



*There's Happiness in the Homes Brightened by the **Aladdin***

**Beats  
Electric**

**Reliable  
Economical**

***Aladdin***

**Mantle  
Lamp**

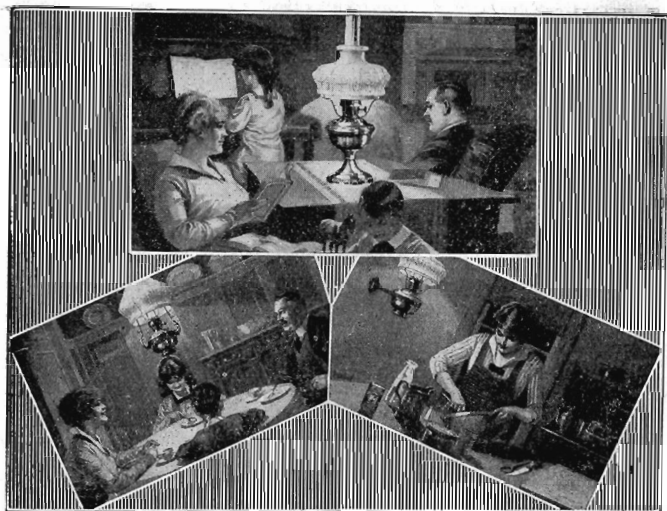
**Burns  
Kerosene  
(Coal Oil)**



**The Mantle Lamp Company of America, Inc.**

*Largest Kerosene (Coal Oil) Mantle Lamp House in the World*  
Chicago, Ill. New York City Portland, Ore. Montreal, Can. Winnipeg, Can.





## Make Every Room in Your Home Bright and Cheerful

**Y**OU 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 any 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 new Kerosene (coal oil) Mantle Lamp—Aladdin.

## Solves Your Lighting Problem

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 were 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

**T**HE 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 nine years; has stood the acid test of usage under various conditions, has been 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

**T**HE 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 $\frac{1}{10}$  per cent of city children against 21 $\frac{1}{10}$  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 were found to have defective vision—a startling condition, but one that can be corrected by providing proper light.

# Physicians Say Steady, White, Bright Light Is Best

In this same report, Dr. William T. Powers, A.M., M.D., makes these remarks:

"Of all the physical defects which militate against the comfort, welfare and mental advancement of school children, none is of greater importance than ocular deficiency.

"The manifestations of eye-strain are numerous. They range from simple Conjunctivitis (inflammation of the mucus membrane which lines the inner surface of the eyelid) to squint, and from headache to severe nervous conditions and mental disturbance. At first, eye-strain may cause simple fatigue after a short time at reading, sewing, writing or other use of the eyes at short range. It may cause drowsiness or simply disinclination for further near work. It may cause a watering of the eyes, redness of eyeball or edges of the eyelids. It may give rise to headache of almost any character. Many cases of vertigo, so-called sick headache or bilious attacks are caused by eye-strain.

"Parents and teachers should see that children in reading, writing or other work, requiring close and accurate vision, assume a proper position, sitting in an erect posture and having the work about fourteen inches from the eyes; *and also that there is sufficient light for the task.*

"Daylight is, of course, the best light. If artificial light must be used, *it should be even, clear, steady, and sufficiently bright.*"

## 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."

## Leading Oculist Praises the Aladdin

**D**R. ELZEAR LA MOTHE, one of the leading oculists of the country and a Professor at Loyola University, Chicago, tested the light of the Aladdin and writes of it as follows:

"Daylight is, of course, the ideal light. Thus it follows that the nearer in color any artificial light is to that of sunlight, the easier it will be on the eye.

"The light of the ordinary open flame kerosene lamps in use in most country homes, is not only very low in intensity but the quality is very poor and injurious to the eye because of its reddish color.

"As an eye specialist, my observation from personal test of the light of the Aladdin (Coal Oil) mantle lamp convinces me that it is almost ideal, as it not only produces the required amount of light, but the light is also *more nearly like daylight in color and is soft and steady.*"

Can you afford to continue the risk of injuring your eye-sight and that of the other members of your family by the use of the old style, dingy, flickering, reddish lights when you can have, at small expense, a light that is said by all these great authorities to be the nearest to daylight in quality, and the most ideal artificial light in the world?



## Children Run the Aladdin

**A**NYONE 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 sub-flame; 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 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.

