

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.



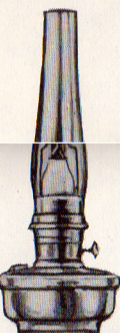
**BRACKET LAMP  
No. B-180**

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



**HANGING LAMP  
No. B-223**

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

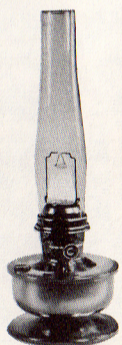


**FOUNT LAMPS,  
NU-TYPE  
MODEL  
No. B-165**

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

**LOW-BOY LAMP  
No. B-140**

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



**TABLE LAMP No. B-139**

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

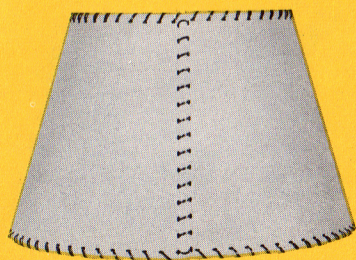
12 EXCLUSIVE *Aladdin* FEATURES  
Bring you brilliant, economical,  
White Light throughout your home

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.

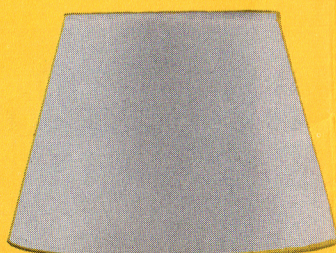
Bottom 14", Top 9", Height 9".



**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

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

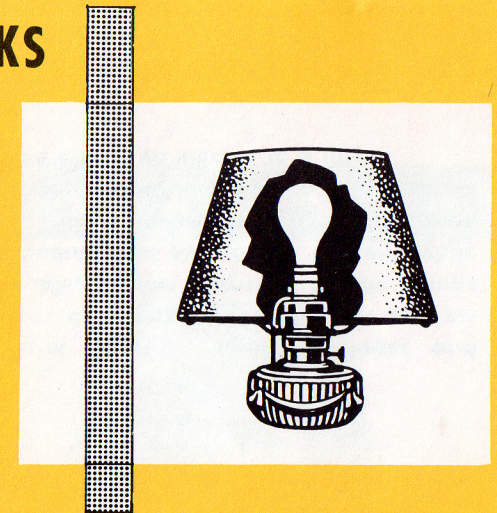
*Aladdin*<sup>®</sup> Kerosene-Electric Lamps are a must

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*<sup>®</sup>  
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.*