



The Aladdin Engineers Have Outstripped Even Their Best Previous Efforts in the New Model 7 Aladdin Pictured. It is the Result of Five Years Tireless Effort, and Embodies Many New and Important Features and Advantages.

# More and Better Light—On Less Oil

Beats  
Electric

Test This Wonderful Kerosene Mantle Light  
**10 Days FREE — Just Send the Coupon**

Saves  
Money

**A**CCCEPT this free trial offer. Find out at our risk how your home can be better lighted than a city home. For here's a light that *beats* gas, beats gasoline, beats even the tungsten electric light. It is five times as efficient as the ordinary round wick flame lamp. Who says it is? The United States Government Bureau of Standards says so—34 great universities say so—their exhaustive tests have proven it. This light was awarded the gold medal at the Panama Exposition as the world's best. To have this wonderful light in your home means money saved. It pays for itself, using less than half as much oil as round wick, open flame lamps.



## Half the Oil Goes Twice as Far

Air is the most abundant thing in the world. Out of 94% air mixed with the vapor from the oil, the Aladdin, by the use of a mantle, creates the most

mellow, restful, steady light ever produced. It burns 50 hours on a gallon of oil. Saves eye strain and brings cheer and contentment to the home. Dim lights have caused untold eye strain, headache and misery. The poor lamps of the country are responsible for the fact that one out of every five among country children has defective vision while only one out of twenty among city children is similarly afflicted.

The Aladdin banishes dim light and eye strain. Saves the children's eyes, encourages study and reading—makes them glad to stay home.

## \$1000 in Gold For Lamp Equal to Aladdin

To prove that our statements regarding the superiority of the Aladdin are not mere idle claims, we offer \$1000, ready for instant payment, to any person who can produce or show us an oil lamp equal to the new Aladdin. Write for circular giving particulars of this great challenge offer. This offer has been standing for more than four years, but up to the present date, not one single lamp has been submitted for a test.



## Write for Yours Today

### Send No Money—Charges Prepaid

Let us send you our latest Model 7 Aladdin to use ten nights in your home—charges prepaid—return charges paid too in case you are not entirely satisfied. Find out how it floods the whole room with mellow, cheerful light—how it really does beat gas, electricity and acetylene for brilliancy—how noiseless, smokeless and odorless it is—how it saves half or more in oil and actually pays for itself.

### Keep the Aladdin without Cost

We have thousands of inquiries from our advertising. We want a user in *your* neighborhood, so we can say to inquirers: "Go and see the lamp." If you are willing to let folks *see* your Aladdin lighted up, you can *keep* yours without cost. Send the coupon. The *first* applicant from each town is offered this chance. Send the coupon today. *Be the first.*

## The Mantle Lamp Company

Largest Kerosene (Coal Oil) Mantle Lamp House in the World  
Offices and Warerooms at  
Chicago, New York City, Portland, Ore., Montreal and Winnipeg, Canada

Get an *Aladdin* Free  
Make a Lot of Money



Get the wonderful New Aladdin No. 7 for your own home free—and in spare hours make more money than you've ever made before. You can do this without interfering with other work, without disturbing your pleasure.

### No Experience is Necessary

You don't have to be a good talker. Our wonderful light "talks" for itself. No investment necessary. We furnish the goods on 30 days' credit. Send the coupon. Look into this wonderful opportunity now.

### Make \$100 to \$300 per month, spare time, same as these men, without experience.

Geo. B. Quimby, Elma, Wash., R1, wrote April 1, 1917: "I never sold anything before I started with the Aladdin. The first five days I sold 17 lamps." Claude Bridges, Macon, Ga., writing April 24, 1917, said: "In the three months' time I have been working I have sold 120 lamps." Bert Archenbronn, Grass Lake, Mich., "called at 30 homes—sold 24 lamps—and all in less than 6 days' work." R. L. Eberman, Metzger, Ore., wrote March 23, 1917: "I have sold hundreds of Aladdin lamps in a field honeycombed with electric light current." W. B. Stine, Surprise, Neb., sold 8 Aladdins in 4 hours. G. R. Baldwin, Marysville, O., sold 33 in one week. Rev. Theo. L. Blankin, Milford, Ill., sold 5 in one afternoon. We have thousands of letters like these from all parts of the country.

