

# 10 Days' FREE TRIAL. Charges Prepaid Send No Money

## Twice the Light NEW COAL OIL LIGHT Half the Oil Beats Electric or Gasoline

Government Bureau of Standards and Scientists at  
35 Universities tested and endorsed the Aladdin.

### Don't Pay Us a Cent

until you have used this wonderful new modern incandescent light in your home for **10 days**, putting it to every possible test and then if you don't say it is the greatest oil light that you have ever seen, or you are not thoroughly satisfied, **you may send it back at our expense.** You can't lose a penny.

We want you to prove for yourself, as thousands upon thousands of others have, that the Aladdin has no equal; that it makes the ordinary oil lamp look like a candle; that it **saves one-half on oil**; that it beats electric, gasoline or acetylene; lights and is put out like old style oil lamp; burns common kerosene (coal oil) without odor, smoke or noise; is clean, safe. **GUARANTEED.**

#### THOUSANDS NOW ENJOYING ITS BRILLIANT WHITE LIGHT

The Aladdin is not an experiment but has been on the market seven years, tested in thousands of homes and every mail brings hundreds of enthusiastic letters from satisfied users endorsing the Aladdin as the most wonderful light they have ever seen.

Such comments as, "You have solved the problem of rural home lighting;" "I could not think of parting with my Aladdin;" "The grandest thing on earth;" "You could not buy it back at any price;" "Beats any light I have ever seen;" "A blessing to any household;" "It is the acme of perfection;" "Better than I ever dreamed possible;" "Wouldn't have believed it 'til I saw it," etc., pour into our office every day.

#### Awarded Gold Medal at World's Exposition

The Aladdin has just been awarded the First prize Gold Medal at the World's Exposition at San Francisco, the very highest honor—in competition with the best Coal Oil lamps in the world.

#### WE TRUST YOU

We know that in making this liberal and almost unheard of offer to you, we take no risk. **We don't want you to take any risk** and that's why we do not feel we have any right to ask you to send any money in advance. We just want to place one of these new Kerosene (Coal Oil) Mantle Lamps in your home to use for **10 days absolutely free.** That is the only way you can ever get an idea of the wonderful white powerful light it gives.

#### THE MANTLE LAMP COMPANY

Largest Coal Oil Mantle Lamp House in the World  
260 Aladdin Building,

MONTREAL

WINNIPEG

### Men With Rigs Make Big Money

#### NO EXPERIENCE NEEDED

Practically every farm or small town home needs it and will buy after trying. One farmer who had never sold anything in his life before, writes: "I sold 57 lamps the first 7 days." Another who ordered over 200 in 30 days says: "I consider the Aladdin the best agency proposition I have ever had, and I have done agency work for 10 years." Another says: "I disposed of 34 lamps out of 31 calls." Thousands of others who are coining money endorse it just as strongly.



Style No. 101  
Aladdin  
Table  
Lamp  
We also have  
Hanging Lamps  
and various  
other styles

TRY  
IT  
TEN  
DAYS  
FREE

We Will Give \$1000.00 in Gold to the person who shows us an oil lamp equal to the Aladdin (details of this Reward Offer given in our circular which will be sent you.) Would we dare invite such comparison with all other lights if there were any doubt about the superiority of the Aladdin?

#### SOLD 275 IN SIX WEEKS

Here is an exact copy of a letter written us recently by one of our enthusiastic farmer distributors who has made over \$2,000 during spare time the past two winters:

"It is a pleasure to sell the Aladdin. It makes good on all your claims, and it is easy to convince people that it is the best lamp on the market. I still use my first lamp as a demonstrator and it works perfectly although it has had pretty rough usage for over a year and a half. Between Jan. 2 and Feb. 20, I sold about 275 lamps. I never saw anything that would sell equal to the Aladdin."

#### NO MONEY NEEDED

#### WE FURNISH THE CAPITAL

The honest, ambitious man who wants to get into a business of his own and make not merely a living but have a nice income, does not need capital to get started with us because we furnish him with a stock of goods on time. Don't hesitate to tell us if you need this help and we will gladly assist you.

#### Send This 10-Day Free Trial Coupon NOW

Mail the coupon today to our nearest office, whether you are interested in a better light for your own use or in the great money-making Aladdin agency. You can't afford to be without this wonderful light, and if you wait until the territory is taken by someone else, you lose the opportunity to make splendid money delivering to your neighbors on our easy trial plan. Address nearest office.

#### 10-Day FREE TRIAL Coupon

Mantle Lamp Co., 260 Aladdin Bldg.

I would like to know more about the Aladdin and your Easy Delivery Plan, under which inexperienced men with rigs make big money without capital. This in no way obligates me.

Name.....

P. O. Address.....

Province.....

### GRAND TALKING MACHINE GIVEN AWAY



PLAYS VICTOR, COLUMBIA OR ANY STANDARD DISC RECORD

THE HAPPIEST HOME OF ALL—THE HOME WITH A TALKING MACHINE. Everybody wants one, and now no home need be without one, for here is A DANDY FOR NOTHING. Heaps of fun, all the time—Bands, Songs, Dances, Ragtime—whatever you like. This WONDERFUL HORN-LESS TALKING MACHINE is run by hand, and is GUARANTEED AS FULLY AS A \$100.00 MACHINE, for its construction is a triumph of simplicity; this is what makes it possible for us to give you one for selling only 40 sets of MAGNIFICENT CARDS: exquisite Christmas Booklets at 4 for 10c.; charming Christmas, War, and Fancy Postcards at 6 for 10c., and Sets of 44 Christmas Tags.

