most attractive place in which young folks can spend their evenings—summer and winter.

Think what this means! Your boys and girls have ambitions. Let the Aladdin cast the "magic spell" that shall light them onward to the realization of those ambitions.

Think of grandma, with her knitting or her book that she loves to read during long winter evenings. Think of grandfather's old eyes, too, and let him enjoy a good light while he still can see to read.

How much more the mother and older sister can accomplish, too, with their needles and crochet hooks, if they have a white light to work by.

But perhaps most important of all, there are young folks with lessons to learn. They are the ones who, most of all, need a good light. Young eyes are not as strong as the eyes of those who have attained full growth. During the years of physical development, the eyes are most liable to strain. It is then that the damage is so often done, by studying in a poor light, that must be paid for in after years with poor eyesight.

All Enjoy the Aladdin

Remember, every member of the family can enjoy the Aladdin at the **same time.** There is no discussion about who shall have the seat "near the light." Mother needs it for her mending; father needs it for his reading; brother and sister need it for study, or for music; the children need it for lessons or games; the hired man, too, over in his corner may contentedly enjoy the latest magazine or farm journal and thus increase his own efficiency. In all parts of the room occupations may go on under the evenly distributed, far reaching white rays that fall into every corner from an Aladdin.

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 any one. The Aladdin service, then, will prove just as valuable to you as it has to thousands of others. It is not a service that will end in a few months or a year, for every Aladdin sold carries with it a guarantee that is good for years to come and you are therefore assured of lasting satisfaction from its use. 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 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—get the Gold Medal white light.

All these things the Aladdin will accomplish for you.

Will you let it turn your night into day and brighten up the home with a white light "after the sun goes down?"

The Mantle Lamp Company of America

Capitalization $1,000,000

Largest Kerosene (Coal Oil) Lamp House in the World

Chicago Philadelphia Portland, Ore.
Montreal Winnipeg London Sydney, N. S. W.

Locally Distributed by

Make Your Home Bright and Cheerful

You want your home to be so cozy and attractive that Happiness and Contentment will be reflected in the face and eyes of every member of the family; so Cheerful that the young folks will not seek their entertainment elsewhere and perhaps fall in with questionable companions, but will take delight in bringing their friends to the house to spend the evening; so Brilliant with white light that all can enjoy comfort in reading, sewing, studying, playing games, etc., in every part of the room and without risk of injury to the eyes; so Tasteful in its equipment and arrangement that the neighbors will point to it with pride as one of the model homes of the community.

Every one of these ideals may be realized, at small expense, with the aid of the wonderful Kerosene (coal oil) Mantle Lamp—Aladdin.

Until the invention of the Aladdin, most of the improvements in lighting were for the benefit of city residents.

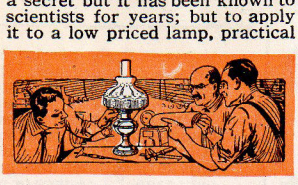
Very little advancement had been made in town and country lighting facilities. The need for better light was recognized, and people where looking for just such a light as the Aladdin. So, it is only natural that this wonderful new kerosene (coal oil) light should so quickly take the lead.

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 14 years; has stood the acid test of usage under various conditions, has been endorsed by lighting scientists of numerous Universities, was awarded First Prize, Gold Medal, at Panama Exposition, San Francisco; has received 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.

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 14 years of persistent study and toil. The idea of producing vapor from Coal Oil is not a secret but it has been known to scientists for years; but to apply it to a low priced lamp, practical



and simple to handle, was a 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 in a class by itself.

Improvements in the New Model Aladdin

The big and far-reaching improvements in the new Model Aladdin will please all.

Not only have all the important and valuable features of all previous Models been retained in the new, but the mechanical construction has been greatly perfected and the lamp and shade has been so designed as to produce a pleasing and beautiful artistic effect.

One of the splendid mechanical improvements is the new wick raising device which will enable the operator to set the wick with an accuracy and evenness never before attained in any incandescent oil lamp. This latest Aladdin is equipped with a reinforced or stiff wick, which insures a perfectly even burning surface at all times, and practically prevents smoking.

Then the telescopic center tube in the new Aladdin makes it possible to retain all the advantage of the center draught and at the same time permits of making the burner complete within itself with its center tube independent of the center tube in the bowl. Hence any ordinary damage to the bowl will not effect the concentric arrangement of the parts in burner. This also permits renewal of the burner without regard to renewal of other parts—a feature that will be recognized as very important to users. The construction of this burner on the new Aladdin also aids in diffusing the heat and, coupled with our recently patented Generator (flame spreader) adds the last touch to the important question of heat control and makes this model Aladdin the coolest and most reliable of all oil burning lamps.