## Send No Money—Send Just This

### THE MANTLE LAMP CO.

Gentlemen:—Send me full particulars about—

- Proof that the Aladdin Mantle Lamp gives the world's best light at a big saving in oil.
- Your offer to send the Aladdin *prepaid* for ten days free trial and how it can be *kept* without charge.
- Your plan whereby I can get an Aladdin free and make a lot of money without the need of experience or capital.

(NOTE:—If you are interested in the money-making opportunity, write a letter and attach to the coupon, tell us something about yourself, whether or not you have a rig or auto to work in rural districts, give your age, present occupation; say whether you can work full time or just part time, when you can start and what territory you would prefer. Hurry your letter before territory is taken.)

You can take advantage of any one of these offers by filling out and returning to us enclosed request blank.

BE SURE TO READ OTHER SIDE FOR FURTHER PROOF  
OF THE SUPERIORITY OF THE ALADDIN

(OVER)

# "These Opinions of a Few of the Hundreds of Thousands Aladdin Users Prove Its Efficiency"—

## CANNOT PRAISE ALADDIN TOO MUCH

Chauncey, Avondale Hill, Pa.  
October 26, 1916.

Gentlemen:  
I cannot praise your wonderful lamp too much. It is like the sunshine in our house, it is so bright. I am sorry that I did not write before, as the lamp surely deserves writing about.

Your wonderful lamp burns the same as the day I got it, and that is perfect. Of course, I follow your instructions in looking after it, therefore I get a perfect light.

If you had an agent around here you would sell lots of your lamps.  
Yours sincerely,  
Albin B. Jones.

## CANNOT BE BEATEN FOR ECONOMY AND BRILLIANCY

Tamaqua, Fla., Feb. 12, 1917.

Gentlemen:  
I have purchased an Aladdin lamp, and wish to state that its economy and brilliancy cannot be beaten. I have three different makes of lamps and the Aladdin surpasses everything I have ever seen, and wish to state that I would not be without one for twice its price by no means, and would heartily recommend their use to any home. I had it placed beside two 32-candle power tungsten electric lights, and they were not in it. I hope to have my home furnished throughout with Aladdins before many days.  
Daniel W. Springer.

## LET THERE BE LIGHT, AND THERE WAS LIGHT

Niagara Falls, N. Y., Oct. 17, 1916.

Gentlemen:  
In passing my judgment upon your trial Aladdin I would say I have set aside the 3 old lamps that I have been using, for they are the thing of the past, as the good book tells us, "and the Lord said let there be Light, and there was Light."

That is the true difference between the old lamp and the Aladdin.  
Fred'k L. Grossman.

## HIS LIGHTING PROBLEM SOLVED—ALADDIN DOES IT

Martinsburg, W. Va., Dec. 13, 1916.

Gentlemen:  
I have received the Aladdin lamp. For some time we have been looking around for a good lamp, having tried for years the Rayo and other oil lamps. Accidentally I read your ad. in some paper, and concluded to try the lamp, and accordingly ordered one. There is a great field for this lamp, in my judgment, almost anywhere and everywhere. It is simply a wonder, and the greatest lamp I have ever seen. In fact, my family have so fell in love with it that you could not buy it back at any price. I would be glad to recommend it to anyone. It does not require recommendation, but a trial only, and it will sell itself readily.

Fred'k L. Grossman.

F. Vernon Aler.

## NEVER MADE SUCH A GOOD "BUY"

Wibaux, Mont., Dec. 14, 1916.

Dear Sirs:  
Received your Aladdin lamp and have tried out same, and am so well pleased with it that I won't part with it for any reason. I never made such a good buy.  
J. C. Vogt.

## A MARVEL OF INGENUITY—TEN-YEAR-OLD CHILD OPERATES IT ALONE

Plainville, Ill., Dec. 12, 1916.

Gentlemen:  
The lamp is a marvel of ingenuity, indescribable, a decided success. We would not sell for five times the cost. We wish the people of the U. S. could see this wonderful work. It is no trouble, safe and beautiful. Our little 10-year-old girl trims and regulates our lamp alone. Too much could not be said about this lamp. The light is steady, economical. We use 10c oil, and the light is brighter than a 100-candlepower electric bulb.  
I. J. Plougher.

Edmonton, Ky., Jan. 3.

