Aladdin White Light

A Great Joy and Comfort

IF YOU WISH your home to be filled with the air of warmth, comfort and cheerfulness, you will find there is nothing which will accomplish this end quite as satisfactorily or as economically as an Aladdin Lamp.

The amazing new Instant light Aladdin Kerosene Mantle Lamp gives a modern white light of a quality next to sunlight, excelling either gas or electricity, and in most localities at a big saving. In strength of light, it is equal to no less than 10 ordinary flat-wick lamps, in fact, it is just the right intensity to suit the needs of the human eye. It is simplicity itself in operation. It is safe—absolutely, both in itself and in the fuel it uses.

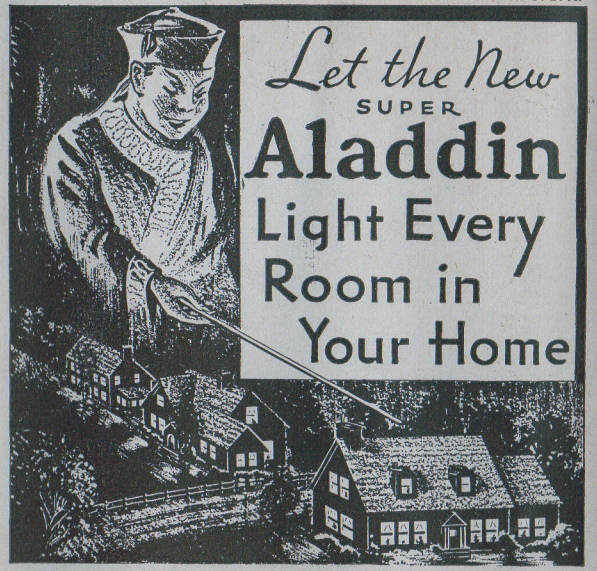
If you have used the old fashioned open-flame kerosene lamp for even so short a time as six months, you have paid for an Aladdin lamp, perhaps many times over, and still you have suffered the annoyances and the inconvenience of poor light. While the Aladdin actually saves its cost in a few months in the fuel it saves, a fact which touches the pocketbook directly, it saves many intangible things such as time, trouble and inconvenience; and it goes a great deal further, for it saves and preserves the eyesight, the loss of which cannot be measured in dollars.

Why then continue to spend good money for fuel (kerosene) and neither get light, comfort or satisfaction; continually run the risk of permanent eye injury, when for a small investment you can flood your home with the world's best light.

Not only is Aladdin Light ultra modern and super-economical but all Aladdin Lamps are most modern in design, finish and color. From among the different styles of Aladdin Lamps and beautiful glass and Whip-o-lite shades illustrated in this circular, you will find an Aladdin exactly suited to your purse and purpose Do not deprive yourself and family of the tremendous joy, happiness, cheerfulness the Aladdin will bring to all, especially since the longer you use it the more you save.

Seeing is believing—go to your local Aladdin dealer at once for an actual demonstration. It will cost you nothing—it may save you much.

Form 42Z Printed in U. S. A.



Let the New SUPER **Aladdin Light Every Room in Your Home**

—and Here's 12 Reasons Why

It Would Be to Your Advantage to Do So

1. Unequalled Economy
2. Exceptional Beauty
3. Burns Kerosene (coal oil)
4. Lights Instantly
5. No Generating
6. No Pumping-Up
7. No Pressure
8. No Danger, Safe
9. No Smoke, Clean
10. No Noise, Quiet
11. No Odor, Sanitary
12. No Trouble, Simple

You cannot appreciate Aladdin light nor the beauty of their finishes and exquisiteness of their shades unless you actually see them. Come in and let us demonstrate this wonderful new Aladdin and see these delightful shades—there is no obligation

NEW 1935

SUPER

Aladdin

KEROSENE (COAL OIL)

Mantle Lamp

The Greatest Value Ever Offered In An Aladdin Lamp

$4.95

SHADE AND TRIPOD EXTRA



Illustration Shows Aladdin Table Lamp No. 107—With No. 175 Whip-o-lite Shade

Many Other Beautiful Styles to choose from

(see inside pages)

Come in for demonstration

Make Your Home Bright and Cheerful with These Wonderful Aladdin KEROSENE (COAL OIL) Mantle Lamps