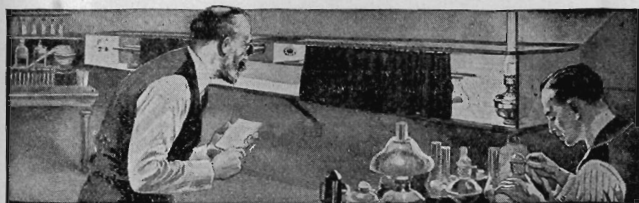
## Aladdin is Perfectly Safe Will Not Explode

**T**HE 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 every-day 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.

## Scientists Have Tested and Approved the Aladdin



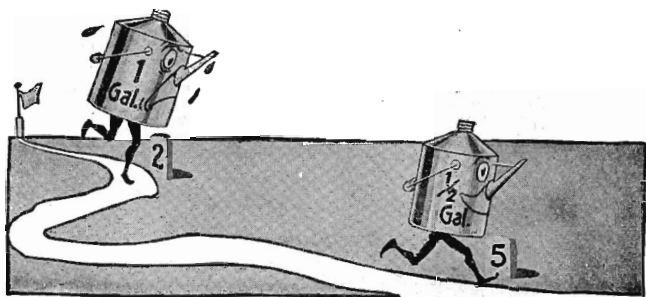
### More Light on Less Oil

**T**ESTS 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.

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 on request.)

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



## Half the Oil Goes Over Twice as Far

**T**HE 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 the various great Universities prove that the Aladdin will burn 50 hours on one gallon of oil (70 hours on a Canadian gallon), while the very best open-flame, round wick lamps burn only about 26 hours on a 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.

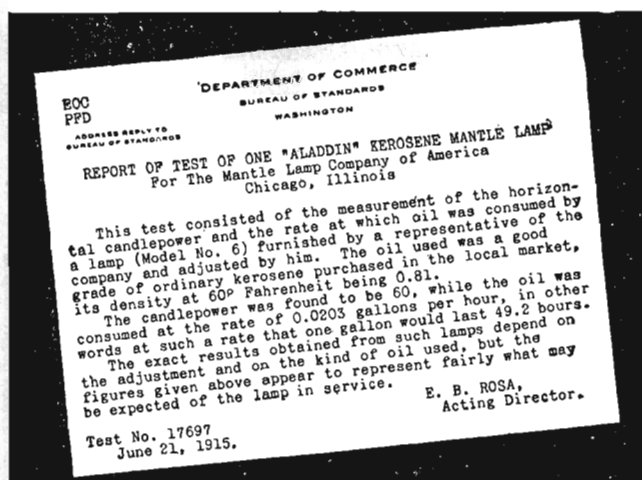
For instance, if you are paying 10 cents a gallon for oil the Aladdin will cost you for oil in one year about \$2.25; while to get the same amount of light, the round wick, open-flame lamps will cost for oil about \$9.00 (based on an average of 3 hours per night). This means a saving in oil of approximately \$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—a trial will cost you nothing.



## 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. Therefore, the report shown below is unimpeachable. You will note one interesting fact about this report is that it so closely coincides with the average shown by the reports of 35 Universities referred to in a previous article. We submit, for your careful consideration, an exact copy (reduced size) of the letter received from the Director of the Bureau of Standards, Department of Commerce.



*(This test was made of a No. 6 Model Aladdin, but the No. 7 Model produces the same volume of light and consumes the same amount of oil.)*

In another report, which space prevents us from showing here but copies of which will gladly be furnished on request, the Bureau of Standards gives results of tests of three of the best round wick open-flame lamps and adds these remarks in their letter to us:—"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.



# HIGHEST PRIZE

## for the Best Kerosene Lamp

was awarded the

*Aladdin*

at the

Panama-Pacific  
International  
Exposition  
San Francisco



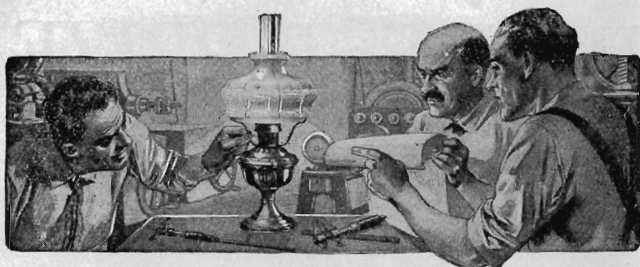
### GOLD MEDAL

and the

### BLUE RIBBON

representing the very highest honor in the Kerosene (coal oil) lamp class at the World's Exposition, San Francisco, were awarded to the Aladdin. The International Jury of Awards, composed of great scientists from all nations, selected the Aladdin as the *best* in comparative tests with the numerous other oil lamps from various foreign countries, as well as the United States.

