



The
WELSBACH
COMMERCIAL COMPANY

For Sale by
AGENTS
THROUGHOUT
THE COUNTRY.





he Welsbach Light

or The Evening Beautiful * By
the Welsbach Commercial Company
Philadelphia. * * Illustrated by
H. C. Brown and H. B. Wechsler



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Was I deceiv'd, or did a sable cloud
Turn forth her silver lining on the night?
Milton.



THE influence of light on our personal comfort is seldom realized or half appreciated until something happens to deprive us of our customary share of evening brilliancy.

Almost every one at some time or other has experienced the depressing effect of poor light; an unutterable feeling of despondency immediately pervades the whole atmosphere—the evening's enjoyment is gone, and we are powerless to shake off the gloom which has seized us mentally as well as physically.

We crave light, and bewail its absence with equal intensity. The craving for light, more light, began with civilization, and has kept pace with its progress. As the race has advanced the science of lighting has advanced with it in proportion. It has progressed through the various stages of pine knots, tallow dips, etc. The discovery of gas marks the beginning of the modern

system of lighting, and the Welsbach Incandescent Gas Light may be regarded as the final development of such appliances as science has wrested from Nature since light was first evolved from other means than the combustion of tangible substances. The introduction of electric light threatened at one time to annihilate gas as a means of lighting, and doubtless would have succeeded eventually, despite its increased cost, but for the timely invention of the Welsbach Light.

There is probably no invention of recent years which promises so much for the comfort and luxury of the home as the Welsbach Light. Comparatively few persons are familiar with this wonderful invention. They may have seen it in the show window, or heard some one speak of it, but beyond this they know nothing. Briefly summed up, the case for the Welsbach Light consists in the claim that it more than doubles the illumination from an ordinary gas jet, while at the same time reducing the gas bill by about one-half.

On this fact rests the explanation of the immediate success of the Welsbach Light. That has been the main reason why so many persons have finally adopted the Welsbach Light in their homes, and it will doubtless be the convincing argument in your own case, for, after all, we want to be as economical as we can. There is no use wasting money, no matter how much we have, and if we can get twice the light for half the cost we would be foolish not to do it. Here are some of the chief features of the Welsbach Light.



1. It gives a pure, steady, brilliant incandescent light.

2. It consumes but three cubic feet of gas and gives sixty candle power.

3. It is the only artificial light which enables one to judge colors correctly at night.

4. The most beautiful and artistic effects are produced by the use of an endless variety of tinted and decorated shades and globes.



Not only has the Welsbach Light rescued gas as a means of artificial illumination, but has proved conclusively that all the benefits of electric light can be enjoyed, with the means now at hand, in every household. There is no necessity for tearing up the floors and creating a huge bill of expense. Your present gas fixtures, with the addition of the Welsbach Light, will produce practically the same result. And then think of the enormous saving in your subsequent gas bills!

To meet the growing demand for artistic and beautiful effects in lighting, the Welsbach Commercial Co. have manufactured and imported a wide variety of specialties in the line of lamps and shades. The most intricate designs in metal-work, combined with the most artistic ideas in globes, decorations, etc., have made this depart-



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ment one of additional interest to all those who desire to pass the evening amid beautiful and luxurious surroundings.

THE WELSBACH READING LAMP.

Perhaps the most popular feature of the Welsbach specialties for the home is the Reading lamp, which is sold complete as low as \$5.00. This price includes everything.

This is one of the best investments offered in Welsbach Lights. Those who read much in the evening, or women who like to take advantage of a spare half-hour for some fancy sewing, will much appreciate the beautiful soft white light coming from this lamp. It burns steadily, does not flicker, and the heat is scarcely perceptible.

One of these lamps will save enough gas to pay for itself in a very short time. One may, of course, go as much higher in cost for the same lamp as taste and inclination permit; but the added cost will only be for the shades, and the more elaborate workmanship of the metal work. The lamp itself will be just the same, so far as practicability goes, in the \$5.00 style as in the \$50.00.

WELSBACH LIGHTS FOR THE BOUDOIR.

We have spoken somewhat at length of this lamp, because it seems to meet a popular want; but another specialty, which has also been received with gratifying success, is the assortment of cluster lights for the boudoir.





