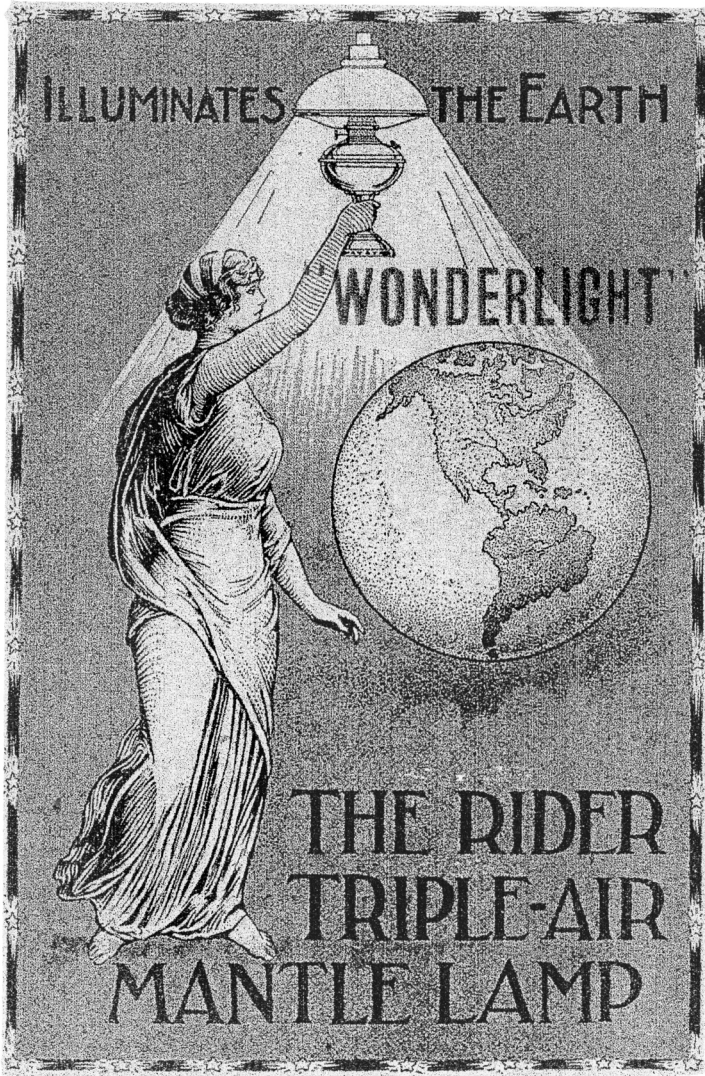
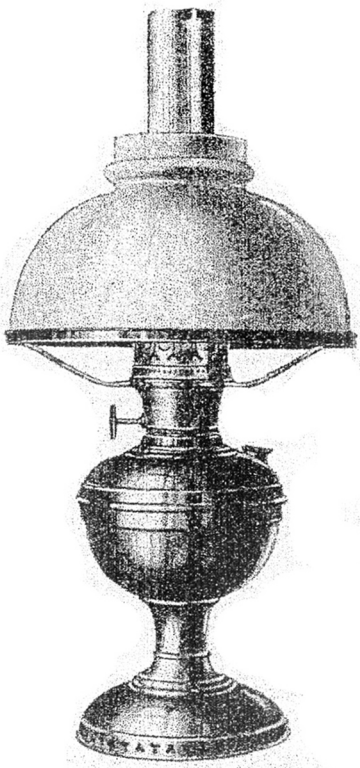


"Per Aspera Ad Astra." "Through Night to Light."

"Where ever the armies of progress encamp,
The light of their hope is the great Rider Lamp."



201 Table Lamp
Our Leader.

70 CANDLE POWER

Complete Lamp, (burner, mantle, chimney, tripod and fount, including 10 inch opal shade) . . . $4.50

The same with green plated shade $4.95

Green plated shade, each 65c

White opal shade, each 25c

A. G. KAUFMAN MFG. CO.

94 Chambers Street, New York City.

Represented in all Countries.

A SHORT TALK ABOUT EFFICIENCY.

What is the keynote of our industrial civilization to-day? **Efficiency!** When you spend no more effort than is strictly necessary to do that, to which you apply yourself, well, you are working efficiently. In other words, working efficiently simply means real accomplishment without waste of effort.