THE GOLD MEDAL CO., DEPT. E111

TORONTO, ONTARIO

Cards, Seals and Stamps, at 10c. THE POSTAGE ON FANCY CARDS IS STILL ONLY 1c. (full explanation sent with order), so they are selling faster than ever. Everybody wants cards; besides, we send with every order Prize Coupons for a BIG MUSIC BOOK OF 40 POPULAR SONGS, FREE to everyone who buys 10c. worth or more from you. You run no risk; we pay all charges; we even send extra cards to pay your postage. We exchange cards, if necessary. Just say you will do your best; we know you will succeed. ORDER TO-DAY—A POSTCARD WILL DO—sell; return the money, and see if you don't say OUR TALKING MACHINE IS THE GRANDDEST PREMIUM EVER GIVEN AWAY.

### BEING KIND TO OUR EYES

By GERTRUDE GILRAY

HOW much would you take for your eyes—provided of course that they were a barterable commodity?

Would you part with one? Or would you in any way consciously destroy one or both eyes, or, by even the slightest degree impair your vision?

I'm sure you will answer in the negative! You consider your eyes above price. Sight is indeed most precious—next, perhaps, to life itself. And as for your eyes, so for the children's eyes, as well as for the eyes of other loved ones in your family and of people who live with you or who come to visit.

SOMETIMES I think we do not consider this question to be of any special importance. We are such creatures of habit that the old time coal oil lamps—no matter how small, or poor they be—are taken just for granted—"father had them," and we have always had them, and yes!—well we have never thought that there might be something better, which would cost but little and yet mean so much more in comfort and in safety to the eyes of everyone in the household.

I often wonder how much the general poor eyesight amongst people of to-day is due to the old candle dips and the pine knots like Strathcona used in his early career by which to see to read in the long winter evenings. Perhaps if better lighting had been common generations ago, many of us would not need to wear spectacles or glasses as we need them so generally to-day.

I REMEMBER well hearing my father tell of the first lamp my grandmother had. It was a nice, tiny oil lamp, which grandfather brought home from town one day as a little gift and surprise for her. He brought also a little quart can of coal oil.

How proud she was of that first lamp! She fondled it, lighted it oh! so—carefully, and while the wick was turned very low as she lighted it she warmed the glass chimney with her hands lest it might break with the heat. She used it only on special occasions—when company came for an evening, or when some special task of very fine sewing was to be done at night.

It does seem funny to think of it all now, in these modern days of electricity, of natural and artificial gas, of acetylene lighting systems and of modern small and big coal oil lamps, which have been designed to out class even the electric light, and for a few dollars can be had in every home—even in the most remote of rural places and in the humblest of dwellings!

ALL of my life, until recent years, was spent on a good old Ontario farm. We had many of the so called good things that make home comfortable. We had plenty of the common lamps that burn coal oil and we never thought but that they were quite all right.

But there came a time some years ago, when I left the old home for the business world to return home only for occasional week ends and for holidays.

Once having experienced the better light of electricity, it seemed as though I could not endure the weak, sickly yellow light of the old fashioned lamps at home. It was not inviting to read by and Father always complained at night of the "smallness of the print in papers and magazines these days." Yes, his eyes were failing, and he needed glasses—but, more than these he needed better light!

I HAD read in advertisements of a new lamp that would burn the cheapest of coal oil and yet, because of its mantle, produce the finest light imaginable—the advertisement said: "Better than electricity or gas." It was offered on free trial and sounded so much like just what we needed at our old home, that I promptly sent away for one.

That lamp has proved ever since to be a joy to everybody in our old home. It almost turned night into day. And it was so economical too. Several of the neighbors who saw it wanted one just like it, and they asked my sister to send for similar lamps for them. This she did, and acted as a distributing agent for the company that makes the lamps; without any trouble at all she soon earned in commissions more than our lamp cost me.

I HAVE written this because I like to pass on to others the good things I discover, and try out with satisfaction for our own home folks. When good light can be had so reasonably and when eyes and eyesight are so terribly precious why should every one not want and have suitable light in the home? Good light encourages better living. No normal human being can live happily and progress very far in the dark. Light is essential to life. It is essential to health and education. Many of the joys of living are derived from what we read. To the children and to the older folk good lighting is a thing most to be desired.

Now with Christmas time approaching, isn't it a good time to think about this very important matter, and perhaps pass on to Santa a tip that a better lamp would bring great joy as a general gift to all the family! Perhaps Santa will appreciate it if we all chip in generally on this special gift and help him out!

**FREE—BOYS—**  
Here is a fine set of tools as you would want to own and we want to give them to you **ABSOLUTELY FREE.** These are not mere toys. They are fine, high-grade, English made, steel tools—11 big full size pieces all put up in a strong handsome tool box and we guarantee you will be delighted with them.

Write to day and get only 35 sets of the beautiful Regal Beauty Pins to sell among your friends at only 10c. per set. This is easy—no trouble at all. Every lady buys four or five sets as soon as she sees them. Just think how easy it will be to sell a pair of beautiful, gold finished, engraved beauty pins on a card for only 10c. per set. Lots of our boys have sold hundreds of sets. Return our \$3.50 when your sales are made and we promptly send the complete set of tools in a fine box exactly as illustrated. We arrange to stand payment of all charges.

Address to-day Dept. T.  
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