



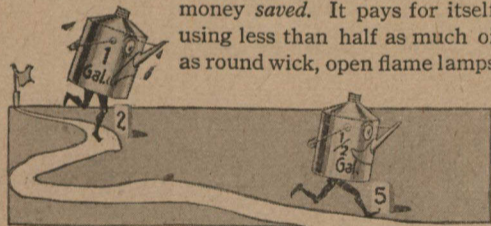
More and Better Light—On Less Oil

Beats
Electric

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

Saves
Money

ACCCEPT 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 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 70 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 an 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
263 Aladdin Bldg., Winnipeg
Largest Kerosene (Coal Oil) Mantle Lamp House in the World
Also Offices and Warerooms at
Montreal, Chicago, New York City, and Portland, Ore.

**Get an *Aladdin* Free
Make a Lot of Money!**



Get the wonderful New Aladdin 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, 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, writing April 24, 1917, said: "In the three months' time I have been working I have sold 120 lamps." Bert Archenbronn, Grass Lake, "called at 30 homes—sold 24 lamps—and all in less than 6 days' work." R. L. Eberman, Metzger, wrote March 29, 1917: "I have sold hundreds of Aladdin lamps in a field honeycombed with electric light current." W. B. Stine, Surprise, sold 8 Aladdins in 4 hours. G. R. Baldwin, Marysville, sold 33 in one week. Rev. Theo. L. Blanken, Milford, 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., 263 Aladdin Bldg., Winnipeg

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.)

Name

P. O.

R. F. D. or Street No. Province