The same principle applies to mechanical devices as well. An **efficient** machine is one that performs the functions for which it was designed without consuming any more energy or material than is actually required.

The **efficiency** of a lamp, or any other lighting device, is judged by its **brilliancy, steadiness** and **uniformity** of light, as well as by **economy** of operation and **simplicity** of construction.

An efficient kerosene mantle lamp must measure up to those specifications, and must be reliable as well as entirely free from objectionable features; such as back-heating and carbonizing, with which kerosene mantle lamps have heretofore been afflicted. Thus has a prejudice quite universal sprung up against the kerosene mantle lamp, which the Rider lamp is designed to entirely dispel.

THE HISTORY OF KEROSENE MANTLE LAMPS.

Lighting by kerosene mantle lamp has been an art of great experimental activity since the wonderful discoveries by Prof. Bunsen and Dr. Auer Von Welsbach, of the Bunsen burner and the Welsbach mantle, respectively. These two elements which have revolutionized the gas industry must

always be combined in producing the incandescent gas light, so mellow and beautiful. One without the other would fail in its mission.

The Bunsen burner produces a blue flame; a union of air and gas mixed in proper proportion. The stronger the pressure of air, the hotter the flame.

The mantle, made from a mineral called Thorium, will glow if heat is applied to it. The stronger the heat of the flame, the more the mantle will glow. Thus we get the term *"incandescent."* For a mantle to become perfectly incandescent, we must have a Bunsen flame that creates perfect combustion. Either artificial or natural gas can be used for a Bunsen flame, although the natural gas requires more air than the artificial gas.

You can produce gas from heated gasoline, as well as kerosene. This gas is then termed a *"vapor gas."* A vapor gas needs more air to make a perfect combustion than does cold gas. The gas of a kerosene mantle lamp, which is generated at the top of the wick, requires still more air to make perfect combustion, for the reason that oil has a low specific gravity. It is this difficult problem of supplying sufficient air in a kerosene mantle lamp that scientists the world over have been trying to solve.

A number of kerosene mantle lamps have appeared on the market during the last twenty years, but owing to their inefficiency and complete failure to overcome the fatal defect of back-heating, all such innovations have had to be expeditiously consigned to the scrap heap. Such was the situation that confronted us when we undertook to solve the vital and all-important problem of perfect combustion.

After long and painstaking experiments we have finally triumphed, and as the pioneers in our special field, we are about to give universal distribution to the Rider Triple-Air CO^2 Generator. It caps the climax of perfection and accomplishes what has heretofore been considered the impossible.

THE SECRET OF SUCCESS OF THE RIDER TRIPLE-AIR KEROSENE MANTLE LAMP IS

The Rider Triple-Air CO^2 Generator.



The Rider Triple-Air CO^2 Generator, while a very simple device, is designed on highly scientific principles. It is built to take care of the varied conditions and objectionable features, such as back-

heating and creeping, to which other kerosene mantle lamps are all subjected. Thus the generator is the crowning glory of our invention.

A kerosene mantle lamp will creep if the fount is overheated. Thus an excess of gas is caused to flow into the mantle. The excess gas will carbonize the mantle if the wick be uneven, or again if the flow of oil on one side of the wick is more free than on the other. The Rider Triple-Air CO^2 Generator eliminates all those objectionable features described, by producing a third current of air which passes through the extended tube of the generator to the upper part of the mantle. The reserve current of air takes care of the excess of carbon, if any be produced while the lamp is in operation. If the excess of gas creates an incomplete combustion, and thus changes the CO^2 (carbon dioxide) into CO (carbon monoxide, the element that carbonizes the mantle), the reserve current of air coming through the triple-air tube will complete the combustion and change the CO back again to CO^2. The mantle with the wide open top will also help to create the draft necessary to drive all excess carbon out through the chimney.

THE TRIUMPHANT SOLUTION OF PERFECT COMBUSTION.

We are placing on the market a kerosene mantle lamp that exemplifies the highest development in mantle lamp construction. It is the last word and the final triumph. A lamp that is not a mere novelty as so many others have been, but a standard commercial article which will meet with the instant approval of every user of kerosene mantle lamps.

The Rider Lamp has the unqualified endorsement of noted scientists, not only as a practical lamp that embodies every essential for perfect combustion, but as an invention scientifically sound.

