Aladdin Light Is One Comfort and Convenience the Whole Family Will Enjoy

TESTS conducted by the foremost lighting engineers show Aladdin light a near approach to actual daylight in quality. Therefore it is most suitable for the human eye. Its soft mellow glow makes it possible to read, write, sew or study by Aladdin light hour after hour with less eye fatigue. It has made it possible for thousands of aged persons to again read in comfort at night, and its use is a preventative against eyestrain due to poor light for the young. No home where kerosene must be used but what would be a brighter, happier, cheerier place in which to live when Aladdin lighted.

Good Light is as important as good air or good food. In fact there is nothing that adds more to the healthfulness, happiness, comfort and convenience of a home than good light. Eyesight is a priceless possession and every possible safeguard should be used to preserve and protect it. For many years the old-style yellow-flame oil light has been the only light available for homes without electricity, and the damage it has done to the eyes of millions cannot be figured even in billions. It's small wonder that the Aladdin Mantle Lamp with its abundance of modern white light, its amazing economy, its safety and simplicity has won its way into the hearts and homes of over seven millions of users throughout the world.

NEW • PRACTICAL

Aladdin Converter

Changes an Aladdin into an Electric Lamp in a Jiffy

Think of it! Without destroying the efficiency of your Aladdin as a kerosene lamp convert it into an electric lamp or back again in a moment's time if you desire. It gives you two beautiful lamps in one. If your power fails, just slip the converter out, put on the Aladdin mantle and chimney—and there you are!—the same beautiful modern white light of your Aladdin—the light that never fails. If your home is now wired for electricity, bring out your old reliable Aladdins again, and convert them into electric. Even though you expect to eventually have electricity you can enjoy Aladdin white light meanwhile, for when it comes, insert this simple converter, and presto — a beautiful electric lamp.



PRICE, Each 75c
(bulb not included)

DON'T HUDDLE UNDER DIM YELLOW LIGHT



Relax, Spread Out and Be Comfortable

With **Aladdin** MODERN **WHITE LIGHT**



Aladdin Brings You All of These ADVANTAGES:

★ Burns 50 Hours on a Gallon of Kerosene . . . Lights Instantly with a Match . . . Uses 94% Air—only 6% ★ Kerosene . . . Is Absolutely Safe—Can't Explode . . . ★ Requires No Pump or Pumping . . . Simplicity Itself—a Child Can Run It . . . 60 Candle Power of Modern ★ White Light . . . Noiseless—Still—Quiet . . . Sanitary —No Smoke—No Odor . . . No Generating—No Generator . . . Durable—Lasting—Dependable . . . Beautiful and Decorative. ★

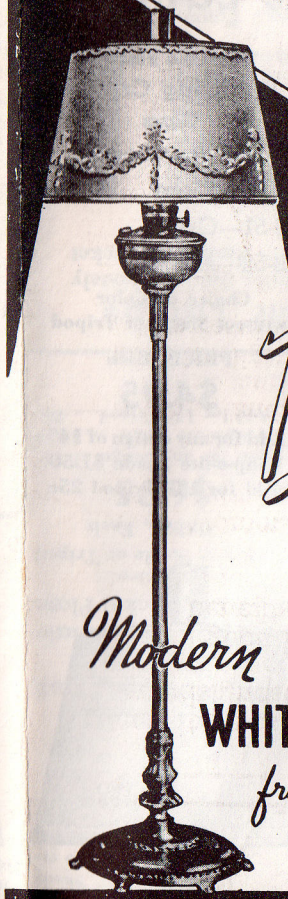
DON'T WAIT — Get Yours Now—Today

Form 42F Printed in U.S.A.

Aladdin

Reg. U.S. Pat. Off. and Canada

MANTLE Lamps



for Better LIGHT SIGHT LESSONS

Modern WHITE Light *from* KEROSENE (COAL OIL)

Aladdin

Reg. U.S. Pat. Off. and Canada

MAKE
Bright • Happy • Healthful • Cheerful
HOMES

KEROSENE (Coal Oil) Mantle Lamps

GIVE
Life-long Service and Priceless Comfort and Convenience

ONE of the greater of all universally useful and practical devices developed in the last century is the Aladdin Kerosene (coal-oil) Mantle Lamp. As a scientific achievement it is singularly outstanding. Until its advent practically all the rural and small town homes were lighted with the dim, dingy, yellow glow of the old fashioned open flame kerosene lamp. Today over 7,000,000 persons enjoy the blessings and comfort of the abundance of Aladdin's pure soft mellow white light, and no other device can boast of a more enthusiastic host of satisfied users.

