

# Aladdin <sup>WHITE</sup> Light

A THING OF BEAUTY and  
A Comfort Forever

To those of you who live in localities where it is necessary to use the old-fashioned open-flame kerosene lamp for artificial light, the fact that you can now light your home just as beautifully, just as decoratively, just as modernly as if it were lighted by electricity and still use kerosene should be welcome news indeed.

Strange as it may appear, kerosene burned in an Aladdin Mantle Lamp, is transformed into the highest quality of modern white light, and it is accomplished so efficiently, so economically, that your cost for fuel is but one-quarter the cost of what the old style lamp would consume, if it could be made to produce the same quantity of light. However, the quantity of light from the ordinary flat-wick kerosene lamp is about six candle power, and the Aladdin produces sixty candle power so it actually takes ten of these ordinary lamps to equal one Aladdin.

Aside from Aladdin's fuel economy, it gives a light which is soft, white and mellow, of just the right quality and strength to save and preserve eyesight, while the light from the old style lamp is weak, reddish-yellow in color and its use is disastrous to the delicate muscles and nerves of the eyes. Defective vision, impaired eyesight, headaches from eyestrain, are things unheard of in an Aladdin lighted home.

If you use the old-style kerosene light—make up your mind right now to replace it with one of the several beautiful Aladdin lamps illustrated herein. It will fill your home with a light every single member of your family will enjoy for years. It will make sewing, reading, writing, or any evening pursuit, a joy and pleasure. It will protect the eyes of all and make it easier, safer for children to study by.

Beside all that Aladdin light is decorative. No matter how beautiful your home may be, Aladdin light will enhance it, and give you an even greater sense of pride in its ownership. Don't live in the disagreeable atmosphere of an old-style lamp. Its light is depressing. Fill your home with life, joy, gladness and comfort. Get your Aladdin now. Enjoy its blessings, its comforts, its convenience. Right now Aladdin lamps are at prices ridiculously low. You may never again secure one for so little. Go to your dealer at your first opportunity.

12 **Reasons Why**  
You should  
*Let the New*  
SUPER  
**Aladdin**  
Light Every  
Room in  
Your Home



1. Unequalled Economy
2. Exceptional Beauty
3. Burns Kerosene <sup>(coal)</sup> 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.

After the Sun Goes Down

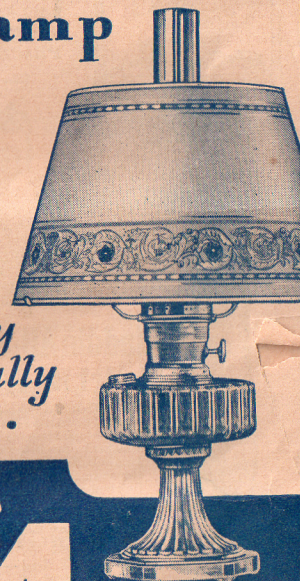
*Let the Amazing*

# Aladdin

Kerosene **Mantle** (Coal-Oil)  
**Lamp**

**LIGHT  
YOUR  
HOME**

*Beautifully  
Economically  
Safely...*



*Now \$*  
AS  
LOW  
AS

**4<sup>95</sup>**

Come in  
Today for  
a Demonstration

SHADE  
AND  
TRIPOD  
EXTRA



# Exquisite Decorated Aladdin Whip-o-lite SHADES

## What Whip-o-lite Is and What It Does

Aladdin Whip-o-lite is a newly developed parchment-like material, and is the greatest advancement made in this type of shade material in over a century. While resembling parchment in some respects, it is however distinctly different and decidedly more desirable in every other way.

Whip-o-lite has a degree of transparency never before attainable, and which it retains for years. It is absolutely oil-less, therefore, does not turn yellow, nor can oil gather on its surface to collect and hold dust. Whip-o-lite can also be readily and quickly cleaned.

In character Whip-o-lite is very soft and pleasing to the eye, and diffuses light most effectively and efficiently, so that one may read in comfort without glare or eyestrain.

