

You can all Enjoy the Evenings and Happiness in the Home when
Brightened by the Beautiful White Light
... of the ...

Aladdin Mantle Lamp

THE ALADDIN MANTLE LAMP
IS A KEROSENE ECONOMISER



THE ALADDIN MANTLE LAMP
PAYS FOR ITSELF IN OIL SAVED
THREE TIMES EACH YEAR.

The Standard Incandescent Kerosene Lamp—of the World

EACH LIGHT EXCEEDS 60 CANDLE POWER. BURNS 94% AIR, 6% VAPOUR.
COSTS ONE FARTHING PER HOUR.

Lights the Whole Room. Reading, Sewing, Fancy Work, Studying, Games—all can go on in any part of the room, with comfort and pleasure to everyone.

Better Light than Electric.
Most Economical.
Most Practical. Simple.
Most Efficient.
Most Reliable. No Noise.
Safe. No Air Pressure.

While producing Effulgence
of Light the cost of Light
is one farthing per hour.

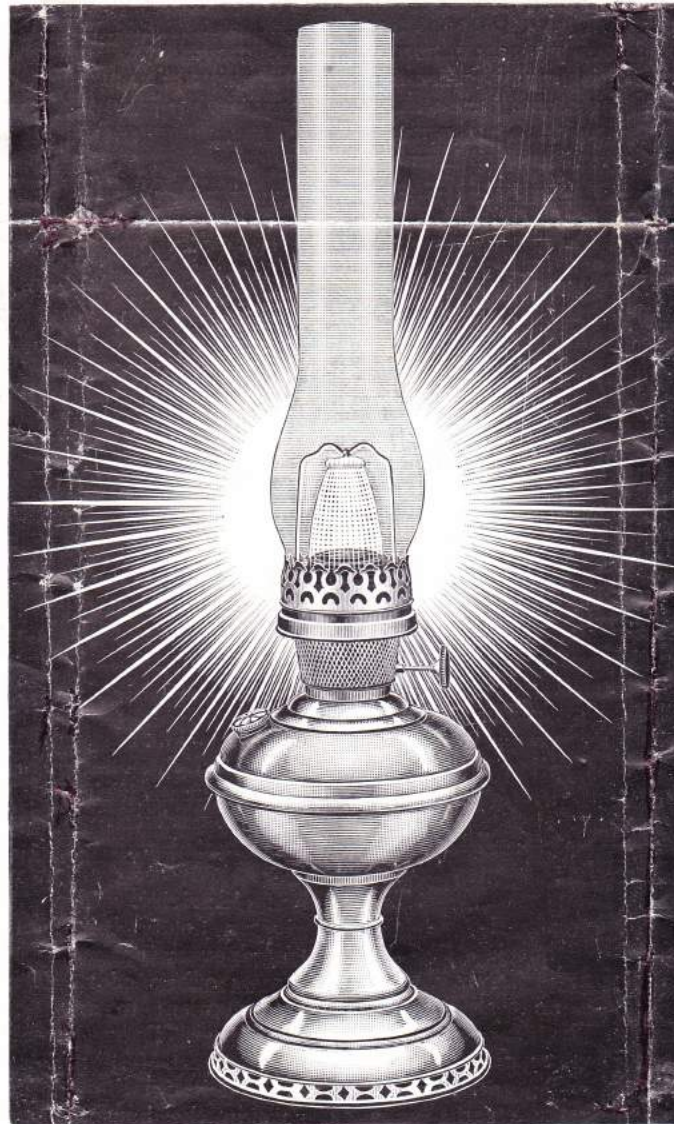
The Aladdin Mantle Lamp
generates the brightest,
stadiest, whitest
Light.

Five times the Light
on Half the Kerosene.
Most Durable.
Most Satisfactory.
Bright as Sunlight.

Clean. Elegant. No Odor.

Safety and Brilliancy
Achieved.
Literally flooding with
artificial sunlight—
The Drawing and Reading
Rooms,
The Workshop, Business
and Counting House,
The Church, Hall,
or Theatre.

The Modern Sight-Aiding
Light for the Student
and Householder.



The Aladdin Mantle Lamp,
a popular Wedding
Present.

"A GUARANTEED LAMP."
Any Lamp found defective
in workmanship or material
will be cheerfully replaced.