The Aladdin Kerosene Mantle Lamp has many features; it gives 60 candle power of modern white light, and burns 50 hours on a gallon of kerosene, evidence of high efficiency and economy. Its light is quiet, odorless, and smokeless. Its operation exceedingly simple, and it is absolutely safe—cannot explode. And all is combined in a beautiful decorative lighting device of which you will be indeed proud. The importance of a good light in the home cannot be stressed too much. Its presence brings cheer and happiness, while poor light is dismal and depressive. Good light is essential for reading, sewing, and studying especially in homes where children have home work to do.

The abundance, softness, quietness and steadiness of Aladdin White Light makes it the ideal home light, and no home where the old style open-flame lamp is used can afford to be without one or more. Visit your local Aladdin dealer and get a demonstration. The Aladdin itself is its own best salesman.

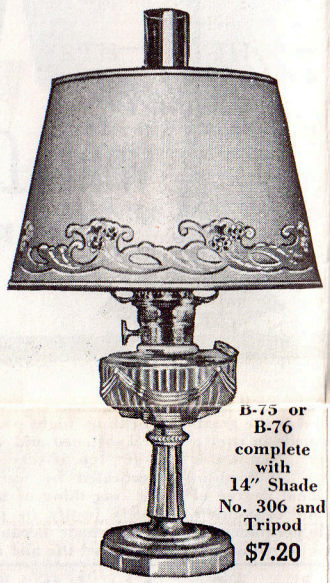
Aladdin *Table* Lamps



B-50
B-51
or B-52
Complete with 14″ Whip-o-lite Shade No. 300
$6.70

In One Piece
Sparkling Crystal Glass
Nickle Metal Trimmed
B-50—Clear
B-51—Green
B-52—Amber
Choice of Color without Shade or Tripod
PRICE, Each
$4.95
Add for any design of 14″ Whip-o-lite Shade $1.50
Add for 14″ Tripod 25c

In One Piece
Alacite or Colored Crystal
Rose Gold Metal Trimmed
B-75—Ivory Alacite
B-76—Blue Crystal
Choice without Shade or Tripod
PRICE, Each
$5.45
Add for any design of 14″ Whip-o-lite Shade $1.50
Add for 14″ Tripod 25c



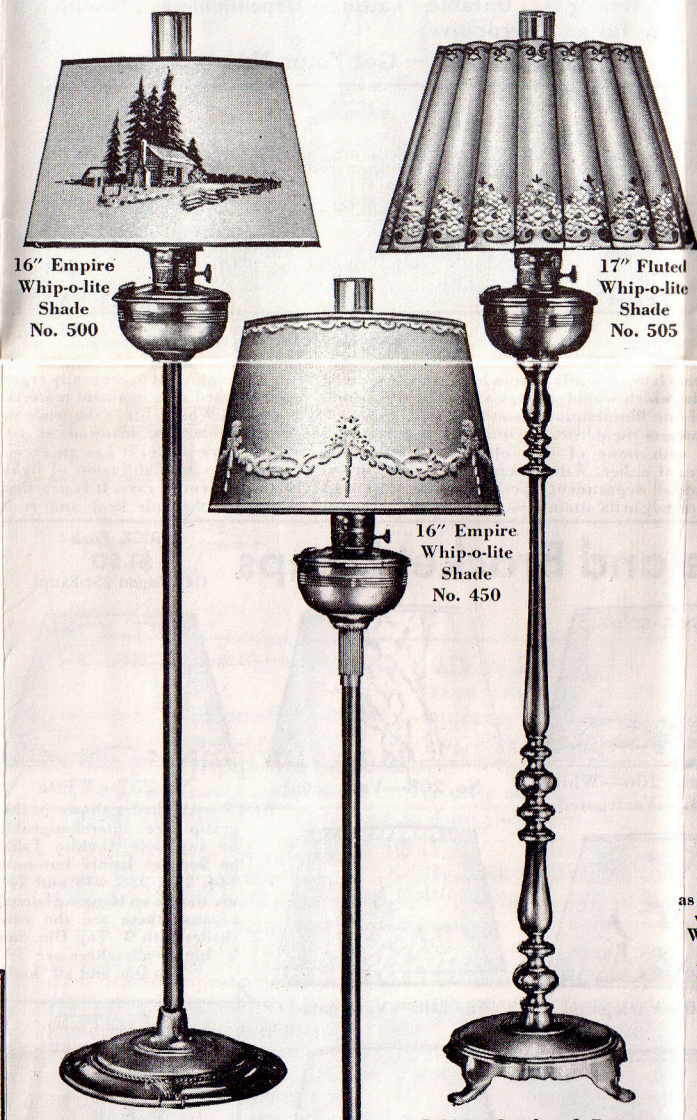
B-75 or B-76 complete with 14″ Shade No. 306 and Tripod
$7.20



