

BEAUTIFUL ONYX TRIMMED 7-WAY

Aladdin *Electric* Floor Lamps

Every lamp fitted with 7-way lighting • 3 degrees in Mogul
• 3 Side Arm Candles and Night Light • Making seven
in all • Onyx used in bases are all made from select material

"New" Aladdin Floor Lamps Dave Corbissero

I acquired a 1940 catalog of Aladdin Electric Lamps and this single sheet was folded inside. A couple of points worthy of note:

- The six floor lamps are not shown or listed in AEL.
- Of the six lamps, only #3669 shares a number with a lamp pictured in AEL (page 130), however, they are different lamps.
- The only reference I've seen to "7-way lighting."
- The finial on four of these lamps appears to be a metal one that I've not seen before.
- The address is interesting—only Portland, no mention of Chicago. Also, "The" and "Inc" are not included with "Mantle Lamp Company of America."
- All six shades on these floor lamps also appear in the 1940 catalog, so it's probably safe to assume these are approximately 1940.

MANTLE LAMP COMPANY

of

AMERICA

721 S. E. YAMHILL ST.

PORTLAND, OREGON



Design No. 3664

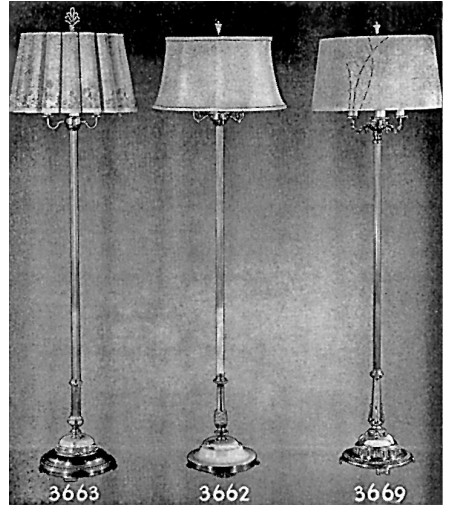
Illustrated above is a reflector lamp fitted with a 3-way mogul switch in glass reflector bowl for indirect lighting and 3-candle fixture for direct use; also night light in base, making 7 degrees of light in all. Finished in Oxidized Bronze, Ivory and Gold with beautiful imitation Onyx Base. Shade shown: 19-inch diagonal pleated silk No. R375.

Design No. 3667

Illustrated above is a reflector lamp fitted with a 3-way mogul switch in glass reflector bowl for indirect lighting and 3-candle fixture for direct use; also night light in base, making 7 degrees of light in all. Finished in Oxidized Bronze, Ivory and Gold, and all Gold with beautiful Onyx Base. Shade shown: 18-inch Whip-O-Lite No. 2001.

Design No. 3661

Illustrated above is a reflector lamp fitted with a 3-way mogul switch in glass reflector bowl for indirect lighting and 3-candle fixture for direct use; also night light just below candle arms. Finished in Oxidized Bronze, Ivory and Gold with beautiful Onyx Base. Shade shown is 18-inch Whip-O-Lite No. 2000.



Design No. 3663

Illustrated above is a reflector lamp fitted with a 3-way mogul switch in glass reflector bowl for indirect lighting and 3-candle fixture for direct use; also night light in base, making 7 degrees of light in all. Finished in Oxidized Bronze, Ivory and Gold, and all Gold with beautiful Onyx Base. Shade shown: 18-inch fluted Whip-O-Lite No. 2300.

Design No. 3662

Illustrated above is a reflector lamp fitted with a 3-way mogul switch in glass reflector bowl for indirect lighting and 3-candle fixture for direct use; also night light in base, making 7 degrees of light in all. Finished in Oxidized Bronze, Ivory and Gold with beautiful Onyx Base. Shade shown: 19-inch stretched silk No. R377.

Design No. 3669

Illustrated above is a reflector lamp fitted with a 3-way mogul switch in glass reflector bowl for indirect lighting and 3-candle fixture for direct use; also night light in base, making 7 degrees of light in all. Finished in Oxidized Bronze, Ivory and Gold with beautiful Onyx Base. Shade shown: 18-inch Empire Whip-O-Lite No. 1503.



Editor's Note

The Portland branch office was opened in 1909 by H.O. Johnson, V.S. Johnson's brother.

S.F. "Sid" Wellman assembled these Onyx-base floor lamps in his home. They were sold in Portland.

The Portland branch was closed in 1959.

Ref. Aladdin Electric Lamps by J.W. Courter

We welcome information and photos of the Portland branch and lamps sold there.