A POPULAR PRICED LAMP
within the reach of everyone
Really an Investment, as it
will pay for itself, and all
other old lamps set aside,
in KEROSENE SAVED.

A DURABLE LAMP.
Made Entirely of Brass.
With an occasional New
Mantle or Chimney, will
Last a Lifetime.

THE LIFE OF A MANTLE.
Our Mantles are
non-consumable.
Damage to "KONEKAP"
Mantles results from violence
or carelessness only.

Order your Aladdin Lamp
forthwith: So that you will
obtain it out of the first quantity
arriving. The demand
absorbes supplies quickly.

Begin to save 75% on past
outlay for kerosene. Write

WILLIAM ST.,
MELBOURNE

Price, £3 15s.

The Aladdin is not a new-fangled experiment ---It has been on the market over eight years, stood the severest tests, and its beautiful white light is enjoyed by more than six million homes throughout the world.

A Wonderful and Most Practical Invention.

The Aladdin Mantle Lamp is one of the greatest and most useful inventions of the age. It is the highest achievement of science in connection with artificial lighting, and is revolutionising lighting everywhere. The Aladdin has solved the lighting problem for rural, small town and suburban homes where oil lamps have been in use; and even in the cities many prefer the light of the Aladdin because it produces such a pure white, steady light, five times as strong as electric and much more economical. It's as far ahead of the ordinary oil lamp as the ordinary lamp is ahead of the candle used by our forefathers.

Five Times the Light at Half the Cost of an Ordinary Lamp.

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 utilising 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 over sixty hours on one gallon of oil. This is more than twice as long as a gallon of oil will burn in the very best open flame, round wick (centre draught) oil lamp, therefore, the Aladdin will pay for itself in a few months in the oil it saves. At the same time, these scientific tests show that the Aladdin gives five times as much light, to say nothing of the superior quality of its pure white light as compared with the yellow fire flame.

Women and Children can run the Aladdin.

It is so simple that anyone can operate it; it feeds the fuel through a wick, and lights and is put out just like the ordinary oil lamp, with which everyone is familiar. No pumping up, no pressure, no sub-flame, no generating of the burner with alcohol, etc.; no complicated parts to get out of order; no costly installing necessary; no dangerous features; safe, cannot explode, and can be carried from one room to another while lighted, just the same as a common lamp.



Bracket Lamp. Price, 64/-

THE ALADDIN LAMP consumes 1 Gallon of Kerosene, costing 1/9, in 61 hours, producing 67 candle power or a total of 4105 candle power hours. The Rayo Lamp, a devourer of Kerosene, consumes 1 Gallon of Kerosene, costing 1/9, in 35 hours, only producing 19 candle power or 682 candle power hours. This shows that the Aladdin Lamp gives 5 times the light at half the cost.

A Reliable Kerosene Mantle Lamp.

The Improved 1915 Baffle Generator (or flame spreader) with its oblique air ports and heat restricting means is new and unique. It is so nicely adjusted that it is practically

impossible to set the wick high enough at the time of lighting to make the lamp smoke. The Burner Base is also provided with heat insulating and dissipating means whereby the efficiency and stability of the lamp is considerably increased over previous models.

Protect Your Children's Eyes.

Don't let the young folks permanently injure their eyes by studying under the flickering yellow flame of the common oil lamp. Make it a pleasure for them to get their lessons at home by providing them with the whitest and most steady light obtainable—the light of an Aladdin—pronounced by scientists to be the nearest of any to sunlight.

No Home is Complete Without the Aladdin.

The importance of a good light cannot be over-estimated. It adds so much to the cheerfulness, pleasure and comfort of the home; encourages the children to do more reading and home study; enables parents to keep better posted on affairs of the world through their favourite paper or magazine; and is such a satisfaction when company calls to spend the evening. You can now have the best lighted home in your community. No need to longer put up with the old style, dingy, dirty, ill-smelling oil lamps, nor throw away money on expensive, dangerous, complicated and bothersome "systems," when you can have the most modern white light, superior to city gas and electricity. The Aladdin, burning with a mantle, gives a steady, brilliant, powerful white light that penetrates every portion of the room; makes no noise and throws off no odor. It is beautiful in design and finish, an ornament to any home, and an everlasting joy to the owner. Every household can now enjoy the pleasure of this best-of-all modern white light. None can afford to be without the Aladdin, no matter how many lamps now in the house, because it means so much better light at less expense.