QUALITIES RESULTING FROM PERFECT COMBUSTION.

The economy of the lamp is self evident from the fact that it consumes nine parts of air to one part of gas.

The Rider Kerosene Mantle Lamp consumes less oil than any other lamp ever conceived or put on the market. One quart of oil is sufficient for a lighting of fourteen hours with a full volume of mellow light. The Rider Lamp gives a steady, even light of seventy candle power and at the low cost of 1/6c. per hour. The saving on the consumption of oil will in a short time pay for the cost of the lamp. Thus the pleasure of a beautiful and powerful light will be enjoyed at a fraction of the cost of electricity or gas.

On the score of economy alone, the Rider Lamp justifies its existence and distances all competition.

Of all incandescent mantle lamps, the Rider offers the **best** as well as the **cheapest** light in the world. This is not mere talk, but an absolute fact. It is the **best** because it is the **most efficient.** It is the cheapest because it gives **satisfactory results** and satisfaction is cheap at any price.

The Rider Lamp is sold at a popular price, because we believe in a large production and small profits.

CONVINCING PROOFS.

You will be enthusiastic with the Rider Kerosene Mantle Lamp. We know that it is in a class by itself and unsurpassed. We are now backing our convictions with all the required **capital, energy** and **enthusiasm.** We are building on a large scale because we are confident of the unparalleled excellence of the Rider Triple-Air Kerosene Mantle Lamp, and because we know that all purchasers of this lamp will be thoroughly convinced that it is not an experiment, but a tested invention that is **efficient** and **practical** in every sense.

GUARANTEE.

Every Rider Lamp is sold under a guarantee of *"satisfaction given"* or *"money refunded,"* which means that if you for any reason should be dissatisfied with your purchase, or if you find that it does not measure up to our every claim, you may return the lamp and get your money back. Send in your order to-day and you will not regret it.

EFFICIENT CONSTRUCTION.

There were two objects we had in view in the manufacture of the Rider Lamp, namely **utility** and **appearance.** Our purpose was to produce mechanical perfection and to combine perfect efficiency with artistic finish. We can demonstrate to your satisfaction that we have met with unqualified success. As a mechanism the Rider Lamp is perfect. Every part performs its own function, and individual excellence as well as collective efficiency is the watch-word. All parts combine to produce the harmony of the whole lamp. That is the striking

thing about the Rider Lamp. No discord, no friction, no flaw in construction, nothing to interfere with the smooth working of the lamp. Harmony is the soul of perfect mechanical construction as well as of life and of all nature.

APPEARANCE AND DESIGN.

The Rider Lamp is *neat* and *prepossessing* in appearance. Nothing bulky or ungainly about it. The lamp was conceived with an eye not only to mechanical utility, but to artistic and beautiful appearance as well. The lamp is built on clean and decisive lines ever with an eye to perfect proportion. It has charm and individuality. It is the standard *lamp de luxe.*

The mantle is made of the very best Egyptian cotton Ramie fiber, and its efficiency and durability have been thoroughly tested.

WHY THE RIDER TRIPLE-AIR KEROSENE MANTLE LAMP IS THE BEST, CHEAPEST, SAFEST AND HEALTHIEST EVER INVENTED.

It is the cheapest because it cost but 1/6c. per hour to operate and seventy candle power of light is produced, whereas to create the same amount of candle power in electricity it would cost you 2½c. per hour, or in gas ¾c. per hour, and in gasoline 1/3c. per hour.

The Rider Lamp is the safest because there is absolutely no danger of accident in its operation.

In using gasoline there is constant danger of explosion. There is danger of asphyxiation if gas is employed. The gas light may be blown out by accident or there may be a leakage at the burner, and serious consequences may be the result.

The Rider Lamp is the best for the eyes because its light is steady. The light given by the Rider Triple-Air Kerosene Mantle Lamp is brilliant and mellow. It is the best light for reading ever created.

SUMMARY OF MERITS OF THE RIDER TRIPLE-AIR LAMP.

THE RIDER LAMP generates its own gas.

THE RIDER LAMP produces a soft, steady, mellow light for reading and sewing.

THE RIDER LAMP gives a light of seventy candle power.