Whip-o-lite has an ideal surface for the exquisite and exclusive designs in oil-color with which they are decorated. No matter what conception of shades of this character you may have, you have a delightful surprise in store when you first see these delightful enchanting Whip-o-lite shades for the first time. See them at your dealer at once.

## Aladdin White Opal Glass Shades

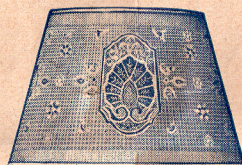
Those who prefer Shades in Glass, will find these Aladdin White Opal Shades very handsome in shape and simple and attractive in ornamentation. They are especially designed for the correct softening or diffusion of light and will add charm and beauty to any home.

No. 701—10" diam. for Table and Bracket Lamps, \$1.25  
No. 716—14" diam. for Hanging Lamps - - - \$1.95



## For Aladdin Table, Bracket and Hanging Lamps:

Diameter 14" at Bottom, 9" diameter at Top and 8 1/4" Vertical Height



Design No. 100—White;  
No. 101—Green; No. 102—  
Amber; No. 103—Rose



Design No. 144  
Orange and Black



Design No. 169  
Variegated



Design No. 170  
Variegated



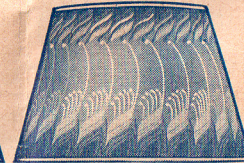
Design No. 177  
Variegated



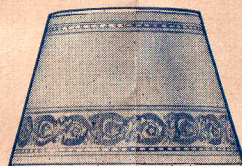
Design No. 178  
Variegated



Design No. 179—White;  
No. 180—Amber; No. 181—  
Green; No. 182—Rose



Design No. 183—White;  
No. 184—Amber; No. 185—  
Green; No. 186—Rose



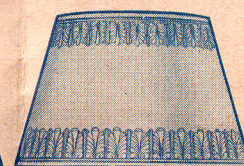
Design No. 187—White;  
No. 188—Amber; No. 189—  
Green; No. 190—Rose



Design No. 191  
Variegated



Design No. 192  
White



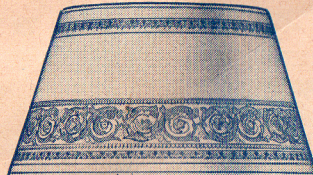
Design No. 193—White;  
No. 194—Green; No. 195—  
Rose; No. 196—Amber

Price Each—Any Design or Color as above—\$1.50 (14" Tripod Extra)

## For Aladdin Floor Lamps: Size: 18" diam. at Bottom; 12" diam. at Top and 8 1/4" Vertical Height



Design No. 472  
Variegated



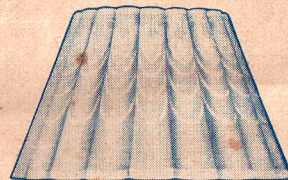
Design No. 480—White; No. 481—  
Green; No. 482—Tan



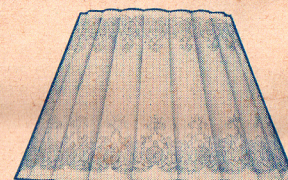
Design No. 479  
Variegated

## Aladdin Fluted Whip-o-lite Shades

Especially designed for Aladdin Table Lamps,  
Style B-120; B-121 or B-122



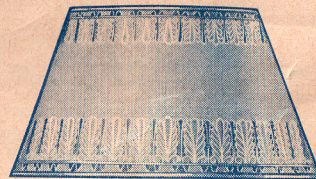
Design No. 277—White; No. 278—  
Green; No. 279—Rose



Design No. 280—White; No. 281—  
Green; No. 282—Rose

Fluted Shades—16" diameter at bottom  
(14" at tripod ring); 9" diameter at  
top and 10" vertical height.

