



The Mystic Light of the Aladdin Knights

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Aladdin is The Magic Name in Lamps

May 2012

Aladdin Genies

An Update
Bill Courter



Aladdin's Sales and Marketing has created several Genies during the past 65 years. This report is an update since the January 1992 newsletter.

The first Genie found in U.S. Aladdin sales literature was 1947 in an Aladdin Electric Lamps Catalog. The first Genies were apparently the idea from the advertising group in Chicago during the mid 1940s.

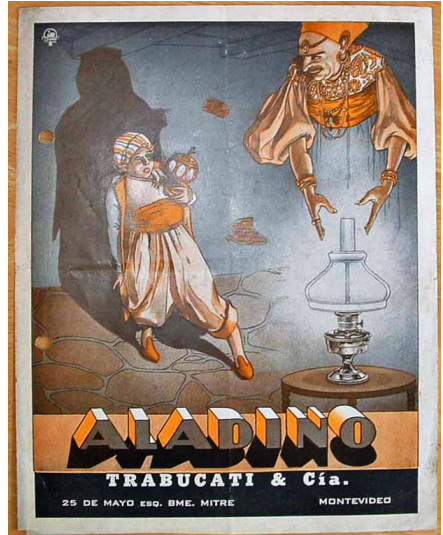
Aladdin Genies have appeared on Aladdin shipping containers, boxes and literature around the world.

We have unconfirmed reports that live Genies were employed in sales booths at the Merchandise Mart, Chicago; and participation in *Mystic Light* Conclave Ceremonies.

In 1949 Aladdin Industries sponsored a company parade float in Alexandria with two live gals dressed in Genie costumes.

The Aladdin Knights of the *Mystic Light* created a Genie Award and our first Genie at The Nashville Gathering in 1976. We have enjoyed a Genie every year since.

1930's Aladino Genie Uncovered Dave Corbissero



Cover of a four-page Aladino sales brochure (approximately 6-1/2" X 8-1/4") illustrates Model 12 lamps produced from 1928 to 1935.

Aladdin opened an office in Buenos Aires, Argentina in 1929. Since Argentina and Uruguay share a common border and the cities of Buenos Aires and Montevideo are relatively close, it stands to reason that lamps distributed from Argentina quickly found their way to Uruguay and other countries in South America.

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1947
Electric lamps catalog.



1948-49
Newspaper advertising
electric lamps.



1948-49
Widely used in advertising



1949
Australia.



1949 thru 1950s
Electric lamp catalogs.
Used currently.



1972 thru 2004



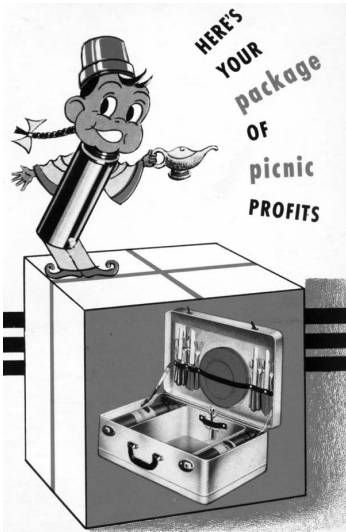
1920s ? thru 1980s
Primarily England and Brazil.
Possibly first Genie, used on
wick & mantle boxes.



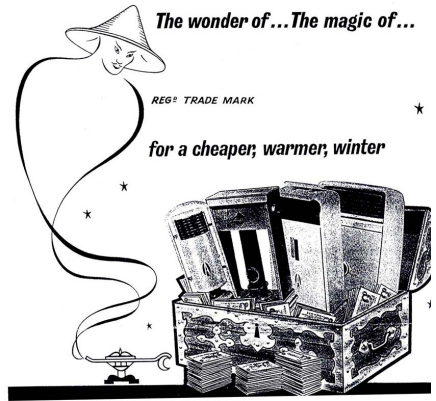
1950s
Australia.



1948 thru 2012
Widely used in advertising.



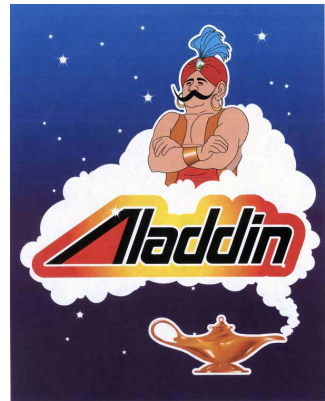
1948
Ala-diner outing kit.



1960s
Advertising British heaters.



1999-2000



2001-2002



2003



Future Genie