A trial of the Aladdin will convince you that this recognition of merit was well deserved.



## Expert Lighting Engineers Have Devoted Years to Perfecting the Aladdin

**T**HE new Aladdin was not simply "discovered" like the mythical fairy lamp from which it derived its name, but has been the outgrowth of eight 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.

## Improvements in the New No. 7 Model Aladdin

The big and far-reaching improvements in the new No. 7 Model Aladdin will please all classes of people.

Not only have all the important and valuable features of all previous Models been retained in the new No. 7, but the mechanical construction has been greatly perfected and the entire design of the lamp and shade has been so transformed as to produce a pleasing and beautifully 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 never before attained in any incandescent oil lamp. This is a real advantage and one that will be highly appreciated by all users.

Then the telescopic center tube in the new No. 7 Aladdin makes it possible to retain all the advantages 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 affect the concentric arrangement of the parts in the burner. This also permits the renewal of the burner without regard to the renewal of other parts—a feature that will be recognized as very important to users. The construction of this burner on the new

No. 7 also aids in diffusing the heat and, coupled with our recently patented Baffled Generator (flame spreader), adds the last touch to the important question of heat control and makes Model No. 7 the coolest and most reliable of all oil-burning lamps.

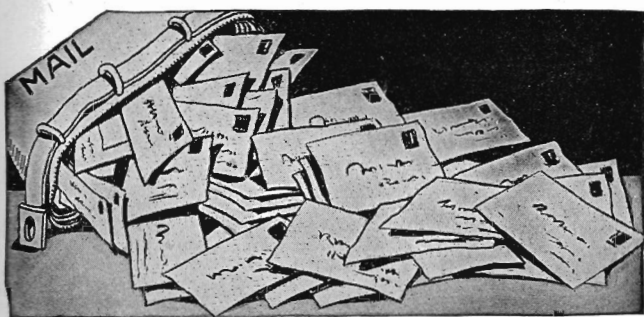
But the Model No. 7 Aladdin carries with it more than mechanical perfection. It is the most artistic and best finished lamp on the market. The design of the beautiful satin white finish shade is in perfect harmony with the satin brass finish of the lamp and together they make fitting fixture for the most beautiful light in the world.

The material used in the No. 7 Model 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. The foremost thought in the manufacture of the Aladdin has been to build up to quality regardless of price.

## 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 principal 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 own home.



## Every Mail Brings Hundreds of Enthusiastic Endorsements

**A**LADDIN users soon become Aladdin boosters. Thousands of enthusiastic, complimentary letters pour into our offices each season from satisfied customers. We're proud of these unsolicited endorsements because they tell the story of the superiority of the Aladdin better than anything we could say. The Aladdin is its own best salesman. A trial usually results in a sale because no one would be satisfied to go back to the yellow, flickering light of open-flame lamps after once having the benefit of the beautiful white light of the Aladdin.



**A**BOVE is copy of a Seal of Approval awarded the Aladdin after a thorough test. It speaks much for the merits of the Aladdin.

In describing the results of their test of the Aladdin, they say: "This lamp is well constructed and efficient in operation. It does not require more attention than the ordinary oil lamp. Produces a mild, soft, brilliant white light. Maintenance cost low."

Such remarks, from an outside, disinterested, impartial source, should certainly help you decide to try the wonderful Aladdin and prove these statements to your own satisfaction.