Gentlemen:  
This office begs to acknowledge receipt of lamp, which arrived on 24th in good condition. Was immediately installed. I don't think that I will exaggerate the least bit in saying it is the finest thing I have ever used in the way of an artificial light. We have in this town acetylene, electricity, etc., but this is excellent, and thank you people so much. It is on my desk on exhibition in my office—a demonstration to any and all people. Quite an acquisition to my office.  
Am exceedingly thankful.

Yours most respectfully,  
P. W. Bushong, D. D. S., M. D.,  
Co. Agt., Dem. Agt.  
U. S. Dept. of Agriculture.

## WOULD MORTGAGE FARM RATHER THAN BE WITHOUT ALADDIN

Sedalia, Ark., March 30, 1917.

Gentlemen:  
I never have struck anybody that disliked the Aladdin lamp and would not be without one. I don't care what it cost, as I would mortgage my farm to have one.  
Sol Evans.

Osawatomie, Kansas, Dec. 14.

Gentlemen:  
Since you advanced the opportunity for more and better light we hooked on, and got all you promised. The lamp will sell itself. It does not require the liberal ten-day trial you extend. The lamp is a sure (get-there) satisfier on being lit. \$25.00 would be no inducement to take our lamp from our home if we could not get another. It is worth all you ask for it.  
Wishing you continued success.  
J. W. Anderson.

## ALADDIN BESTS 300-CANDLEPOWER GASOLINE LAMP

Mason, Mich., Jan. 22, 1917.

Gentlemen:  
I received the Aladdin lamp on the 19th inst., proceeded to unpack it and put it together that night. I lighted it. It burned fine and gives a splendid white light without noise, smoke or smell.

I have a gasoline lamp I have used two years, said to be 300 candlepower, but think the Aladdin lights the room the best.  
J. N. Ingersoll.

## DOUBLE THE PRICE WOULDN'T GET HIS ALADDIN

Comanche, Okla.

I have been using one of your lamps for over two years, and would not do without it for double the price. Very truly yours,  
V. O. Howe.

Boyne City, Mich., Nov. 8.

Dear Sir:  
You will find enclosed postoffice money order for one Aladdin table lamp. I would not take twenty dollars for it, and do without a good light. I have sold six lamps just from my neighbors seeing my lamp. I live on a high hill, and everybody in the neighborhood can see my light from their place, so they have all been here at the house to see what kind of a light I had that showed such a white light. I remain,  
Yours respectfully,  
Mrs. Lillian Rolls.

## BEST WHITE LIGHT EVER DISCOVERED

West Point, Iowa.

Gentlemen:  
We used the lamp every night since it arrived, and we must say that it is the best, brightest white oil light ever discovered. We are extremely well pleased with it. I will recommend the Aladdin to everybody.  
Miss Pauline Schwartz.

Kansas City, Kansas, Dec. 20.

Dear Sirs:  
Enclosed find check in payment for Aladdin lamp sent on ten days' approval. The lamp is very satisfactory and does all that you claim for it.

I am highly pleased with the lamp and will be glad to recommend it to anyone desiring a good modern white light for their home.

I consider the lamp worth all you ask for it, and would not part with it for twice the price paid, if we were unable to procure another.

Thanking you for the use of the lamp before requesting any pay, I am,  
Yours truly,  
Jessie M. Carroll.

## A PERFECT BEAUTY

Nevada, Mo., Bethel Ranch, Dec. 12, 1916.

Gentlemen:  
The lamps arrived, and you ought to see the difference in the light in here and in the kitchen. Our old lamps make such a red light, and these lamps make such a beautiful white light. One has a shade, and it is a perfect beauty, all white. I never thought coal-oil could be made to produce such a white light. I am more than pleased with them, and thank you so much for sending them.  
F. L. Woods.

## HEARTILY ENDORSES ALADDIN

Stacyville, Iowa, Dec. 22, 1916.

Gentlemen:  
Enclosed find check for payment in full for lamp sent me. The lamp is the best coal-oil lamp I ever saw. I wouldn't take \$25.00 for it if I couldn't get another.  
Henry Kingfield.

Concordia, Mo., November 22.

Gentlemen:  
Was rather surprised when I received lamp, for that was not what I had asked for. But I am very thankful to you for sending lamp on trial. Had you not done that, I would most probably be without it. Would never thought of buying a lamp that looks so much like a Rochester had I not seen the difference in the light. The light is surely good; no, it is more, it is very good, and I want to keep the lamp. Enclosed please find check.  
Respectfully yours,  
J. C. Viets.

Des Moines, Iowa, Sept. 9.

Gentlemen:  
Enclosed find check in payment of the attached invoice.  
This lamp has proved to be entirely satisfactory, and is by far the most convenient and economical independent lighting system that I have found. Very sincerely yours,  
Carl C. Proper.

## ALADDIN—THE LAMP OF LAMPS

Texarkana, Texas, Dec. 27.

Gentlemen:  
I am enclosing with this check to cover the lamp sent me on trial, for which I thank you very much. IT IS THE LAMP OF LAMPS. It is less trouble than an ordinary oil lamp, and exceedingly easy to operate—absolutely no danger whatever. If I were out of employment I would wager my life that the lamp WOULD SELL ITSELF in 97 out of 100 homes. You have my best wishes for a tremendous business this winter, which I am sure is yours, if you can secure enough people to place the lamps in the homes for trial; the lamps will do the rest.  
Yours very truly,  
I. P. Bass.

# Our Distributors Everywhere Endorse the Aladdin as the One Best Sales Article

## SELLS FIVE ONE AFTERNOON

Oaksboro, N. C., March 21, 1917.

Gentlemen:  
I herewith enclose identification cards for the lamps I received on the 17th.

I sold five of them that afternoon, and left the other two on trial over night, and sold them on Monday, the 19th.

The customers are delighted with its beautiful white light, and would not let me take it out for twice the price of the Aladdin.  
J. A. Furr.

## COULD SELL MANY MORE IF HE HAD TIME TO SPARE

Ahoskie, N. C.

I am very pleased with the lamps you sent me, and everybody who purchases one from me says that they beat all other lights, so you see I can recommend them very highly, as they are all right. I could sell one thousand a year if I could spare the time, but I own a four-horse farm and have to look out for it. I think I can sell a good many when I can get a good man to tend to my farm.  
Yours very truly,  
T. C. Peed.

## EIGHTY SOLD DURING SPARE TIME—FINDS IT AN EASY TASK

Bergen, N. Y., April 2, 1917.

Gentlemen:  
I am a farmer and not an experienced salesman, but I find it a very easy task to sell Aladdin lamps.

I have sold eighty lamps in a few weeks, demonstrating evenings in farmers homes, and every customer is very much pleased with the Aladdin.

Hoping to continue the sale of Aladdin lamps, I am,  
J. H. Smith.

## PURCHASERS BOOST ALADDIN SKY-HIGH

Elizabeth, Penn., Feb. 12, 1917.

Gentlemen:  
I am glad to say that I have made a sale in every place where I have left a lamp on trial, so far, and the people have expressed a willingness to purchase more later on. The lamps are giving entire satisfaction in this district. I have not heard a complaint from any of my customers, and they are all boosting the Aladdin sky-high.

Will send for a new order of lamps and remittance for the first one the latter part of this week.

Thanking you for courtesies shown me, I remain,  
Yours very truly,  
J. E. Wiggins.

## NEVER SAW ITS EQUAL—SELLS THREE ON SIGHT

Troy, N. Y., Nov. 15, 1916.

Gentlemen:  
The lamps reached me safely. I have not worked the whole week—only since Wednesday. I am enclosing the identification cards on the lamps sold since Wednesday.

I am looking forward to this coming week for accomplishing a great deal of work. I never saw anything meet with such open admiration as the Aladdin lamp. I have sold two hanging lamps and one table lamp on sight with no trial. People are just delighted with them.

I am enclosing my second order. I have five lamps sold on my next order, so would like to receive them as soon as possible. I enjoy the work very much, and I wish to compliment you upon your promptness in answering and standing behind me in everything.  
Olive C. St. John.

## ALADDIN CERTAINLY A DANDY

Holland, Mich., Jan. 14, 1917.

Gentlemen:  
I am home again, after five days of traveling around in my territory, and I am well pleased with my work. The Aladdin is certainly a dandy, and its sunlight rays are making friends all over the country. I am a welcomed friend wherever I have sold an Aladdin. I have advertised myself and the Aladdin so well by this time that I now go by the name of the "lamp man," and that has been my aim. People all know me by my wagon which I have decorated on three sides with advertising matter, and the same outfit goes on my sleigh.

Next week I am going to cover the northern part of my territory, and no doubt will meet with the usual good success.  
J. Van Huizen.