In this direction there is practically no limit to the range of brilliant, artistic and delicate effects which can be produced. The great beauty of the Welsbach Light is nowhere more perfectly revealed than in the boudoir. It imparts a charmingly artistic effect to all its surroundings, and the possibilities from a decorative point of view are boundless.

IN THE DRAWING-ROOM.

It not infrequently happens that an elaborate and costly decorative scheme in the Drawing-Room fails of success by reason of improper or inartistic Lighting. Light forms an important part in decoration, and the more this subject is studied the greater are its possibilities shown. By means of the almost endless variety of etched, tinted and hand-decorated globes and shades, the most original and striking results can be produced by the Welsbach Light. Any desirable effect may be achieved, and the result cannot be equalled by any other method of illumination ever devised.

IN THE DINING-ROOM.

In the dining-room, the soft glow of the Welsbach diffuses at once an air of hospitality and good cheer. There are many beautiful and novel surprises in dinner decoration to which the Welsbach Light lends itself readily. The many handsome designs in Banquet lamps and silk shades enable one to produce the most beautiful effects in the dining-room that can be imagined. The Welsbach Light is readily adapted to each peculiar taste,



and may be made to give intense brilliant light or a mellow subdued light, by the use of the clear or tinted chimney and globes.

An interesting table of the cost of lighting is given below, and contains much food for thought.

COMPARATIVE COST OF LIGHT.

One Welsbach Light consumes three cubic feet of gas per hour, and gives a sixty candle-power light.

One ordinary open flame burner consumes over five cubic feet of gas and yields but twenty candle-power.

The difference between one-half the gas and three times the illumination is the difference between the Welsbach Light and the ordinary gas.

FOR RESIDENCES, CLUBS, ETC.

For large houses, in both town and country, the Welsbach Light is ever so much cheaper, and equal in result to the electric. For ball-rooms and large reception rooms it offers many advantages over the ordinary gas. It can be easily seen from the table above, that the Welsbach Light soon pays for itself, while at the same time giving much more light. Economy, beauty and luxury are seldom so closely linked together.

In the Art Gallery there is always a complaint that pictures cannot be judged so well by gas-light as by day-light. As we have already pointed out, one of the great merits of the Welsbach Light lies in the fact that it has no confusing effect on color. It is the only light of which this





can be truthfully said, and whether your gallery is kept for your own private use, or is occasionally thrown open to the public, you will find your pleasure much enhanced by the improved appearance of your pictures under the influence of the Welsbach Light. For semi-public rooms of this nature, as well as clubs, ballrooms, etc., it is well to note again the immense saving and the increased beauty of effect obtained by the Welsbach Light in comparison with ordinary gas or electricity. We submit additional figures on a larger scale.

FURTHER FOOD FOR THOUGHT.

The gas consumption per hour of the Welsbach Light, as we have said, is three feet, producing an effect equal to sixty candles; while the ordinary open flame burner, generally used, consumes an average of six feet per hour, and gives but from eighteen to twenty-five candle-power. This, then, would be about a comparative table of costs:

Ten improved Welsbach Lights, consuming 30 cubic feet of gas per hour would produce 600 candle-power, and figuring gas at \$1.25 per 1,000 cubic feet, would cost	PER HOUR 03 $\frac{3}{4}$ c.
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To produce this same amount of illumination would require—

At least 24 open flame burners burning 6 cubic feet per hour, and would cost . . 18c.

or,

Thirty-seven 16 candle-power incandescent electric lights at a cost of . . 37c.

It does not require much argument, therefore, to demonstrate that the Welsbach Light possesses the great advantages of increased illuminating capacity at a much less cost. Results tell. The saving is accumulative. It

does not stop with the first month nor the first year, but is permanent. It requires no great amount of figuring to arrive at a correct estimate of the economy resulting from the adoption of the Welsbach Light. It cannot but be described as one of the most important additions to household economy ever devised.

Local agencies for the sale of Welsbach Lights have been established in every town and city in the United States. Should your wants not be fully and satisfactorily supplied by the agency in your locality, please communicate direct with the home company in Philadelphia and your requests will be immediately supplied. Address all letters, etc., to

THE WELSBACH COMMERCIAL CO.,

Drexel Building, Philadelphia.



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