THE RIDER LAMP lights quickly and has an even flame.

THE RIDER LAMP is ten times cheaper than incandescent gas light.

THE RIDER LAMP is twenty times cheaper than electricity.

THE RIDER LAMP burns kerosene oil at a cost of about one cent for six hours.

THE RIDER LAMP so economizes on oil that its price is saved in a few months.

THE RIDER LAMP requires filling only once in sixteen hours.

THE RIDER LAMP does not heat the fount.

THE RIDER LAMP does not carbonize.

THE RIDER LAMP does not creep.

THE RIDER LAMP is odorless.

THE RIDER LAMP is smokeless.

THE RIDER LAMP does not flare up.

THE RIDER LAMP cannot explode.

THE RIDER LAMP will not get out of order.

THE RIDER LAMP is the last word in incandescent kerosene mantle lamp construction.

THE RIDER LAMP is the only successful lamp on the market.

THE RIDER LAMP is a perfect and complete substitute for gas and electricity in country, town or city.

THE RIDER LAMP is so simple to handle that a child can operate it.

THE RIDER LAMP is a scientific invention designed to fill a long-felt want and is bound to loom up with the years as one of the greatest benefactors to mankind.

WE LEAD AND OTHERS FOLLOW. SCIENCE AND ART HAPPILY BLEND IN THE ELECTRICAL EFFECT OF OUR CHANDELIERS.

To our many successes in the lighting field, extending over many years, we now have added yet another of the most striking nature. It is bound to interest you.

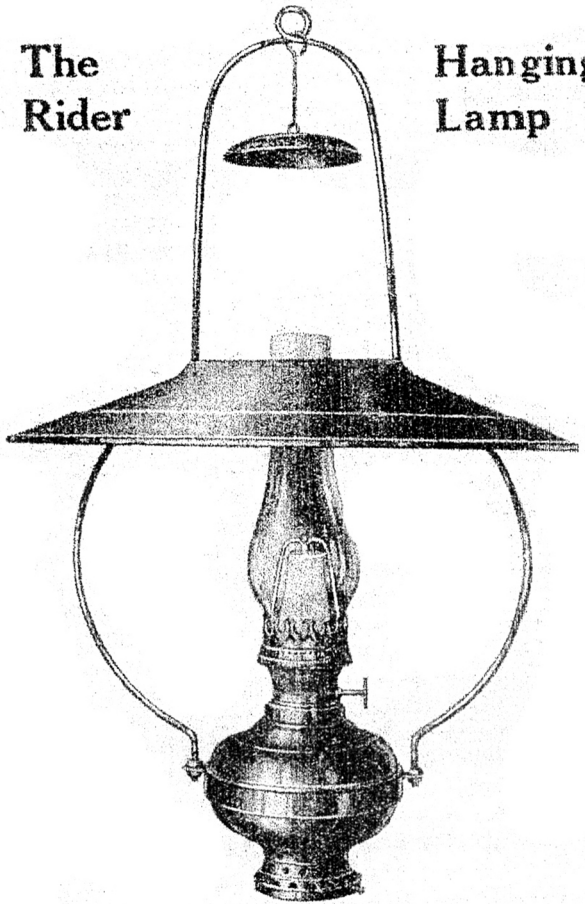
We have devised means of adjusting oil lamps to chandeliers in such a way as to produce the effect of an electric fixture, and detection is defied absolutely. It is an invention not only novel and interesting, as a scientific accomplishment, but it is of the greatest practical importance, for it creates the best and the cheapest light ever known. Write for further information.

CHANDELIERS, ART GLASS SHADES, ETC.

Among the articles we manufacture are chandeliers and art-glass shades for homes, churches, dance halls, theaters and auditoriums of every kind. Perfect efficiency in our methods of manufacture makes it possible for us to save you fully 35 per cent. on all chandeliers, art-glass shades, etc. Write for quotations and other descriptive matter that will convince you.

We have a larger assortment of stands, chandeliers and art-glass shades especially for kerosene lamps than any other house in the United States.