## RUN TO BUY ALADDINS

Almena, Wis., Nov. 4, 1916.

Gentlemen:  
Please advise me if anyone has the town of Cumberland. I got into a strip of that country today, and as soon as they found out I had the Aladdin they ran out in the road to stop me. I could do quite a lot of business over there, but in my territory about everything is done up. My lamps are all gone. Went out this morning at eight and returned home at twelve-thirty, having sold four lamps. There is more territory around here just like that.  
R. E. Dimick.

## EVERYBODY PLEASED—SELLS WITHOUT TROUBLE

Woodbine, Iowa, March 21, 1917.

Gentlemen:  
I think the Aladdin lamp is the best lamp on the market. All of my customers are well pleased with them. I do not have any trouble selling the Aladdin lamp. I expect to sell a lot of lamps this fall. Wishing you the best of success, I remain,  
J. E. Holeton.

## NEVER FOUND ANYTHING AS EASY TO SELL

Mondovi, Wis., Jan. 30, 1917.

Gentlemen:  
I sold my lamps the first day. Canvassed nine places and sold eight lamps. Just had an awful storm again. Almost impossible to get through.

If I can possibly get to town I shall send in check for a dozen more lamps. Kindly hold over township for me, because my intentions are to continue the work as long as you can supply me with territory around here. Never found anything quite so easy to sell.  
A. J. Fedt.

## THE LAMP OF THE DAY

Denver, Ohio, Feb. 24, 1917.

Gentlemen:  
Lamps all sold save one, and it is wanted by several. I made a mistake by not doing as you bid me about keeping lamps on hand. I see now the way would be as soon as one receives a shipment he should order another one. 'Tis fun to sell the Aladdin.

People become intoxicated when you demonstrate the lamps.

'Tis the lamp of the day!  
Enclosed find order for one dozen, also remittance to cover my indebtedness for lamps received from you. Now I am in a hurry.  
Rush my order!

Christley Toops.

## ALADDIN SELLS ITSELF

Lavernia, Texas, March 24, 1917.

Gentlemen:  
Received the lamps, and although crop prospects just at present look gloomy (have not had a good rain, it seems to me, for over six months), I sold 11 lamps in part of six days. Have 7 lamps out and several good prospects.

While this may be a pretty good starter, under the circumstances, I am not satisfied with it, and hope to do a better business next week. Under normal conditions the Aladdin will almost sell itself.  
J. D. Harris.

## SELLS WHEREVER SHOWN

Tipton, Ia., April 2, 1917.

Gentlemen:  
I am glad to report that I have sold a lamp, and sometimes two lamps, wherever I have shown the lamp. I left the lamp on two or three days' trial, and return, and in not one case have I failed to sell. They speak for themselves. All that is needed is a demonstration. In several places they told me they would not buy a lamp, but I asked permission to leave it for a few nights, and when I returned to get the lamp the cash was in sight, and "You can't take the lamp," was the way they greeted me. I only wish I had more time, as I am a farmer on 80 acres, and my time will be limited to sell lamps, but in the evenings and spare time will do what I can.  
Respectfully,  
N. K. Carper.

## GOOD BUSINESS TO FOLLOW

Hartford, Mich., March 26, 1917.

Gentlemen:  
I know of no other light for rural homes that is equal to an Aladdin lamp, for both economy and service, and also I know of no article that is so easy to sell. The more you work the more money you can make.

I might state here also that I have always received the best of treatment from the Mantle Lamp Company, and while I have not devoted very much time to selling lamps this year, I have done well for the time I have put in.

I am figuring to get in shape next season so that I can devote more time to selling Aladdins, as it certainly is a good business to follow.  
S. W. Broadhead.

## BEST AND CLEANEST TO SELL

Henryetta, Okla., March 26, 1917.

Gentlemen:  
Regarding my opinion of the Aladdin lamp as a sales article, will say that it is one of the best and cleanest articles I ever saw, and there is more good being accomplished in the way of spreading light over this land of ours and making happy homes than any article that I know of. I am only sorry that I cannot lend more of my time to this pleasant work at the present.  
J. D. Pickering.

## ALL WANT TO BUY

Bad Axe, Mich., Feb. 16, 1917.

Gentlemen:  
I haven't placed a lamp out on trial but what people wanted to buy it.  
Rexford Schneider.