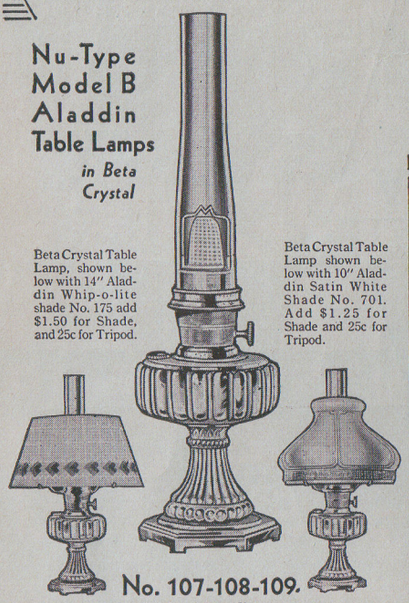
White Light •

Save Eyesight
Save Money

Nu-Type Model B Aladdin Table Lamps *in Beta Crystal*

Beta Crystal Table Lamp, shown below with 14" Aladdin Whip-o-lite shade No. 175 add $1.50 for Shade, and 25c for Tripod.

Beta Crystal Table Lamp shown below with 10" Aladdin Satin White Shade No. 701. Add $1.25 for Shade and 25c for Tripod.



No. 107-108-109.
In Sparkling Clear, Green or Amber Crystal

These new 1935 Aladdin table lamps are most striking in design and handsome in appearance, and possess an irresistable eye-appeal. They will beautify and adorn any home. The Nu-type Model B instant-light burner, in nickel, is its lighting unit, with Lox-on Mantle and Chimney. The bowl is of fluted design, and the pedestal is both fluted and beaded with a hexagon base. No. 107 is in sparkling clear crystal; No. 108

Choice of Color:
Price Each, $4.95
Shade and Tripod Extra

Nu-Type Model B Aladdin Table Lamps *in Pastel Moonstone*

Pastel Moonstone Aladdin Table Lamp shown below with 14" Whip-o-lite Shade No. 167, add $1.50 for Shade, and 25c for Tripod.

Pastel Moonstone Aladdin Table Lamp shown below with 10" Aladdin Satin White Shade No. 701, add $1.25 for Shade and 20c for Tripod.



No. 110-111-112
In Pastel Moonstone in White, Green or Flesh

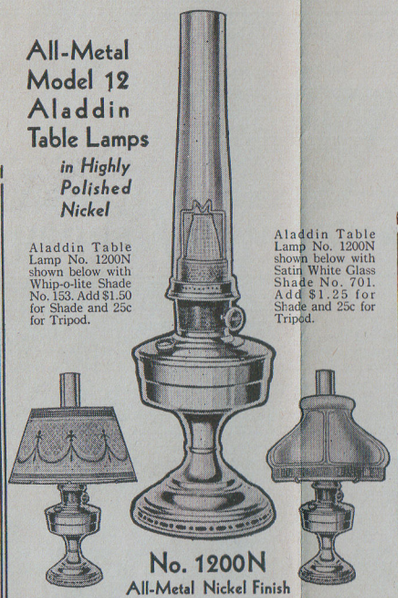
Nothing ever before presented excels this exceedingly artistic and charming new line of Aladdin Table Lamps in pastel Moonstone. In delicate white or in pastel colors of Green or Flesh, one may find an Aladdin which will harmonize beautifully in any environment. The lighting unit is the famous Nu-Type Model B instant-light burner, nickel finish, with Lox-on Mantle and Chimney. No. 110 in White Moonstone; No. 111 in Pastel Green Moonstone and No. 112 in Pastel Flesh Moonstone.

Price Each, $5.45
Shade and Tripod Extra

All-Metal Model 12 Aladdin Table Lamps *in Highly Polished Nickel*

Aladdin Table Lamp No. 1200N shown below with Whip-o-lite Shade No. 153. Add $1.50 for Shade and 25c for Tripod.

Aladdin Table Lamp No. 1200N shown below with Satin White Glass Shade No. 701. Add $1.25 for Shade and 25c for Tripod.



No. 1200N
All-Metal Nickel Finish

Many people prefer Aladdins of the all-metal type, and to those we offer Aladdin No. 1200N. This style of Aladdin is fitted with Model 12 Burner complete with Lox-on Mantle and Chimney. The bowl is of high-quality brass, of semi-ornate design, and is heavily coated in highly polished nickel with burner to match. For a practical all-purpose lamp it can scarcely be improved upon, and will render a life-time of service and satisfaction.