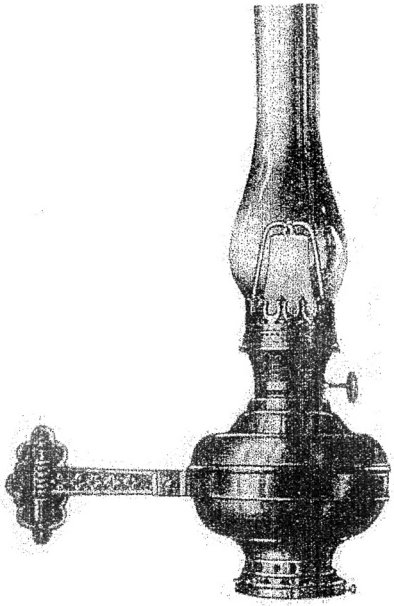
The Rider Hanging Lamp



Used either in a store, house or barn. It has a polished solid brass frame and a 15 inch corrugated tin shade (outside enameled green, inside nickel). Fitted with removable polished center draught brass fount, incandescent kerosene mantle burner, chimney, cap mantle, and wick.

Length over all 28¾ in. Weight packed, 16 lbs.

PRICE, $4.50

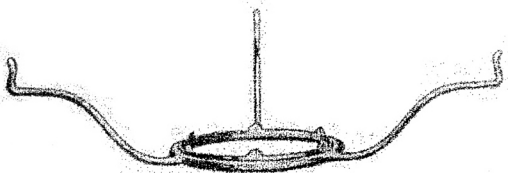


Brass finished metal swing bracket in ornamental design. Fitted with a polished brass removable fount (lamp) and center draught incandescent kerosene mantle burner, chimney, cap, mantle, wick and reflector $4.50
without reflector. 4.25



MANTLE. No. 1.—The Best to be had. Of finest Egyptian Cotton Ramie fiber.....Price, 25c. each

MANTLE. No. 2.—Fine quality in every respect.....Price, 15c. each



No. 35K8887. 10 inch Shade Ring ..... Price, 18 cents

GLASS CHIMNEYS. Grade A .....Price, 15 cents each
" " Grade B ..... " 10 " "

TERMS.

You will find the price of each lamp listed in plain figures. When we quote you a complete lamp, we mean that it includes the following parts—Stand, Burner, Mantle, Chimney and Tripod, but we do not include Shade or Globe.

All listed prices are F. O. B. New York.

Goods will be shipped either upon receipt of order with cash, or C. O. D. upon receipt of 25% of the amount of purchase to guarantee charges.

Any lamp not giving entire satisfaction may be returned to us at our expense.

All claims for shortage must be made within five days from receipt of consignment.

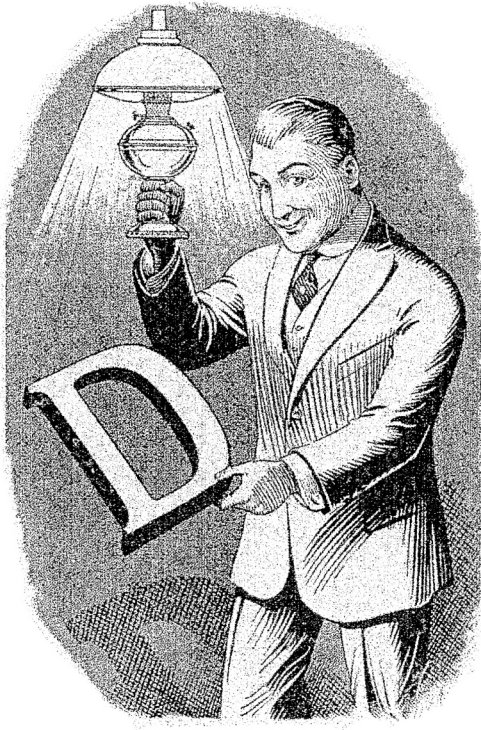
When ordering, kindly fill out order blank and state whether shipment is to be made by freight, parcel post, or express.

Shipments by freight take from three to four times as long to reach a destination than do express or parcel post shipments. If you haven't any order blanks handy, we will be pleased to mail them to you upon application.

Terms to dealers and agents gladly given for the asking.

THE RIDER LAMP COMPANY, INC.,
94 Chambers Street,
New York.

Do not throw this booklet away. If not valuable to you now, it may be later, when you become tired of paying heavy bills for inferior illumination.



"DELIGHTED

WITH MY RIDER KEROSENE MANTLE LAMP"

"The best by every test with all the rest."