## Our Standing Reward Offer!



To prove that our statements regarding the superiority of the Aladdin Mantle Lamp are not mere idle claims, we have on hand with our bank \$1000.00 to be paid to any person who shows us any other oil burning lamp equal to our new model Aladdin in 26 important features, as follows:

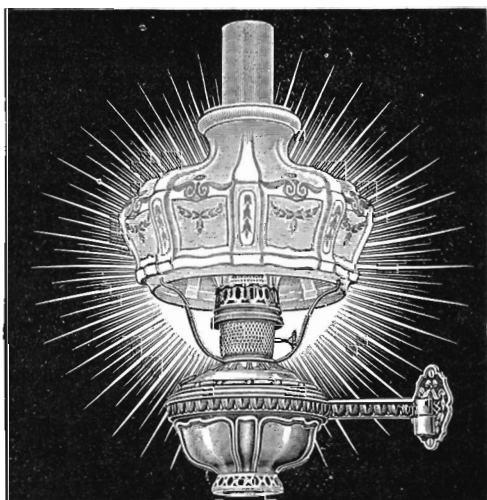
*Quality and Whiteness of light, Strength of light, Steadiness of light, Diffusion of light, Absence of odor, Absence of smoke, Absence of noise, Simplicity of lighting and cleaning, Simplicity of operation, Economy of oil, Cleanliness, Durability, Reliability, Workmanship, Accuracy, Construction, Durability and Perfection of generator, Durability of mantles, Durability and Perfection of chimneys, Simplicity and Economy in renewal of burner cone, Relief of eyestrain, Beauty of design and Elegance of finish.*

This challenge has been published broadcast throughout the country for more than four years and to date not one single lamp has been submitted for a test. This would seem like rather significant admittance on the part of other lamp manufacturers that there is no lamp that can compete with the Aladdin.



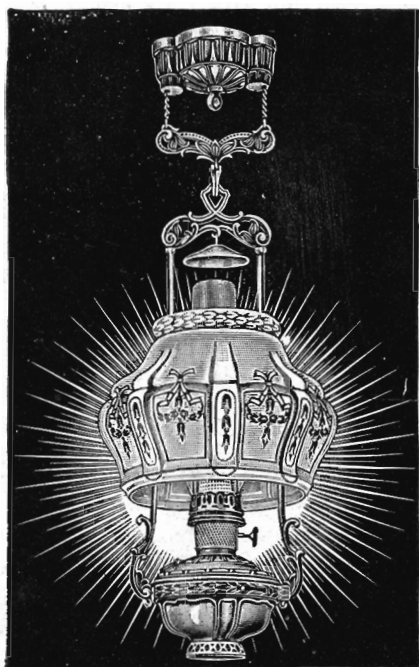
**Style No. 701**

**ALADDIN TABLE OR PARLOR LAMP**, complete as illustrated above. This is an ideal general purpose lamp; it is easily carried from room to room, can be used with our bracket as a wall lamp. Made entirely of brass, finished in satin brass. The design of the lamp bowl and satin white shade are made to harmonize, so that a very artistic effect is produced. Does not darken the upper part of the room, but gives a mild, soft light suitable for aged or weak eyes, while the reflected light below the shade is of the right intensity for reading or work that requires a strong light. Complete with one Aladdin center draught table lamp bowl No. 701, one Aladdin center draught burner with baffle generator, wick, mechanical wick cleaner, one extra baffle generator, one KoneKap mantle, one Aladdin chimney, one No. 401 Aladdin satin white shade and one extra KoneKap mantle .....**Price \$9.00**



**Style No. 705**

**ALADDIN BRACKET LAMP**, complete as illustrated above, consisting of one Aladdin lamp fount No. 716, one Aladdin center draught burner complete with baffle generator, wick, mechanical wick cleaner, one extra baffle generator, one KoneKap mantle, one Aladdin chimney, one tripod, one Aladdin satin white shade No. 401, one Aladdin bracket and one extra KoneKap mantle. Made entirely of brass and finished in satin brass. This lamp is especially suited for use in the kitchen .....**Price \$9.00**



### Style No. 717

**ALADDIN HANGING LAMP**, complete as illustrated above, consisting of one Aladdin fount No. 716, one Aladdin center draught burner complete with baffle generator, wick, mechanical wick cleaner, one extra baffle generator, one KoneKap mantle, one Aladdin chimney, one Aladdin harp 0716, one heat bell, one Aladdin satin white shade No. 416, an Aladdin automatic extension fixture No. 2 complete, and an extra KoneKap mantle. The fixture and lamp are finished in satin brass and the design of the lamp bowl is made to harmonize with the design of the shade in such a way as to produce the most beautiful effect. This Aladdin is an elegant and most reliable hanging lamp, and is especially recommended for dining room, sitting room or parlor. Height from ceiling to bottom of bowl when extension fixture is not lowered,  $32\frac{1}{2}$  inches; with extension lowered 60 inches ..... **Price \$15.00**

