

Stop and Consider !

Our Wonderful New Burner will Fit any

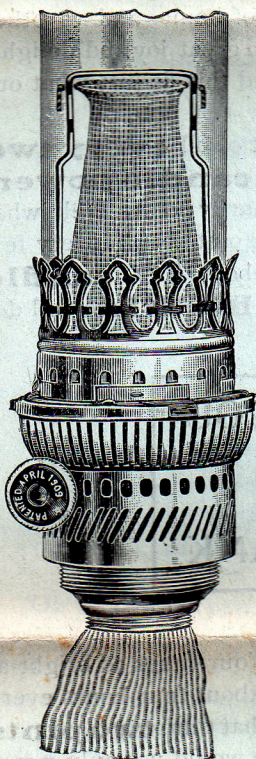
Lamp you may Now be Using

THEN THINK OF THIS !

It will make that self
same lamp of yours
give you a light four
times as bright.

AND THINK OF THAT !

And although you go
on using the self same
lamp, your oil bills will
be cut in half.



THE HORTON Incandescent Kerosene Burner

Simple in Construction

Easy to Light and No Parts to
Get Out of Order

**BRIGHTER THAN INCANDESCENT
GAS LIGHT**

Burns Mantle of Special Durability. No blacking or
carbonizing of Mantle. No odor. No smoke.

No noise. Absolutely safe.

IMPORTANT.—Look inside for further information

THE HORTON

Incandescent Kerosene Burner

Will Pay for itself in Three Months
and After That It Will Save You
SIX DOLLARS A YEAR

We have solved a great problem in the lighting of homes and all other places where oil is used. Our burner will prove to you a great joy and delight. You want to get the best light for the least money, and this is just what our burner will give you.

The lamp you are now using probably burns a pint of oil **every two hours**, and if it gives you a light from **15 to 20 candle power**, you have an unusually good burner as burners are ordinarily made. Well, what would you say of a burner that would consume only a pint of oil every few hours, and at the same time give you a light of about **70 candle power**? That is exactly what the **HORTON BURNER** will do.

JUST LIKE GIVING YOU
\$170.00
TO PUT IN THE BANK

Think what that will mean to you! A light about four times as bright at one-half the cost! Say you have your lamp lighted about four hours every evening. With the ordinary burner you would use up in that time **two pints** of oil. But with the **HORTON BURNER** you would use only **one pint** of oil. Thus you would save a full pint of oil every evening that you burned your lamp.

If you pay 13 cents a gallon for your kerosene, and that is a very low price in most sections of this country, a pint would cost you just one and five-eighths cents, and this is the amount of money that you would save every night by using the **HORTON**. That may seem to you like a very small sum, but one and five-eighths cents a day is practically 50 cents a month, and 50 cents a month is \$6.00 a year, which at $3\frac{1}{2}\%$ is the interest on about \$170.

The fact, then, stands out that in buying a **HORTON BURNER** you are practically putting \$170 in the savings bank. In six short months the burner will pay for itself entirely, and after that your 50 cents a month is clear gain.

And remember that this applies to every lamp you burn. If you keep two lamps going you save a dollar a month, and so on up.

The proprietors of stores, halls and other places where many lamps are burned should take note of this especially.

READILY ADJUSTED

Don't forget that the **Horton Burner** has two standard threads and therefore can be fitted to all lamps having either B. or D. threads.

ABSOLUTE SAFETY

The **Horton Burner** will put your lamp absolutely beyond the danger of explosions. This is proved by the fact that if a lamp having the **Horton Burner** is upset, it will be immediately extinguished without a drop of kerosene being able to trickle out.

SUPERIORITY OF LIGHT.

Of 70 candle power, the light given by the **Horton Burner** is more brilliant than that of an incandescent gas-light, and at the same time is wonderfully mellow and soft. With this burner your lamp will burn absolutely without sound or odor.

PRICES:

Horton Burner, complete with Mantle					
and Chimney, \$3.00					
Extra Mantle30
" Chimney30
" Burning Wick, 5 in box30

Isn't the Oil Trust Rich Enough ?

Why Buy More Oil Than You Have To ?

You are throwing away 50 cents every month that you use on your lamp an ordinary burner instead of the

HORTON

Incandescent Kerosene Burner

and you are getting a light only one-fourth as brilliant as it ought to be.

We know our Burner will delight you,
and we want everyone who uses lamps
to give it a trial without delay. . .

FOR SALE BY

PRICES:
Horton Burner, complete with Mantle
and Chimney, \$3.00
Extra Mantle30
" Chimney30
" Burning Wick, 2 in box . . .30