Beautiful Appearance

But the new model Aladdin posseses more than mechanical perfection. It is the most artistic and best finished lamp on the market. The design of the beautiful shade with satin white dome and crystal prismatic panels is in perfect harmony with the polished nickel finish of the lamp and together they make fitting fixture for the most beautiful light in the world.

The material used in the Aladdin is of the very best quality and is selected after years of experiment regardless of price. The Aladdin is made by the most expert mechanics in the largest and best equipped lamp factory in the world. After leaving the hands of the workman the Aladdin is inspected and re-inspected and if the slightest variation of any part is found it is replaced by a new part. In this way the purchaser is assured that the Aladdin is as perfect in construction as money, skill and labor can produce.

Foresight May Save Eyesight

The eye is a very sensitive organ. Our eyesight is unquestionable the most important sense we possess. Without good eyesight we would be pitifully handicapped in any work in which we are 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 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 were found to have defective vision—a startling condition, but one that can be corrected by providing proper light.

Scientists Have Tested and Approved the Aladdin

Tests have been made in the laboratories of 35 of the most important Universities and Agricultural Colleges throughout the country to determine the quantity and quality of the light of the Aladdin as compared with more than a dozen styles of round wick, open-flame lamps.



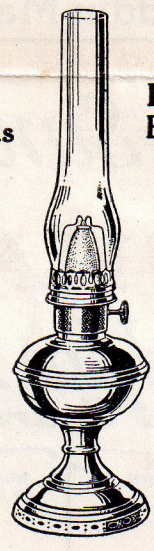
More Light on Less Oil

The average candle power (volume of light) of the Aladdin Table Lamp in all these tests was 60 C.P. while the average candle power of the best round wick, open-flame lamps was only about 25 C. P. In other words, these tests proved that the Aladdin gives more than twice as much light as the best round wick lamps. (Copies of any or all of these reports will be sent upon request.)

At the same time, a record was kept of all the oil burned, and the reports showed that the Aladdin averaged 50 hours on a gallon (68 hours on a Canadian gallon) of oil while the round wick lamps averaged only 26 hours on a gallon (33 hours on a Canadian gallon.)

Thus the Aladdin gives more than double the light on approximately half the oil, making the Aladdin over four times as efficient as any round wick, open-flame lamps, such as the Rayo, Rochester, B. & H., Yale, Juno, Champion, Royal, Success, etc.

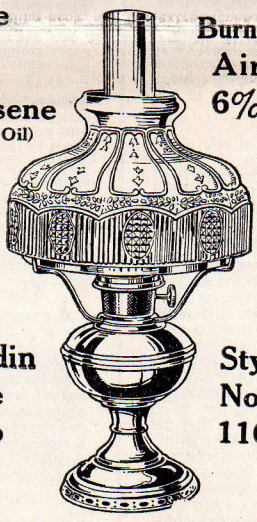
Beats Gas — **Beats Electricity**



Aladdin Table Lamp — **Style No. 1100**

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-in. 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).

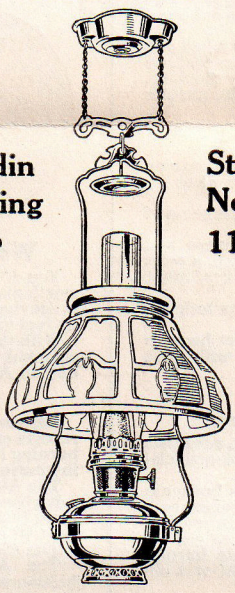
White Light from Kerosene (Coal Oil) — **Burns 94% Air and 6% Oil**



Aladdin Table Lamp — **Style No. 1101**

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 above.)

Aladdin Hanging Lamp — **Style No. 1117**



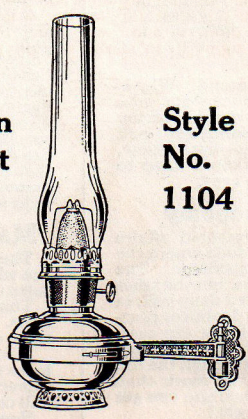
STYLE No. 1117. Complete as illustrated above. This lamp is the same as the 1114 but in addition is equipped with both the Aladdin Shade No. 516 and the Aladdin Automatic Extension Fixture No. 3. This Aladdin is an elegant and most reliable hanging lamp, and is especially recommended for dining room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

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

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

Aladdin Bracket Lamp — **Style No. 1104**



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, and one extra Kone Kap mantle. 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 satin white dome and crystal prismatic panels.