### Style No. 716

**ALADDIN HANGING LAMP**—This lamp is the same as style No. 717, described above, with the exception that it is not equipped with the Aladdin automatic extension fixture No. 2, but is equipped with ceiling hook. Height from ceiling hook to bottom of bowl  $26\frac{1}{2}$  inches ..... **Price \$12.00**

## Aladdin Extension Fixture No. 2

(Illustrated at left)



This fixture, unlike any other on the market, is designed to fit snugly against the ceiling, giving it a very neat and firm appearance. It can be extended 3 feet 6 inches and will carry from 8 to 11 pounds. Has an automatic lock and, like a curtain roller, will lock at any desired point. Has no friction brake. It is the only smooth running automatic locking fixture, and is designed especially for Aladdin hanging lamps. Satin finish..... **Price \$3.00**

## Aladdin Chimney

Aladdin chimneys are made of high-grade glass. They are scientifically proportioned to insure best results from Aladdin lamps.  $12\frac{1}{2}$  inches tall with 2-inch opening at top.... **Price 35c**

## Aladdin Bracket

Used in connection with Aladdin hanging lamp fount

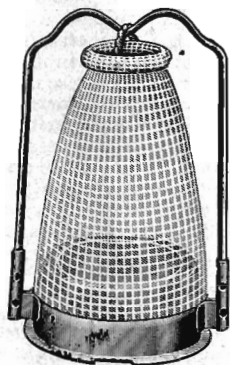
No. 716 and No. 401 shade as a wall lamp. Can also be used with Aladdin table lamp No. 701. Satin brass finish. Price 75c



## 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 mantles. The material used is the best obtainable, the mantles are produced under the most rigid inspection and are the most reliable made. Each mantle is mounted on the "Kone-Kap," so that a new cone, which is the part most likely to become damaged by the heat, is supplied with each mantle.

Price 35c



## Our Liberal Guarantee Protects You

**Y**OU take no risk when you buy the Aladdin because every lamp is guaranteed against defect in workmanship or material, and is guaranteed to be mechanically perfect. The Identification Card and Printed Guarantee which accompanies each Aladdin Lamp protects you not merely for 10 days, 30 days, or a year, but for years to come. Then there is our \$1000.00 reward Offer which is positive proof that you are getting the best oil burning lamp in the world when you purchase an Aladdin.

## Look Us Up

If there is the slightest doubt in your mind as to our standing in the business world or our reliability, just satisfy yourself by making inquiry of any of the following references:

Dun's or Bradstreet's Commercial Agencies.

Fort Dearborn National Bank, Chicago, Ill.

Irving Trust Company, New York, N. Y.

The Waterbury Trust Co., Waterbury, Conn.

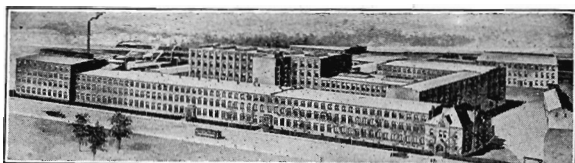
First National Bank, Portland, Ore.

The Molson's Bank, Montreal, Can.

The Bank of British North America, Winnipeg, Can.

Or the Agent of any Express Company doing business at any of our shipping points.



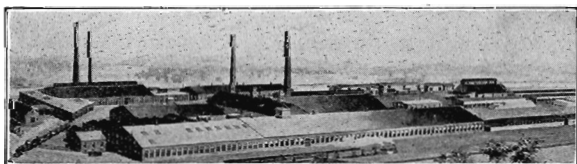


## The Home of the Aladdin

*Here is the great big manufacturing plant, splendidly equipped with the most up-to-date labor saving machinery, where the Aladdin is made. You can appreciate that with facilities like this, and with perfectly trained workmen, the highest quality lamps are produced at the lowest possible cost. Then with offices and warerooms in Chicago, New York City, Portland, Ore., Montreal, Can., and Winnipeg, Can., we save excessive shipping costs and can deliver the lamp to any part of the country at a price within the means of everyone and at a price that cannot be duplicated, quality considered.*

## Make Your Home Bright and Cheerful

**T**HE 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.



*In this large mill, the brass is specially made up for Aladdin lamps, rolled to perfectly uniform thickness. Every piece is carefully prepared to fit the particular purpose for which it is used.*