A Recommended
CIVIL DEFENSE
EMERGENCY MEASURE

When Power Lines Fail

- in Storm
- Flood
- Hurricane
- Tornado
- Sleet or
- Snowstorm

DEPEND ON *Aladdin*

THE ELECTRIC LAMP THAT CONVERTS INSTANTLY TO A MODERN, DEPENDABLE KEROSENE MANTLE LAMP!

A must in every city, suburban and rural home. Gives your family the security and protection they need in times of emergency.

Popular and extremely useful in summer cottages, beach houses and outdoor camps.

Here's a lovely Electric Lamp you can use every day

and when electric power fails

Presto

it changes in a moment and the Modern White Light of an

Aladdin

KEROSENE LAMP

Lights your home

***Aladdin* KEROSENE-ELECTRIC LAMPS FOR THE HOME**

SAFE • PRACTICAL

EFFICIENT • DEPENDABLE

What to do

when

Power Lines Fail...



Brilliant, dependable Light... whenever you want it!

Aladdin®

DECORATOR-STYLED

KEROSENE-ELECTRIC Mantle Lamps



Attractive, modern *Aladdin* Lamps designed for every room in your home . . . every evening of the year. You'll be delighted with the decorative styling, the touch of Early Americana these lovely *Aladdin* Lamps lend to your home. Beautiful models to brighten your living room where the family gathers for study, reading or relaxation. Styles that go perfectly in bedrooms. Cheerful hanging lamps for dining rooms, and practical wall bracket models for your kitchen. *Use them for their decorative beauty . . . depend upon them in any emergency.*

In Farm Homes, Summer Cottages and Camps, or wherever electricity is not yet available, *Aladdin* Kerosene Mantle Lamps add beauty and eye-saving modern white light. Then when electric High-Lines come your way, your *Aladdin* Lamp can be made into an attractive electric in a jiffy.

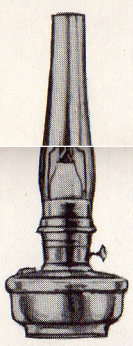


BRACKET LAMP No. B-180

Equipped with beautiful satin finished aluminum fount. Whip-o-Lite Shade No. 388 shown.

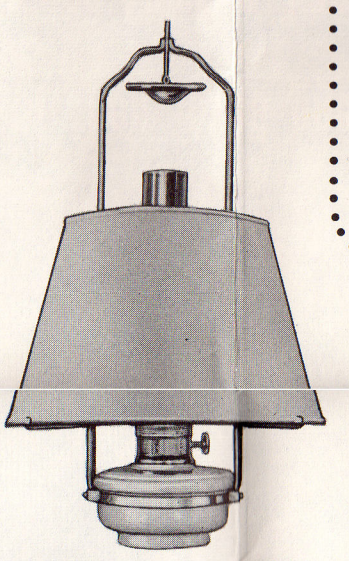
TABLE LAMP No. B-139

Heavy gauge, beautifully polished, Aluminum Bowl. Has Nickel Plated Brass Burner. Instant Light. Whipolite Shade No. 110 shown.



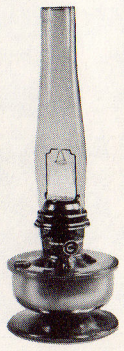
FOUNT LAMPS, NU-TYPE MODEL No. B-165

Equipped with beautiful satin finished aluminum fount. Fount lamp isn't adaptable for use with a shade.



HANGING LAMP No. B-223

Equipped with beautiful satin finished aluminum fount. Whip-o-Lite Shade No. 110 shown.



LOW-BOY LAMP No. B-140

Unique new "Low-Boy" design in handsome polished aluminum. Ideal for SHELF or TABLE.

12 EXCLUSIVE *Aladdin* FEATURES

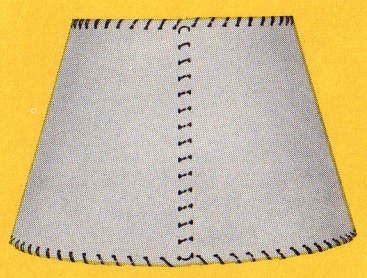
Bring you brilliant, economical, White Light throughout your home

1. 60 Candle Power of Modern White Light
2. Burns 50 Hours on 1 Gallon of Kerosene
3. Uses 94% Air — Only 6% Kerosene
4. Lights Instantly with a Match
5. Absolutely safe — it Can Not Explode
6. Requires No Pump or Pumping
7. No Generating or Generator
8. No Smoke or Odor
9. Completely Noiseless
10. Exceptionally Long-Lasting and Dependable
11. Designed for Beauty and Efficiency
12. So Simple a Child Can Operate It

FAMOUS *Aladdin*® WHIP-O-LITE SHADES

In all white (eggshell) or in beautiful colors and designs. WHIP-O-LITE is permanent in color, greaseless, oilless and washable.