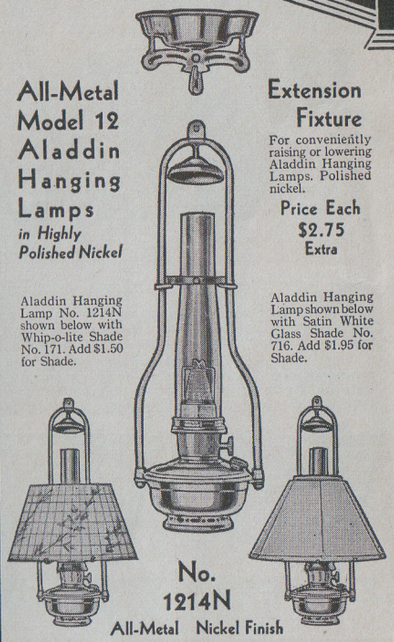
Shade and Tripod Extra

Price Each $6.30

All-Metal Model 12 Aladdin Hanging Lamps *in Highly Polished Nickel*

Aladdin Hanging Lamp No. 1214N shown below with Whip-o-lite Shade No. 171. Add $1.50 for Shade.

Aladdin Hanging Lamp shown below with Satin White Glass Shade No. 716. Add $1.95 for Shade.



No. 1214N
All-Metal Nickel Finish

This remarkable Aladdin Hanging Lamp will have a strong appeal to those who wish a premier lighting device that may be located above a dining or reading table and is up out of the reach of children. The No. 1214N Aladdin Hanging consists of Aladdin Fount Lamp No. 1203N fitted with Model 12 Burner complete with Lox-on Mantle and Chimney, and a Nu-Type Hanger of the most improved type with ceiling hook. Tilting ring in hanger permits lamp to be quickly removed and inserted for filling and cleaning.

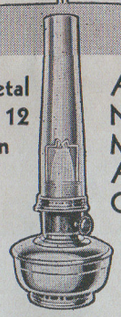
Price Each, $7.50
Shade or Extension Fixture or Both Extra

Extension Fixture

For conveniently raising or lowering Aladdin Hanging Lamps. Polished nickel.

Price Each $2.75 Extra

All-Metal Model 12 Aladdin Fount Lamp *In Highly Polished Nickel*

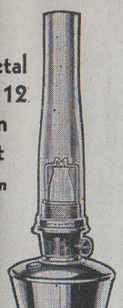


No. 1203N

No. 1203N Fount Lamp is the regular lighting unit for all Hanging and Bracket Lamps. Fount 6" diameter. Finished in Polished Nickel. Complete as illustrated above.

Price Each, $6.00
Shade and Tripod Extra

All-Metal Model 12 Aladdin Oil Pot *In Satin Brass*

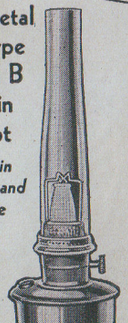


No. 1220S

No. 1220S Oil Pot is the regular lighting unit for all Aladdin Vase Lamps. Oil Pot 5" in diameter. Satin Brass finish only. Complete as above illustrated.

Price Each, $6.00
Shade and Tripod Extra

All-Metal Nu-Type Model B Aladdin Oil Pot *In Satin Brass and Bronze*

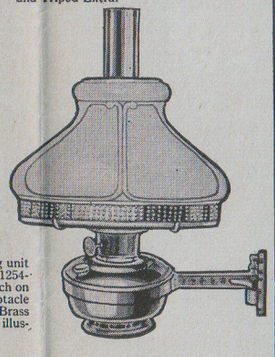


No. 1221S
or
No. 1221B

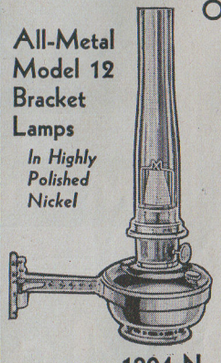
This Oil Pot is the regular lighting unit on Aladdin Floor Lamps Nos. 1254-1255 and 1258. May be used as such on all floor lamps where oil pot receptacle is 5½" in diameter. Satin Brass or Bronze finish. Complete as illustrated above.

Price Each, $6.00
Shade or Tripod Extra

The Aladdin Bracket Lamp illustrated below is the No. 1204N shown equipped with Aladdin Satin White Shade No. 701 and 10" Tripod. It may also be fitted with any 14" Aladdin Whip-o-lite Shade shown on reverse side — Shade and Tripod Extra.



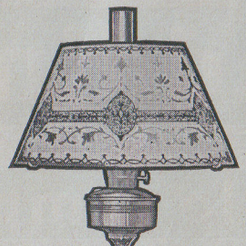
All-Metal Model 12 Bracket Lamps *In Highly Polished Nickel*



1204 N
All-Metal Model 12 Polished Nickel

No. 1204N Bracket Lamp as illustrated above consists of one complete No. 1203N Fount as lighting unit and one swinging wall bracket. This style Aladdin ideal for kitchen, halls and bathrooms. Finished in Polished Nickel. May be fitted with 10" Glass Shade No. 701 or any 14" diameter Whip-o-lite shade.

Price Each $6.60
Shade and Tripod Extra



No. 1254
or
No. 1255

The bases of these two beautiful Aladdin Floor Lamps are gracefully fluted open-work with a fluted riser with ornate breaks at top and bottom, topped with a handsome oil pot receptacle. Aladdin Oil Pot No. 1221S or -B is the lighting unit. No. 1254 is finished in Bronze and Gold and No. 1255 is finished in Green and Gold.

Illustration shows Aladdin Floor Lamp No. 1254 or 1255 fitted with 18" Whip-o-lite Shade No. 468. Add for Shade and 18" Tripod.

Price Each $10.50
Shade and Tripod Extra

Aladdin Floor Lamps
Nu-Type All-Metal

Nothing you could purchase for your home would give it a more modern air than one of these exquisite Aladdin floor lamps. They may be equipped with any one of the several beautiful Whip-o-lite shades shown on another page so that you may have either a harmonizing or contrasting lighting device with practically any color scheme of interior decoration you desire. No home is quite complete without at least one of these handsome floor lamps.



Aladdin Vase Lamp

These two beautiful lamp creations have proved extremely popular with those who desire something unusually artistic and decorative as well as practical. They are ultra modern in design and colorings and will add just the proper note to any room to make it a brighter, happier, cozier and sunnier place in which to live. Every oil lighted home should have at least one of these charming Aladdins.

Illustration shows the Aladdin Vase Lamp fitted with Whip-o-lite Shade No. 269, and 16" Tripod. Add $1.75 for Shade and 25c for Tripod.

No. 1230 and No. 1231

Model 12, Decorated Alpha Art Glass

The lighting unit in these exquisite Aladdins is the No. 1220S (Satin Brass) Oil Pot complete. The Vases are 10¾ high by 5¾" diameter. In choice of two colors — No. 1230 Green, or No. 1231 Amber.

Price Each, $8.00
Shade and Tripod Extra

NOTE:

All Aladdin Lamp Prices quoted in this folder do not include cost of either glass or Whip-o-lite Shades or Tripods. If desired, they must be added for according to kind and size. See reverse side for illustrations of all Aladdin Whip-o-lite Shades and Aladdin Glass Shades with sizes and prices.

Aladdin Floor Lamp No. 1258

The popularity of the Aladdin Floor Lamp has prompted the addition of this latest creation, the No. 1258, to the line. The illustration reveals the unusual eye-appeal it possesses. The simplicity of its design creates an air of dignity and refinement, and its finish in bronze plate materially intensifies it. It's adaptable to practically all surroundings, and is decidedly useful as well as quietly ornate.

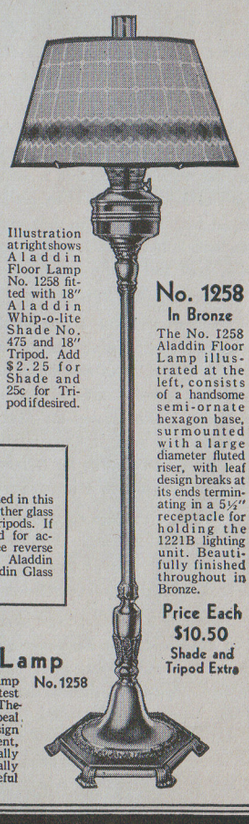


Illustration at right shows Aladdin Floor Lamp No. 1258 fitted with 18" Aladdin Whip-o-lite Shade No. 475 and 18" Tripod. Add $2.25 for Shade and 25c for Tripod if desired.

No. 1258
In Bronze

The No. 1258 Aladdin Floor Lamp illustrated at the left, consists of a handsome semi-ornate hexagon base, surmounted with a large diameter fluted riser, with leaf design breaks at its ends terminating in a 5½" receptacle for holding the 1221B lighting unit. Beautifully finished throughout in Bronze.

Price Each $10.50
Shade and Tripod Extra

The Mantle Lamp Company of America, Inc.

Largest Kerosene (Coal Oil) Mantle Lamp House in the World—609 W. Lake Street, Chicago—Portland, Ore., Toronto, London, Paris, Sydney, Wellington, Buenos Aires

Exquisite Hand-Decorated Aladdin Whip-o-lite Shades

for Aladdin Table, Hanging, and Bracket Lamps

Although the Aladdin shades of the type illustrated on these pages are sometimes referred to as "parchment" shades, the material of which they are made is a vastly different and far superior material than parchment. The material used in these shades is of our own exclusive manufacture and is protected by the trade name Whip-o-lite.

The advantages of Whip-o-lite over the finest possible parchment are numerous. Among these advantages is the fact that Whip-o-lite is absolutely oil-less, and consequently does not turn yellow, neither can oil gather upon its surface to collect and hold dust, nor does it have that greasy unpleasant feel of parchment.

(Continued at right)

No. 148, Green
No. 149, Amber.



No. 144, Black and Orange



No. 156, Tan and Copper



Price Each
Any Design or Color
$1.50
Tripod 14" 25c Extra

No. 160, Variegated



No. 165, Green
No. 166, Amber
No. 167, Rose
No. 168 White



No. 161, Green
No. 162, Amber
No. 163, Rose
No. 164, White



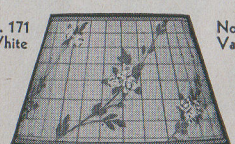
No. 170 Variegated



No. 153 White



No. 171 White



No. 169 Variegated



No. 173 Variegated



No. 172 Variegated



No. 174 White
No. 175, Green
No. 176, Amber



Sizes of Shades Nos. 144 to 176 9" at top; 14" at the bottom

Whip-o-lite is particularly outstanding as a shade material however, because of its exceptional transparency and while admitting the passage of a larger amount of light yet it diffuses it so effectively and efficiently that the light is delightfully soft and soothing to the eyes. Scientists have also proved that Whip-o-lite actually filters out the ultra-violet or harmful rays of light in a measure never before accomplished by any other shade material.

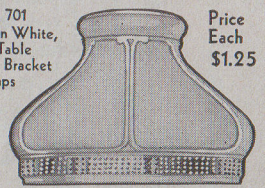
Whip-o-lite is an ideal material for the application of the beautiful and exquisite designs in fadeless colors with which all Aladdin shades are decorated. No matter what conception you may have of shades of this character, you have a delightful surprise in store when you first see these exquisite Aladdin Shades of Whip-o-lite. Inspect these shades now at your dealers.

Aladdin Whip-o-lite Shades for Vase Lamps

Price Each Any Design or Color **$1.75**
Tripod, 16"—25c Extra

No. 701 Satin White, for Table and Bracket Lamps

Price Each $1.25



Clear Crystal Panel

10" Diam. at Tripod

The Aladdin Satin White Glass Shade No. 701, illustrated above is designed for use on all Aladdin table and bracket lamps, and especially made to satisfy the preference some have for a glass shade over Whip-o-lite. It softens and diffuses the light, and emits a warm pleasing glow exceedingly restful and harmless to the eyes. This shade is very handsome in design and finish. Lower panel is of clear crystal to emit a larger amount of light where most needed.



No. 275, Green No. 276, Amber



No. 269, Black and Orange

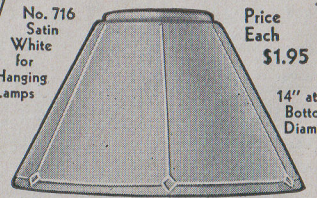


No. 274, Variegated

Vase Lamp Shades shown are 9" at top 16" at the bottom

No. 716 Satin White for Hanging Lamps

Price Each $1.95

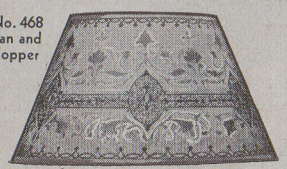


14" at Bottom Diameter

The Aladdin Satin White Glass Shade No. 716, shown above, is designed for use on all Aladdin Hanging Lamps, giving those who desire a glass shade instead of a Whip-o-lite shade, their preference. It is made of high quality illuminating glassware, artistically designed, and scientifically shaped for the correct reflection of light. Being neutral in color this shade will harmonize with practically any room decoration.

Aladdin Whip-o-lite Shades for Floor Lamps

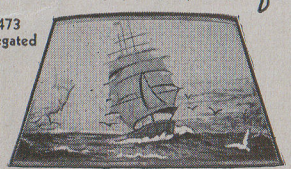
No. 468 Tan and Copper



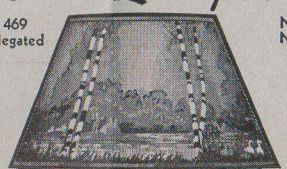
No. 472 Variegated



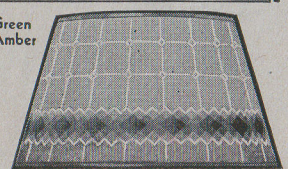
No. 473 Variegated



No. 469 Variegated



No. 474, Green
No. 475, Amber



Price Each, Any Design or Color, $2.25—18" Tripod 25c Extra

(All Floor Lamp Shades are 12" at top and 18" at the bottom)