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 highly polished nickel. This fount is used in connection with all bracket and hanging lamps of this model.

Aladdin KoneKap Mantle

The brilliancy and candle power of an incandescent oil lamp depends very largely upon the quality of the mantle. The Mantle Lamp Company of America manufactures its own mantle. The material used is the best obtainable, the mantles are produced under most rigid inspection and are the most reliable made. Each mantle is mounted on the "KoneKap" so that a new cone, which is the part most likely to become damaged by heat, is supplied with each mantle.

Aladdin Chimney

Aladdin chimneys are made of high-grade glass. They are scientifically proportioned to insure best results from Aladdin lamps. 12 1-2 inches tall with 2-in. opening at top.

Aladdin Bug Screen

Made to fit snugly over top of chimney. Will prevent bugs and large flies from falling into chimney and breaking mantle.

The Aladdin is Perfectly Safe Will *Not* 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—beyond what would ever be called for in everyday use. For instance, such as turning a lamp high and allowing it to burn dry; dropping it from a table to the floor while burning; tipping it on its side so the oil could run out and then surrounding the lamp with excelsior which was set on fire and burned, 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.

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 construction; no complicated



parts to get out of order; no pumping up; no pressure—consequently no noise and no danger; 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 dangerous "systems" when you can have the most modern white light, equal to the white light produced by city gas and better than 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.

Read What the Bureau of Standards, Department of Commerce, Washington, D. C. Says About the Aladdin

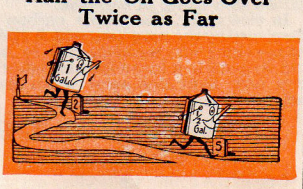
The United States Government maintains a Bureau of Standards for the purpose of testing any article submitted to them and giving the results to the public. Of course, the equipment used is the best that can be obtained—so perfect, in fact, that practically all of the instruments in the biggest Universities are based on the standards set by the Government's Bureau of Standards.

One interesting fact in their report of their test of the Aladdin is that it so closely coincides with the average shown by the reports of 35 Universities referred to in a previous article.

We quote from their letter:—"It will be seen that the Aladdin Mantle Lamp burned about half as much oil as the luminous flame lamps and gave about twice as much light; that is, the use of the mantle practically multiplied by four the amount of light obtained from a gallon of oil."

There is nothing we could add that would be more convincing evidence of the superiority of the Aladdin than these facts from the Government's Bureau of Standards.

Half the Oil Goes Over Twice as Far



The Aladdin costs very little to operate. It burns common kerosene (coal oil) which is the cheapest, safest and most generally used lighting fuel. Then by mixing 94% air with the 6% of vapor from the oil, we get a blue flame which not only heats the mantle to a white glow, but by utilizing all the fuel it is readily seen that much less oil is consumed. In fact numerous tests by many noted scientists at various great Universities prove the Aladdin will burn 50 hours on one gallon of oil (68 hours on a Canadian gallon), while the very best open-flame, round wick lamps burn only about 26 hours an a gallon (33 hours on a Canadian gallon.) In other words, half the oil goes over twice as far in an Aladdin.

Aladdin Saves Money

The Aladdin will pay for itself many times over in oil saved.

For instance, if you are paying 10 cents a gallon for oil the Aladdin will cost you for oil in one year about $2.25; while to get the same amount of light, the round wick, open-flame lamps will cost for oil about $9.00 (based on an average of three hours per night). This means a saving in oil of approximately $7.00 per year by using the Aladdin. If you pay 20 cents per gallon for oil the saving will be over $14.00 per year.

The more you pay for oil, of course, the greater will be your saving. The Aladdin is not a luxury but an economic necessity. But aside from the question of economy, one Aladdin is better than four round wick open-flame lamps because of the better quality of its 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 other lamps tested. The nearer the quality of light approaches that of the sunlight, the greater the sensibility of the eye to that light."

Beware of Inferior Imitations

Don't judge the Aladdin by any experience you may have had with other mantle lamps.

Every success has its imitators. The tremendous popularity and wonderful growth of the Aladdin business has naturally influenced many attempts by others to mislead the public into buying inferior mantle lamps on the reputation of the Aladdin. But, as the principle features of efficiency and reliability in the Aladdin are controlled by patents, no other mantle lamp has ever been produced that could be classed with the Aladdin. So do not be prejudiced by what you may have seen or heard about cheap, inferior and unreliable mantle lamps, but satisfy yourself by trying an Aladdin in your home.

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 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.