B-137 or B-138 complete with 14″ Whip-o-lité Shade No. 144
$8.70

In All-Metal
Heavily Plated and Polished
B-137—In Bronze Plate
B-138—In Nickel Plate
Choice without Shade or Tripod
PRICE, Each
$6.95
Add for any design of 14″ Whip-o-lite Shade $1.50
Add for 14″ Tripod.....25c

Aladdin *Floor* Lamps



16″ Empire Whip-o-lite Shade No. 500

17″ Fluted Whip-o-lite Shade No. 505

16″ Empire Whip-o-lite Shade No. 450

B-292—Bronze Lacquer
B-293—Antique Ivory
Consists of Floor Lamp Stand, and All-Metal Fount Lamp, but *without* Shade or Tripod.
PRICE, Each $8.70
With 16″ Empire Whip-o-lite Shade and 16″ Tripod $10.95
With 17″ Fluted Whip-o-lite Shade and 14″ Tripod $11.70

B-296—Oxidized Bronze
B-297—All Silver Plate
B-298—Satin Gold Plate
Consists of Floor Lamp Stand, and All-Metal Fount Lamp, but *without* Shade or Tripod.
PRICE, Each $11.70
With 17″ Fluted Whip-o-lite Shade and 14″ Tripod $14.70
With 16″ Empire Whip-o-lite Shade and 16″ Tripod $13.95

B-294—Bronze and Gold LACQUER
B-295—Ivory and Gold LACQUER
Consists of Floor Lamp Stand and All Metal Fount Lamp but *without* Shade or Tripod.
PRICE, Each $10.20

With 16″ Empire Shade and Tripod $12.45

With 17″ Fluted Shade and Tripod $13.20

Aladdin *Fount* Lamps

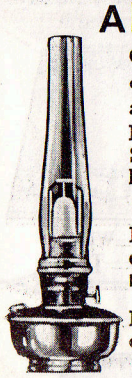
Complete Lighting Units. Sold Separately or as used with Aladdin Hanging, Bracket and Floor Lamps.

B-153 — Ivory Alacite Fount, Silver trimmed, and Nickel Burner $4.75
Lighting Unit for B-222, B-221 and B-179

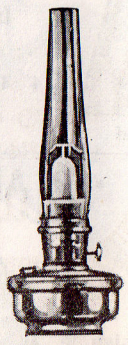
B-160 — Nickeled Brass Fount, and Nickel Burner.....$5.75
Lighting Unit for B-210, B-219, B-187 and B-297

B-161—Rose-Gold Brass Fount, and Rose-Gold Burner.....$5.75
Lighting Unit for B-293, B-295 or B-298

B-162 — Ox. Bronze Plate Brass Fount, & Ox. Bronze Burner $5.75
Lighting Unit for B-216, B-220, B-188, B-292, B-294 or B-296



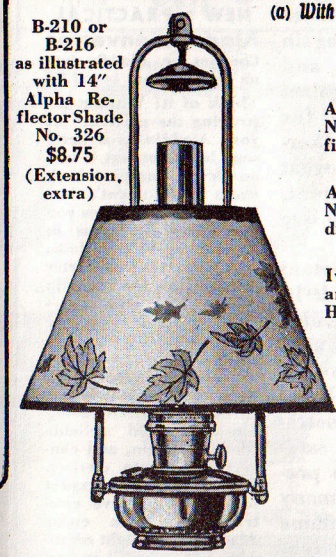
B-160-Nickel
B-161-Rose-Gold
B-162-Bronze



B-153-Ivory Alacite

Price quoted includes Complete Burner, 1 Lox-on Mantle and 1 Lox-on Chimney

Aladdin *Hanging* Lamps



B-210 or B-216 as illustrated with 14″ Alpha Reflector Shade No. 326 **$8.75** (Extension, extra)

(a) *With* Nu-Type Hangers
but *without* Shades or Extension Fixtures

B-210
All Metal Fount Lamp, and Nu-Type Hanger, both Nickel finish $7.25

B-216
All Metal Fount Lamp and Nu-Type Hanger, both Oxidized Bronze $7.25

B-222
Ivory Alacite Fount Lamp, and Nu-Type Nickel finish Hanger $6.25

ADD EXTRA for SHADE and TRIPOD
For any design 14″ Whip-o-lite or Alpha Shade Adaptable $1.50
For No. 3 Extension Fixture $2.75