No. 102

ALADDIN FOUNT LAMP

Centre Draught and KoneKap Mantle

This Lamp is useable in Harp and Bell or Bracket; and is the same lamp used with the Aladdin Hanging Lamp. Made entirely of brass, finished in highly polished nickel. Complete as shown, with seamless wick, KoneKap mantle, baffle generator, wick cleaner and heatproof chimney.

PRICE, 75/-



Price, 75/-

"KONEKAP" MANTLES

(Actual Size)

The brilliancy and candle power of an incandescent oil lamp depends very largely upon the quality of the mantle. The Aladdin Mantle Lamp Company manufactures its own mantles. The material 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 "KONEKAP," so that a new cone, which is the part most likely to become damaged by the heat, is supplied with each mantle.

PRICE, 2/9

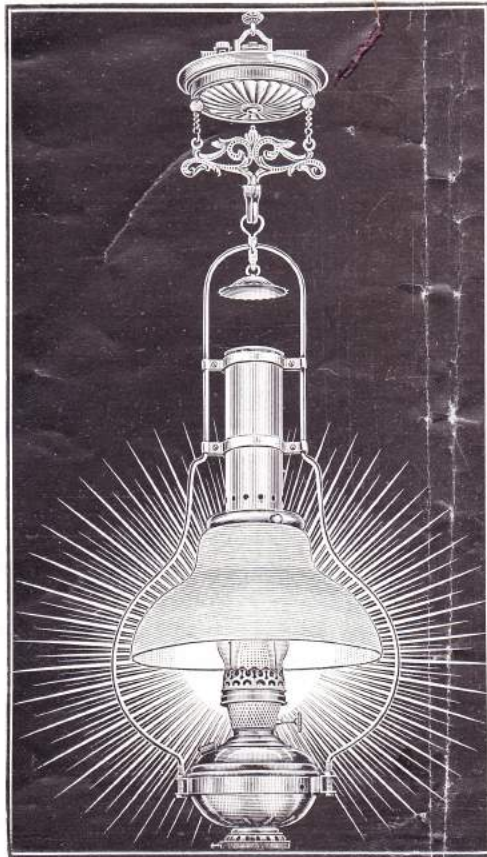
CHIMNEYS, 3/9 EACH



EXTENSION FIXTURE No. 1

This fixture extends 3 feet and will carry from 5 to 10 pounds. It has an automatic gravity lock and like a curtain roller it will lock at any desired point. It is the only smooth running automatic locking fixture, and is designed especially for our No. 115 hanging lamps. It has no friction brake. Finished in Satin Brass or Nickel.

PRICE 42/6



Lamp, complete with Shade. Price, £9/9/6

No. 101a
**ALADDIN TABLE
or
PARLOR LAMP
with Shade**

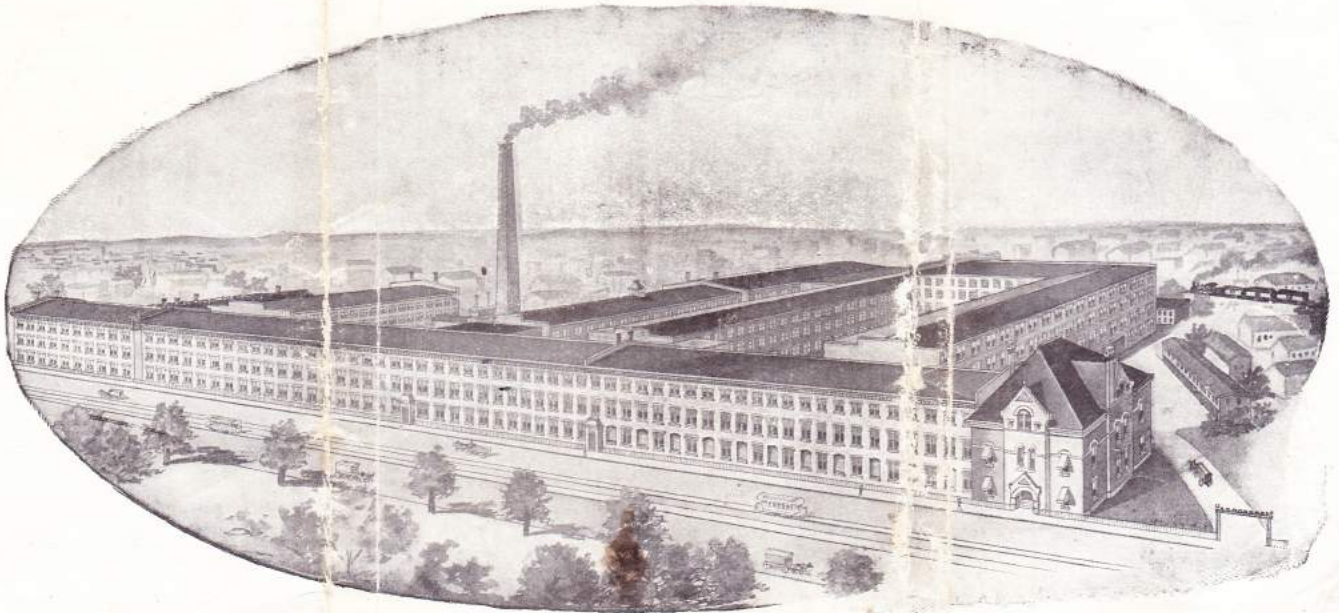
(illustrated at right)