Price each, any design or color  
as above, \$2.75  
(14" Tripod extra)



Design No. 476—White; No. 477—  
Green; No. 478—Tan

Price each—Any Design or Color  
as illus. \$2.25—(18" Tripod extra)



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

## Aladdin Table Lamps Model B—Nu-Type

- In Clear and Colored Crystal

No other crystal glass Aladdin ever presented excels the striking, handsome, appearance of this new 1936 design Aladdin Table Lamp. They will add charm and beauty to any home. The new concave fluted bowl and pedestal with hexagon base have a freshness and sparkle that is eye-arresting. Metal trimming is in Silver plate.

It is offered as:

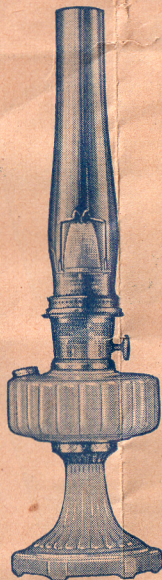
- B-100-In Clear White Crystal
- B-101-In Clear Amber Crystal
- B-102-In Clear Green Crystal

Your Choice of Colors:  
**PRICE EACH**

**\$4.95**

(Shade and Tripod Extra)

Illustration at right shows above Aladdin fitted with 10" Aladdin White Opal Glass Shade No. 701 and 10" Tripod. (If desired, add \$1.25 for Shade and 20c for Tripod to prices shown.)



## Model B Nu-Type

- In Moonstone Art Glass

There is exceptional beauty and attractiveness in this Aladdin Table Lamp. It is made of Moonstone Art Glass, a high-grade glass of character and distinction which makes it stand out as an artistic creation. It is available in all white—a popular favorite—and in pastel tones of green and rose. All colors in Rose-Gold metal trim. One or more of these Aladdins in your home will long be a thing of charm and beauty.

- B-110-In White Moonstone
- B-111-In Green Moonstone
- B-112-In Rose Moonstone

Your Choice of Colors:  
**PRICE EACH \$5.45**  
(Shade and Tripod Extra)

Below is an illustration of above Aladdin equipped with 14" Whip-o-lite Shade No. 192. (If desired, add \$1.50 for Whip-o-lite Shade and 25c for Tripod.)

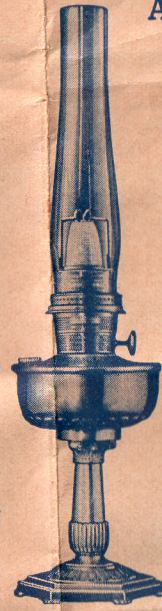
## Model B Nu-Type

- In All-Metal—Plated and Decorated Finishes
- These new artistic Aladdin creations are a far cry from former metal table lamps—they are extremely modern and have exceptional class and distinction. They're use in a home marks it as one of refinement. Plating is heavy and lacquered for durability. Combination plated and colored lacquer finishes are outstanding. You'll make no mistake in choosing one or more of these splendid styles.

- B-130-In Ivory and Rose-Gold
- B-131-In Green and Silver
- B-132-In All Rose-Gold Plate
- B-133-In All Silver Plate
- B-134-In All Ox. Bronze Plate

Your Choice of Finishes:  
**PRICE EACH \$6.25**  
(Shade and Tripod Extra)

Illustrated below is above style Aladdin fitted with 14" Whip-o-lite Shade No. 187. (If desired, add \$1.50 for Shade and 25c for Tripod.)



## Aladdin Table Lamps Model B—Nu-Type

- In Combination Moonstone Art Glass and Metal Ornate Pedestal

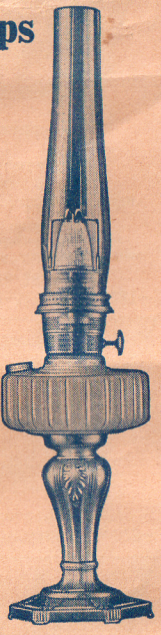
This Aladdin is the culmination of years of experience in artistic table lamp designing, and possesses a degree of eye-appeal that is practically irresistible. Of greater height, it permits the use of a larger shade, and places the source of light so as to give it wide diffusion upon the table. Its design is such as it requires a 16" Whip-o-lite fluted shade and for perfect harmony of line, should not be fitted with any other size or type of shade. Colors and finishes are such as affords opportunity to match most any scheme of home decoration.

- B-120-In Rose-Gold Plate and White Moonstone
- B-121-In Rose-Gold Plate and Rose Moonstone
- B-122-In Silver Plate and Green Moonstone

Your Choice of Finishes

**PRICE EACH \$6.50**  
(Shade and Tripod Extra)

Illustration at left shows above Aladdin fitted with 16" Whip-o-lite Shade No. 280. (Add \$2.75 for Shade and 25c for 14" Tripod, if desired.)



## Aladdin HANGING LAMPS

### Model B—Nu-Type

Nickel and Rose-Gold Plate

For those who prefer an Aladdin that may be located over a dining or reading table, these new style hanging lamps will suit their needs perfectly. A new redesigned fount makes them even more attractive than ever before. This style of lamp is indeed a fitting companion to any Aladdin table lamp you may select. Illustrated at left.

- B-210-In All Metal Polished Nickel
- B-211-In All Metal Rose-Gold Plate

Your choice of finish

**PRICE EACH \$7.00**

(Shade or Extension Fixture Extra)

- In Combination Moonstone Art Glass and Metal

As above except fount is supplied in Moonstone Art Glass, in White or Pastel Green, metal trimmed to match hanger. Illustrated at right.

- B-200-Nickel Plate and White Moonstone
- B-201-Nickel Plate and Green Moonstone
- B-202-Rose-Gold Plate and White Moonstone

Your choice  
**PRICE EACH \$6.25**

(Shade or Extension Fixture Extra)

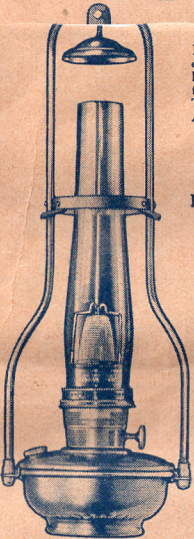


Illustration at right shows above Aladdin fitted with 14" Whip-o-lite Shade No. 178. (Add \$1.50 for Shade, if desired.)

### Extension Fixture

For conveniently raising and lowering Aladdin Hanging Lamps. In Nickel or Rose-Gold Plate.

**PRICE, EACH \$2.75**



No style of Aladdin lamp offers a greater opportunity of modernization of the kerosene lighted home, than these exquisitely handsome Aladdin Floor lamps. So skillfully are they designed that it is difficult to discover that they are not electric lamps of the latest vogue.

Besides they have decided advantages over electric floor lamps as they may be moved wherever desired, and their light, too, is even of a higher quality and in most localities cost less to use. Equipped with Aladdin Whip-o-lite Shades they are a practical, useful home decoration of which you can long be proud.

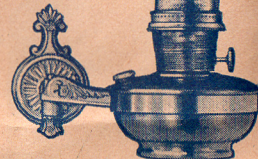


Illustration at right shows Aladdin above fitted with 10" White Opal Glass Shade No. 701. (Add \$1.25 for Shade and 20c for 10" Tripod, if desired.)

## Aladdin FLOOR LAMPS

### Model B—Nu-Type

In All-Metal—Ivory and Rose-Gold; Green and Rose-Gold or Oxidized Bronze

These handsomely designed and beautifully finished Aladdin Floor Lamps are undoubtedly the greatest value in a kerosene mantle lamp ever offered. The base is ornamental with a pleasing leaf design, cut sharp and clean, with a plain band and six wide spreading toes to give ample stability. It is surrounded by a riser with leaf design breaks which matches the base perfectly and produces a most harmonious whole. The lighting unit is the Aladdin Fount Lamp B-161 in Rose-Gold or B-162 in Oxidized Bronze to match finish of stand selected.

- B-265-Ivory and Rose-Gold; B-266-Green and Rose-Gold; or B-267-Oxidized Bronze

Your Choice—**PRICE EACH \$10**  
(Shade and Tripod Extra)

### Model B—Nu-Type

- In All-Metal—Nickel or Rose-Gold Plate

These Aladdin Bracket Lamps are the ideal lighting units for the bed-room, kitchen, bath room or the entrance hall and hallways. With its new design of Fount Lamp and ornate swinging wall bracket, this Aladdin Bracket Lamp is now an artistic and charming addition to any home. Brackets may be placed at convenient height upon the wall or door casings, and swing to secure light where most desired. Additional Brackets only may be secured if desired, and placed about the home, and the lighting unit only moved from room to room.

- B-185-All Metal—Nickel with Green and Silver Bracket

- B-186-All Metal—Rose-Gold with Ivory and Rose-Gold Bracket

Your Choice  
**PRICE EACH \$6.10**

(Shade and Tripod Extra)

- In Combination Moonstone Art Glass and Metal

This style of Aladdin Bracket Lamp has all the practical usefulness of the All-Metal styles but offers a saving in its lower price. For those who prefer color, too, they offer an opportunity for home decoration.

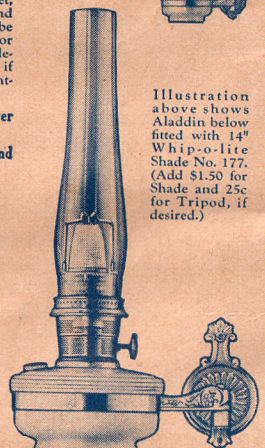
- B-175-White Moonstone Fount with Ivory and Rose-Gold Bracket

- B-176-Green Moonstone Fount with Green and Silver Bracket

Your Choice—**Price Each \$5.35**  
(Shade and Tripod Extra)



Illustration above shows Aladdin below fitted with 14" Whip-o-lite Shade No. 177. (Add \$1.50 for Shade and 25c for Tripod, if desired.)

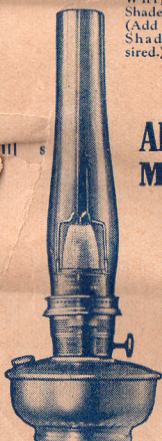


## Aladdin All-Metal Fount Lamps Model B—Nu-Type

These Fount Lamps although sold separately if desired are the lighting units used in All-Metal Hanging B-210 and B-211 and Bracket Lamps B-185 and B-186 and in Floor Lamps B-265, B-266 and B-267. They all have the famous Instant Light Model B Burner finished to match fount itself. If desired, add \$1.25 for 10" White Opal Glass Shade No. 701 and 20c for Tripod or if preferred, add \$1.50 for any design of 14" Whip-o-lite Shade and 25c for Tripod.

- B-160-All Metal—Nickel
- B-161-All Metal—Rose-Gold
- B-162-All Metal—Oxidized Bronze

Your Choice—**Price Each \$5.50**  
(Shade and Tripod Extra)

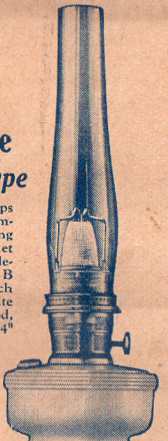


## Aladdin Metal and Moonstone Fount Lamps—Model B—Nu-Type

These Moonstone Art Glass Fount Lamps are the standard lighting units for combination Metal and Moonstone Hanging Lamps B-200, B-201 and B-202 and for Bracket Lamps B-175 and B-176. Sold separately if desired. They are fitted with the famous Model B Instant Light Burner, and metal trimmed to match Burner finish. If desired, add \$1.25 for 10" White Opal Glass Shade No. 701 and 20c for Tripod, or if preferred, add \$1.50 for any design of 14" Whip-o-lite Shade and 25c for Tripod.

- B-150-White Moonstone—Rose-Gold Trim
- B-151-Green Moonstone—Nickel Trim
- B-152-White Moonstone—Nickel Trim

Your Choice—**Price Each \$4.75**  
(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