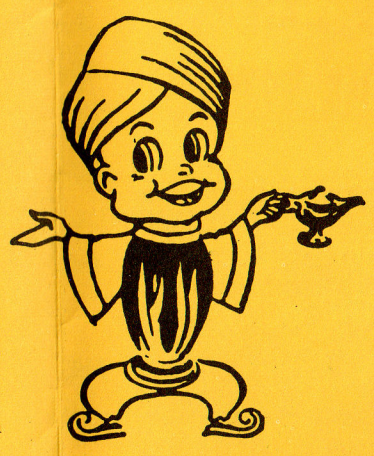
Bottom 14″, Top 9″, Height 9″.

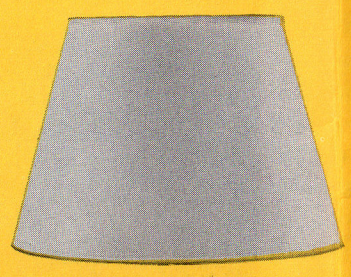


UNASSEMBLED SHADES

These shades contain all parts and illustrated instructions for assembling shades at their destination by unskilled labor. This unique Aladdin service shows substantial savings in packing and freight and insures safe delivery. Twelve shades can be sent anywhere by parcel post.

Plain White.....No. 6400





No. 110 — Plain White (Eggshell) Whip-o-Lite. No decoration. Bottom 14″, Top 9″, Height 9″.



No. 209—Variegated



No. 388—Variegated

ALADDIN INDUSTRIES, INCORPORATED, NASHVILLE, TENNESSEE • Toronto, Canada—London, England—Sydney, Australia

Printed in U.S.A.

Form No. 42—25M—Oct. 1965

Wherever people are thinking of their well-being and the security of their loved ones . . .

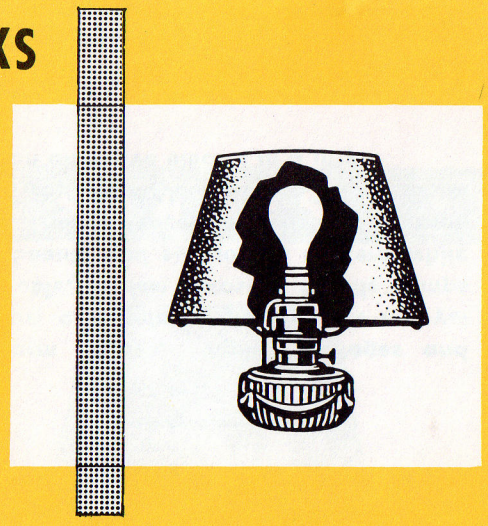
Aladdin® Kerosene-Electric Lamps are a must

There is hardly an area in the United States . . . city, suburban, rural . . . that has not been touched by some emergency that disrupted electric power for hours, sometimes for days at a time. Usually, candles cannot be found and when located prove inadequate for the carrying on of necessary household activities. Too often, such emergencies occur when the man of the house is away on business or otherwise unavailable.

An ounce of prevention and foresight is worth many times more than the small investment required to protect the family, avoid the evils of accidents that may occur and the dismayed fear of small children when lighting fails.

SELECT ONE OR MORE *Aladdin* KEROSENE-ELECTRIC LAMPS FOR YOUR HOME from the decorative, practical models shown in this folder. See them at your *Aladdin* Dealer.

HERE'S HOW THE *Aladdin*® ELECTRIC CONVERTER WORKS



The Converter is factory assembled and comprises standard light socket and an 8-foot extension cord with outlet plug. To convert from Electricity to Kerosene, simply lift the converter from the burner, insert flame spreader, mantle and chimney. An ordinary match lights the lamp without pumping or priming and with complete safety. To re-convert, the procedure is simply reversed. *No bother, no fuss, no skill required . . . and what a world of difference when the lights go out.*