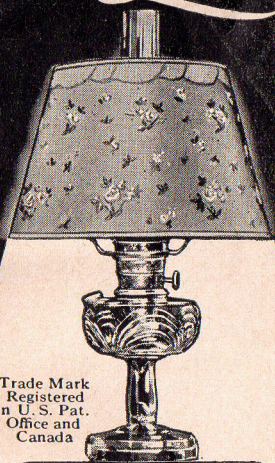


* Aladdin

MANTLE *Lamps*



Provide
Daylight
after
Dark
from
KEROSENE
(COAL OIL)

* Trade Mark
Registered
in U. S. Pat.
Office and
Canada

Better
LIGHT
Better
SIGHT
Better
LESSONS

THE
Mantle Lamp Company
of America, Inc.
223 W. Jackson Blvd., Chicago, Ill.
721 E. Yamhill St., Portland, Ore.
Toronto, London, Melbourne,
Sydney, Wellington, Buenos Aires

Aladdin KEROSENE (Coal Oil) Mantle Lamps

BRING YOU

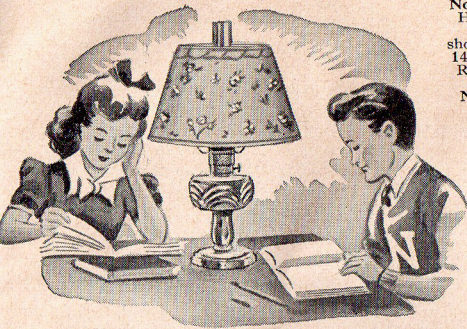
Better Light *for* Better Living

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.

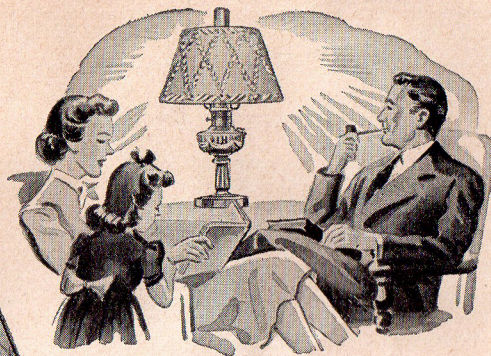
Good Light is as important as good air or good food. In fact there is nothing that adds more to the healthfulness, happiness, comfort and convenience of a home than good light. Eyesight is a priceless possession and every possible safeguard should be used to preserve and protect it. For many years the 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.

Aladdin Mantle Lamps

Make for Bright, Happy, Healthful, Cheerful Homes and Render
a Lifetime of Priceless Comfort and Convenience at
a Surprisingly Small Cost for Fuel and for
Maintenance.



No. B-222
Hanging
Lamp
shown with
14" Alpha
Reflector
Shade
No. 328

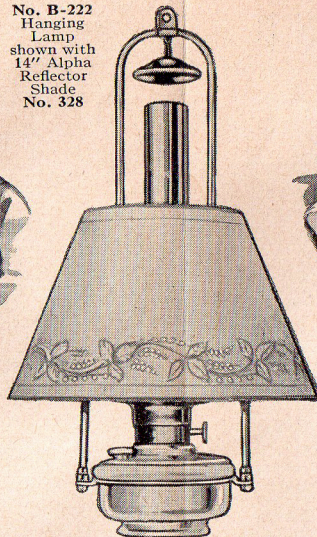


Aladdin Table Lamp

No. B-53

In Clear Sparkling Crystal Glass
(Illustrated Below)

Without Shade or Tripod, each \$5.45
With Shade and Tripod, each \$7.20



Aladdin Table Lamp

No. B-75 (Illustrated Below)