**Centre Draught
and
KoneKap Mantle**

This lamp is the same as No. 101 with the addition of a 10in. shade. It is complete as shown with seamless wick, baffle generator, wick cleaner, KoneKap mantle, heat proof chimney, shade holder and shade No 201, which makes a beautiful lamp for living room or library. The top (our own exclusive pattern) 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 intense and suitable for reading or work that requires a strong light. Made entirely of brass, finished in highly polished nickel.



Price, £5/12/6 Without Shade, £3/15/-



THE HOME OF THE ALADDIN LAMP, WATERBURY—Largest Lamp Factory in the World

HERE is the great manufacturing plant, splendidly equipped with the most up-to-date labour 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 within the means of everyone, and at a price that cannot be duplicated, quality considered.

Scientists and eminent Light Engineers have tested and adopted the Aladdin Mantle Lamp in the world's chief Laboratories.

Sunlight is the Standard, the Aladdin Lamp being declared the nearest to sunlight. Superior to all artificial systems of light in existence, not excepting electric. The Aladdin Mantle Lamp reduces the cost of housekeeping, besides removing all causes of irritableness through dismal light, and smokey, unhealthy odors of ordinary lamps which fail to produce light commensurate with the fuel consumed. The Aladdin Mantle Lamp is an additional blessing in housekeeping, and it should be availed of without delay as it saves 80% in cost of light. The small dimensions of the blue flame of the Aladdin compared with the tongues of fire flame of old fashioned lamps is the best evidence of the superiority of the Aladdin.

The Aladdin will Pay for Itself in a Few Months in Oil Saved.

Aladdin Mantle Lamps give five times as much light as the best round wick open flame lamps and yet burn only half as much oil. In other words it will require five of the best round wick open flame lamps to give you as much light as one Aladdin, and those five lamps will burn about ten times as much oil. *Figure it out and you will quickly see that the Aladdin will save enough in oil to pay for itself in a short time.* The Aladdin will cost you for oil in one year 35/-, while one ordinary round wick lamp will cost for oil £8 per year (based on an average of three hours per night). This means a saving in oil of £6 5/- per year. No matter what you are paying it will be worth while to you to set aside all other lamps and equip the entire house with Aladdins.

Aladdin Lamps are guaranteed, duplicate parts and all accessories are available at stores in the chief centres where the Aladdin Mantle Lamps are used. The Aladdin Lamp is being daily demonstrated at business houses and private residences.

£1,000 Reward

We will give £1000 in gold to the person who shows us any other oil-burning lamp equal to our new model ALADDIN MANTLE LAMP in 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 of chimneys, Simplicity and Economy in renewal of burner cone, Relief of eye strain, Beauty of design, and Elegance of finish.

THE MANTLE LAMP COMPANY

JENKIN DIXON & CO. LTD.
MELBOURNE

Importer

Manufacturers' Representative

WILLIAM STREET

MELBOURNE

TELEPHONE CENTRAL