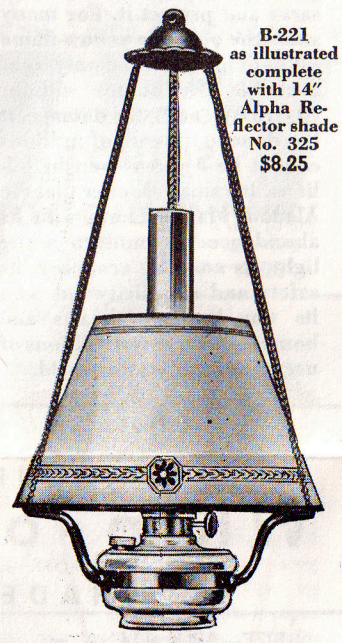
(b) *With* Chain-Type Hangers
but *without* Shade or Extension Fixture

B-219
All-Metal Nickel Fount Lamp, and Chain Hanger in Black and Nickel finish.
Complete $7.75

B-220
All-Metal Oxidized Bronze Fount Lamp, and Ox. Bronze Chain Hanger.
Complete $7.75

B-221
Ivory Alacite Fount Lamp, and Black and Nickel Chain Hanger.
Complete $6.75

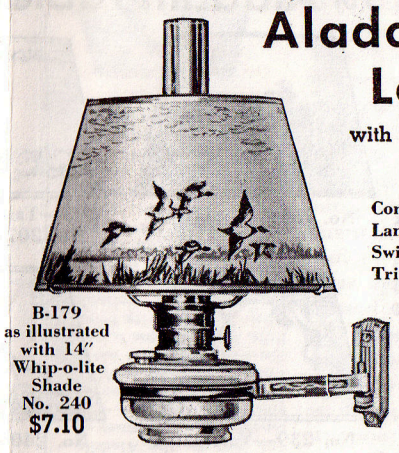
ADD EXTRA for SHADE or EXTENSION FIXTURE
For any design 14″ Whip-o-lite or Alpha Reflector Shade adaptable $1.50
For No. 3 Extension Fixture $2.75



B-221 as illustrated complete with 14″ Alpha Reflector shade No. 325 **$8.25**

Aladdin *Bracket* Lamps

with SWINGING BRACKET



B-179 as illustrated with 14″ Whip-o-lite Shade No. 240 **$7.10**

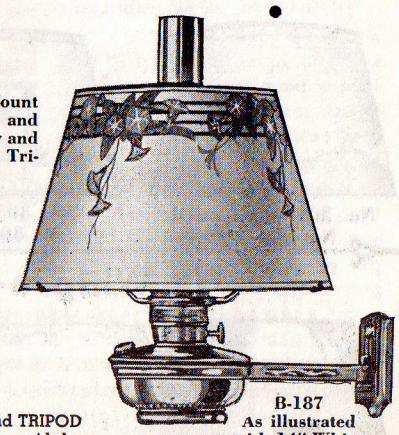
B-179
Consists of Ivory Alacite Fount Lamp, and Ivory and Nickel Swinging Bracket (Shade and Tripod Extra) $5.35

Add Extra for Shade and Tripod
For any design 14″ Whip-o-lite or Alpha Reflector Shade add $1.50
For 14″ Tripod, add 25c

B-187
Consists of All-Metal Fount Lamp in Nickel finish, and Swinging Bracket in Ivory and Nickel finish (Shade and Tripod Extra)
$6.35

B-188
Consists of All-Metal Fount Lamp, and Swinging Bracket, both in Oxidized Bronze finish, (Shade and Tripod Extra)
$6.35

ADD EXTRA for SHADE and TRIPOD
Any design 14″ Whip-o-lite or Alpha Shade, add $1.50
For 14″ Tripod, add.....25c



B-187 As illustrated with 14″ Whip-o-lite Shade No. 239 $8.10

Aladdin Whip-o-lite SHADES

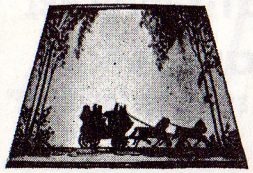
Reg. U.S. Pat. Off. and Canada

For years lamp manufacturers have sought a shade material which would possess all the lighting qualities of fine illuminating glassware and at the same time possess the decorative qualities of parchment paper with none of the inherent objectionable features of either. With this object in view our experimental department spent years of time and much money in its attainment, and finally succeeded in reaching what is generally regarded as the greatest forward step in shade material made in over a century. Whip-o-lite is the trade name given to this remarkable new material of which all Aladdin shades are made. It has an exceptional degree of transparency of diffusion of light and of elimination of harmful rays. It is practically permanent in color. Withstands heat and resists warping and buckling. Light passed thru Whip-o-lite is diffused and softened and is very restful to the eyes. Whip-o-lite, too, is very decorative in texture, and when decorated by our expert designers becomes a striking thing of beauty. A Whip-o-lite shade will easily justify its price over the ordinary parchment shade because of its greater charm, in its increased life and satisfaction.

For Aladdin Table and Bracket Lamps

SIZE—All are 14" Bottom Diam. (See Note).

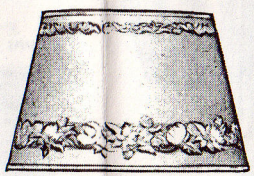
PRICE, Each **$1.50** (14" Tripod 25c Extra)



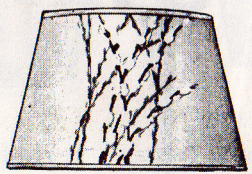
No. 144—Orange & Black



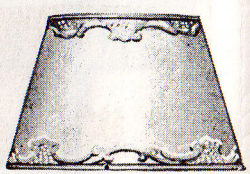
No. 201—Variegated



205—Tan 206—White
No. 207—Variegated

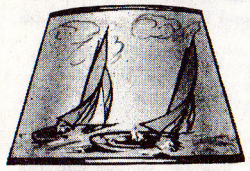


No. 208—Variegated

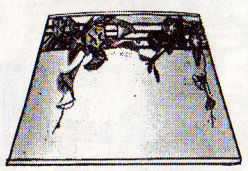


No. 237—White

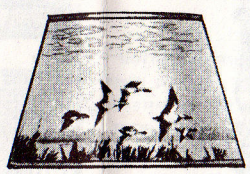
NOTE—All shades shown in this group are interchangeable on any style Aladdin Table or Bracket Lamp, but only 144, 237, 238, 239 and 240 are usable on Hanging Lamps because these are the only shades with 9" Top Dia. and 9" high—all others are 10" Top Dia. and 10" high.



No. 238—Variegated



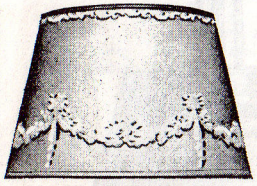
No. 239—Variegated



No. 240—Variegated



No. 300—Variegated



No. 301—Variegated
No. 302—White



No. 303—White
No. 304—Tan

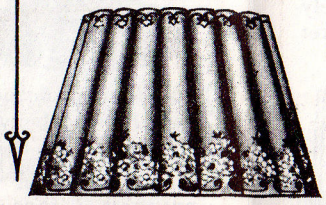


No. 305—Variegated



306—Red 307—Tan
No. 308—Blue

• FLUTED •

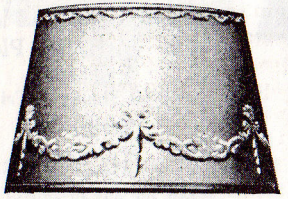


No. 505—Variegated

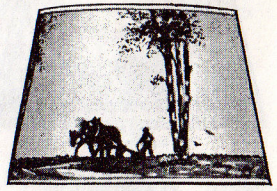
For Aladdin Floor Lamps

EMPIRE

SIZE—16" Bottom
12" Top—10" high.



No. 450—Variegated

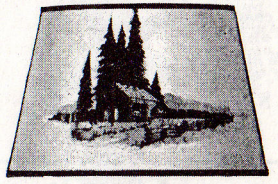


No. 451—Variegated

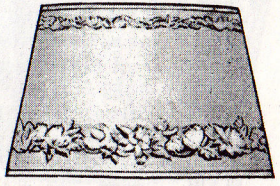
PRICE, Each In EMPIRE **$2.00** (16" Tripod 25c Extra)

•

PRICE, Each In FLUTED **$2.75** (14" Tripod 25c Extra)



No. 500—Brown



No. 503—White
No. 504—Tan

• In Whip-o-lite •



No. 144 Orange & Black | No. 237 White | No. 238 Variegated | No. 239 Variegated | No. 240 Variegated

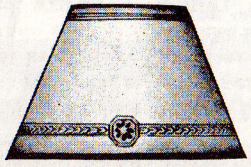
For Aladdin Hanging Lamps

PRICE, Each **$1.50** (No Tripod Necessary)

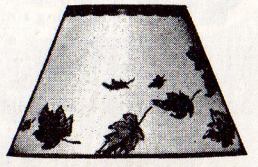
SIZE—In Whip-o-lite
14" bottom - 9" top - 9" high

SIZE—In Alpha Paper
14" bottom - 7" top - 9" high

• In Alpha Paper Reflector Type •



No. 325—Green & Gold



No. 326—Variegated