In Alluring Ivory Alacite Glass

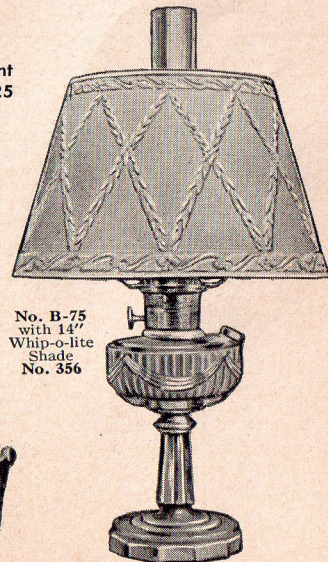
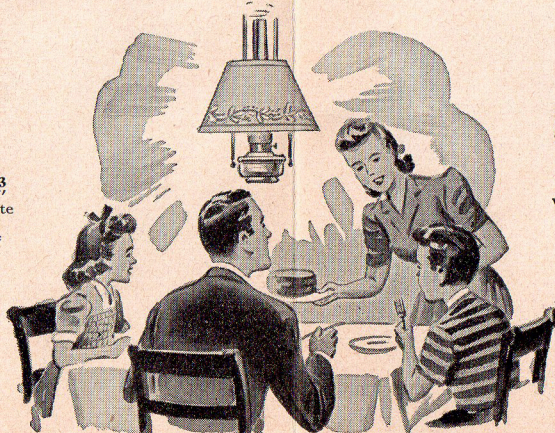
Without Shade or Tripod, each \$5.95
With Shade and Tripod, each \$7.70

Aladdin Hanging Lamp No. B-222

With Black Pentrate Finish Nu-Type Hanger and Alacite Fount
Lamp Without Shade, each \$6.75 With Shade, each \$8.25
Extension Fixture Extra, \$2.75



No. B-53
With 14"
Whip-o-lite
Shade
No. 354

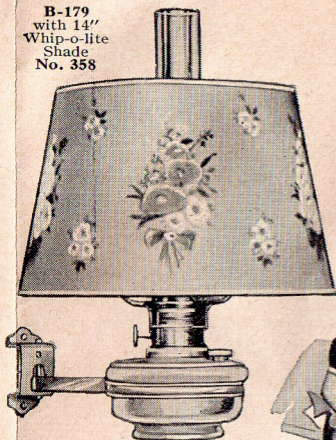


No. B-75
with 14"
Whip-o-lite
Shade
No. 356

B-179
with 14"
Whip-o-lite
Shade
No. 358

Aladdin Bracket Lamp

In Beautiful Ivory
Alacite Glass
(Illustrated at Left)



No. B-179—In Alacite Ivory Fount
and Ivory Finish Bracket

A General Utility Aladdin Lamp recommended for
Kitchens, as illustrated above, and also for
Bed Rooms, Hallways and Bath Rooms.

Without Shade or Tripod, each \$5.85

With Shade and Tripod, each \$7.60

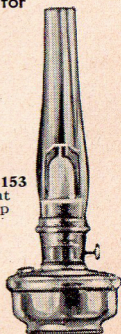
Aladdin Fount Lamp

In Alacite Ivory

No. B-153
Fount
Lamp

Complete Lighting Units and Sold
Separately or for Replacement Units
for Aladdin Hanging or Bracket Lamps

No. B-153, Without Shade or Tripod, ea. \$5.25



NOTE:

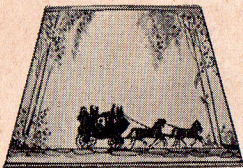
Because of the present restricted use of metal due to
the war, we are able to supply only such
Models of the Aladdin as are illustrated
in this circular, and consequently
all other styles are discon-
tinued for the duration.

Aladdin * Whip-o-lite Shades

A shade material possessing all the fine illuminating qualities of fine glass-ware and the decorative qualities of parchment has been the goal of lamp manufacturers for many years. With this object in view, Aladdin research engineers after years of labor, have at last succeeded in producing such a material, and in addition, it is free from the objectionable features of both glass and parchment.

Whip-o-lite is the trade marked name of this amazing new materia of which Aladdin shades are now made. It has high transparency and diffusion of light. It is permanent in color, and withstands heat and resists warping. Light filtered thru Whip-o-lite is very soft, and withstands heat and resists warping. Light filtered thru Whip-o-lite is very soft, and withstands heat and resists warping. When decorated with designs by our experienced shade designers, these shades are artistic and exclusive creations of irresistible eye appeal.

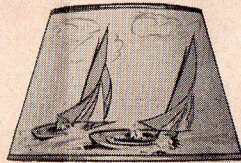
For Table, Hanging and Bracket Lamps



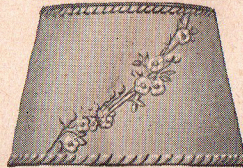
No. 144-Orange and Black



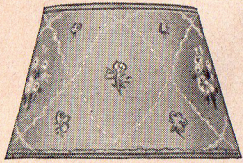
No. 209-Brown



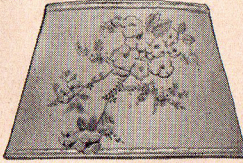
No. 238-Variegated



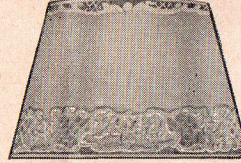
No. 305-Variegated



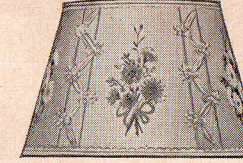
No. 309-Variegated



No. 317-Variegated



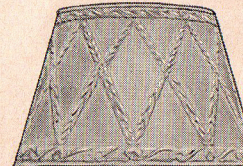
No. 350-White No. 351-Tan



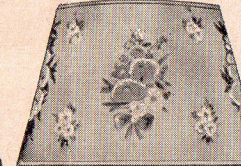
No. 352-White No. 353-Tan



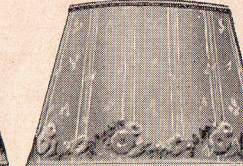
No. 354-White No. 355-Tan



No. 356-White No. 357-Tan



No. 358-Variegated



No. 359-Variegated

NOTE: Any of the shades shown at left may be specified for Table and Bracket Lamps, and all except Nos. 209 or 305 for Hanging Lamps. These two shades should not be specified for Hanging Lamp, as these shades are 10" diam. at top, and therefor will not fit the 9" diam. shade supports of the Nu-Type Hanger used on Hanging Lamps.

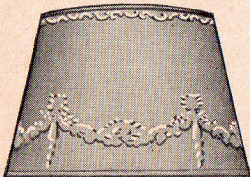
PRICE EACH
\$1.50

14" Tripod
25c Extra

Size—14" diameter at bottom
(See Note Above)

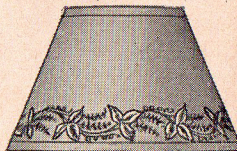
*Trade Mark Reg. U. S. Pat. Off. and Canada

PARLOUR DECORATED Aladdin Whip-o-lite Shades



No. 450—Variegated—16" Dia. for FLOOR LAMPS
Price, Each \$2.00
16" Tripod 25c Extra
Size—16" Bottom, 12" Top, 10" High

REFLECTOR TYPE Aladdin Alpha Paper Shades for Hanging Lamps

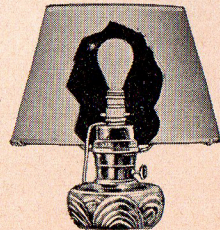


No. 328—Gold
PRICE, Each \$1.50
Size—14" Diameter Bottom,
7" Top, 9" High
With 4 1/2" Inner Ring at Top

Aladdin Converter

Without destroying the efficiency of your Aladdin as a Kerosene lamp, this device will permit its being changed into an Electric lamp almost instantly and back again to Kerosene any time you may desire to do so. So even if you may expect to have electric power someday, you can enjoy Aladdin Kerosene Modern White Light meanwhile and then if electricity does come, you will still have a beautiful lamp. Afterward, if your power fails at any time, you can then use your Aladdin again within a few moments required to make a simple, quick and easy change, and you can enjoy Aladdin's beautiful, white light. If you are now using electricity, dig out your old Aladdin and equip it with one of these new converters, and you'll have a beautiful and practical lamp.

NEW PRACTICAL QUICK



(NOT NOW AVAILABLE)

Your Whole Family Will Enjoy the Comfort and Convenience of Aladdin's Flood of Beautiful Modern White Light

ONE of the greatest of practical and useful devices ever invented is the Aladdin Kerosene (Coal Oil) Mantle Lamp. It is singularly outstanding in its benefits to mankind. It has been the salvation of many, many thousands of rural farm and small town homes in replacing the dim, dingy yellow glow of the old-fashioned, kerosene lamp with a modern white light of highest quality from the self same fuel—kerosene.

Among the outstanding features of the Aladdin; it provides a light of full 60 candle power, and burns 50 hours on a single gallon of fuel, high in efficiency and economy. Its light is quiet, odorless, smokeless, and is produced instantly and simply with an ordinary match. It is safe — cannot explode.

The importance of a good light in the home cannot be too strongly stressed. It is a protection against eye-strain due to poor light for the entire family, both young and old alike, and is a comfort and convenience, the value of which, cannot be expressed in so many dollars.

But seeing is believing. Step into your local Aladdin dealer's store at your first opportunity. He will be glad to give you a demonstration of an Aladdin in actual operation. Why not do it today?

On Display and Demonstration by: