

the
magic
name
in
lamps

Aladdin[®]



FALL-WINTER CATALOG • 1951



NEW . . . is the word for Aladdin this year with exciting additions in modern stylings, glazed porcelain bases, beautifully grained woods, and stunning creations in contemporary lamp shades. You'll find everything from the most advanced in abstract design to the most unusual treatment of traditional forms. Here is an eye-catching lamp line you can depend upon to interest customers, stimulate sales, build steady volume.

Aladdin . . . Sales Magic In Your Store!

Aladdin[®]

INDUSTRIES INCORPORATED

Reprinted courtesy of William McElfresh

I N D E X

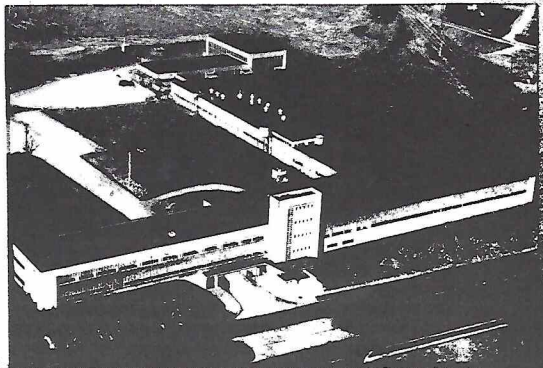
How many years does it take to establish a "brand" name? Not as many as one might suppose. Especially when that brand name . . . Aladdin . . . is consistently advertised in great consumer magazines like the Saturday Evening Post, Ladies' Home Journal, Better Homes and Gardens, House Beautiful, Life, Parade, This Week and American Home.

Yes, that's just where the name *Aladdin* is seen by millions of readers . . . homemakers . . . again and again. And those same readers, living right in your own community, instantly recognize that name when they see the *Aladdin Tag* on lamps displayed on your counters and in your windows.

Such recognition results in confident buying on the part of your customers . . . easier selling for you. Feature the nationally advertised lamp line. *Aladdin . . . Magic Name In Lamps!*

Aladdin's new line of Table Lamps	4-13
Hopalong Cassidy "Ranch House" Lamps	14
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NASHVILLE, TENNESSEE





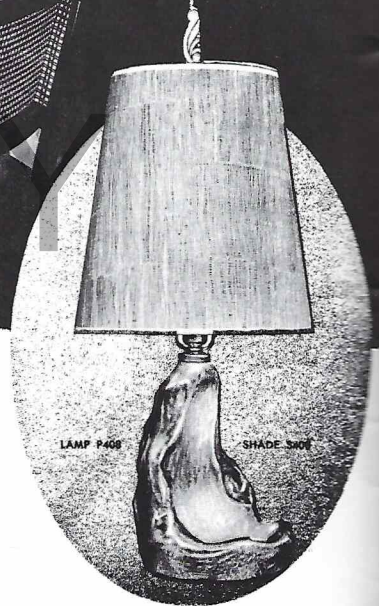
Aladdin[®] table lamps

Fads may come and fads may go, but with the millions of women who make American homes the cheeriest, most livable in the world,

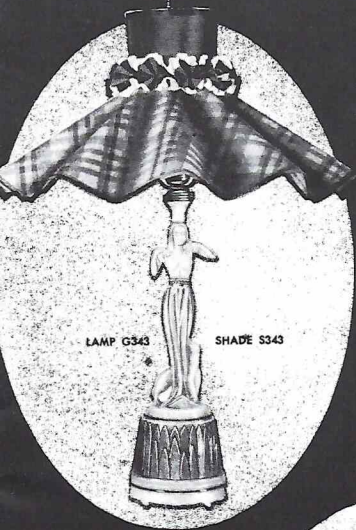
Table Lamps will always be the number one choice to highlight and dramatize each room. On pages 4 through 13 you will find a

wonderful variety of famous Aladdin Table Lamps. Nationally advertised, recognized everywhere for quality and beauty,

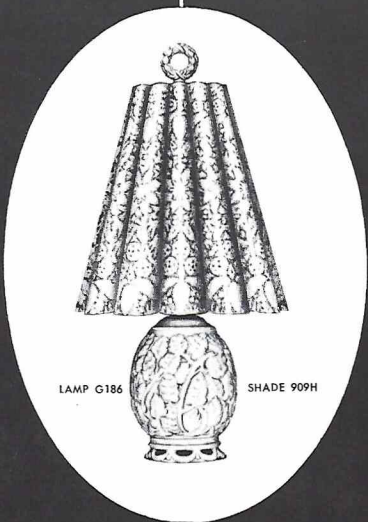
Aladdin is the "Brand Name" for sales magic.



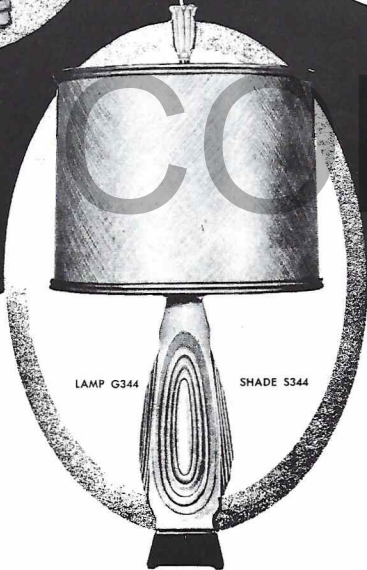
P408—An unusual free-form porcelain glaze base Planter Lamp. For those who love growing plants in decorative settings, this table lamp is ideal. Equipped with push-thru socket and switch. Comes in Volcanic Green or Volcanic Red finish. Height: 27½". Shown with SHADE #S408.



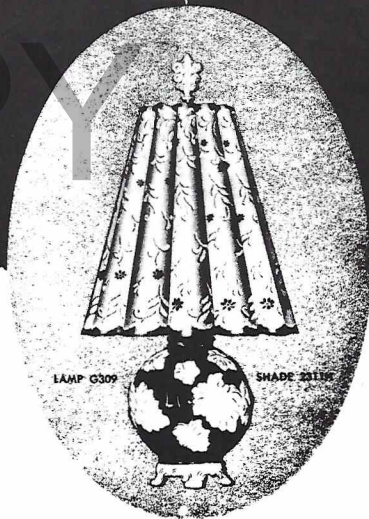
LAMP G343 SHADE S343



LAMP G186 SHADE 909H



LAMP G344 SHADE S344



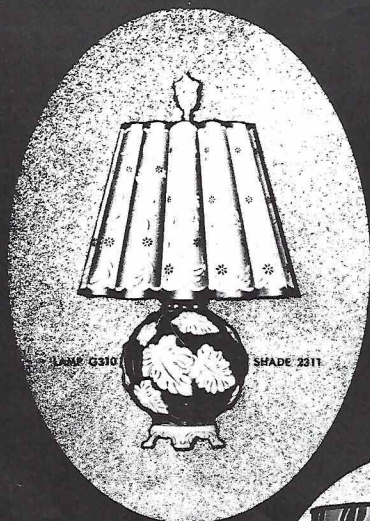
LAMP G309 SHADE S2311H

G343—Lovely figurine with superbly flowing lines. Definitely a table lamp that will add charm in any surrounding. Comes decorated in choice of Flame Red or Pearl Green, both finishes accented with Gold bands. Has push-thru socket and switch. Height: 27". Shown with gracefully pleated 18" SHADE #S343.

G344—Another unique table lamp making use of oval design forms on a four-sided rectangular shape. Comes equipped with wide harp for use with Reflector Type or standard bulb. Has push-thru socket and switch. Available in Chartreuse, Flame Red, or exclusive Alacite finishes, each Gold banded. Height: 27½". Shown with SHADE #S344.

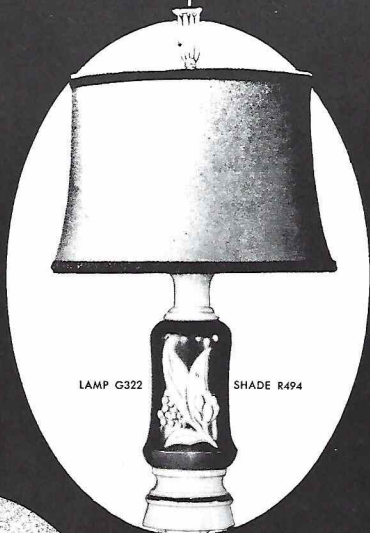
G186—Rounded, illuminated base in Ivory Alacite with 3-way turn-knob switch. Lamp is richly decorated with all-over leaf pattern. Shown with 12" matching SHADE #909H. Height: 24½".

G309—Illuminated, ball-type base available in Alacite, or fired-on Ceramic colors; Coral, or Forest Green. Extremely handsome with all-over leaf decoration and a lovely pedestal. Has 3-way turn-knob switch. Height: 24½". Shown with SHADE #2311H, 12", in matching colors.



LAMP G310

SHADE 2311



LAMP G322

SHADE R494



LAMP G322

SHADE 1562



LAMP G322

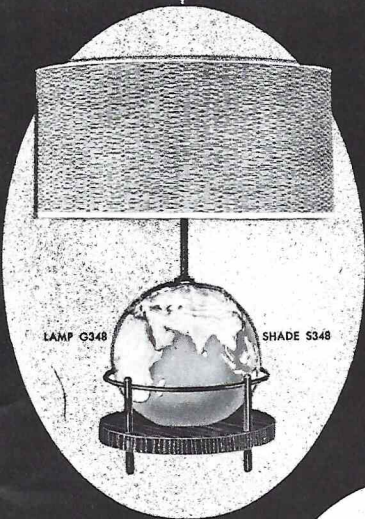
SHADE 805

G310—This has the same base and colors as Lamp G309 but with shorter harp. Most homes find this model especially good in pairs. Height: 21½". Shown with fluted Whip-O-Lite SHADE #2311, 13".

G322—Available in Alacite, Chinese Red, Forest Green, or Gray. Comes with wide harp for use with standard or Reflector Type bulb. Has push-thru socket and switch. Shown with Whip-O-Lite SHADE #1562 which may be had in the 14" popular drum style with beautiful leaf decoration in colors to match.

G322—Gracefully designed base comes in Ivory Alacite, or in fired-on Ceramic in choice of Chinese Red, Forest Green, or Gray. Comes with wide harp for use with standard or Reflector Type bulb. Has push-thru switch and socket. Height: 28¼". Shown with fabric SHADE #R494, 15".

G322—Available in Alacite, Chinese Red, Forest Green, or Gray. Comes with wide harp for use with standard or Reflector Type bulb. Has push-thru socket and switch. Shown with SHADE #805, 14" taffeta laminated on Whip-O-Lite. Also available in colors to match.



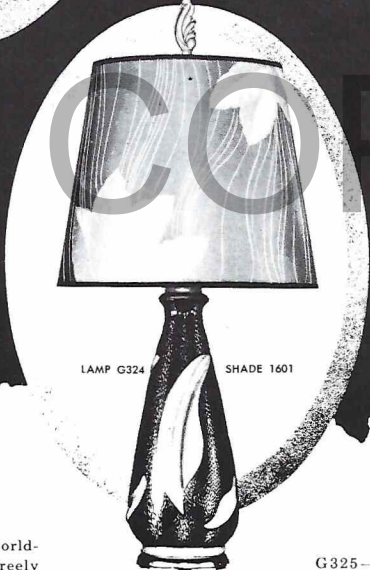
LAMP G348

SHADE S348



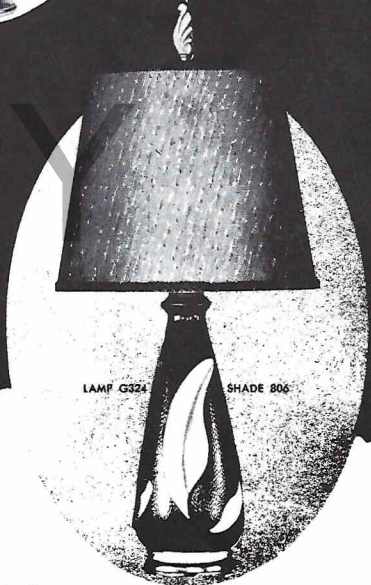
LAMP G325

SHADE 2313



LAMP G324

SHADE 1601



LAMP G324

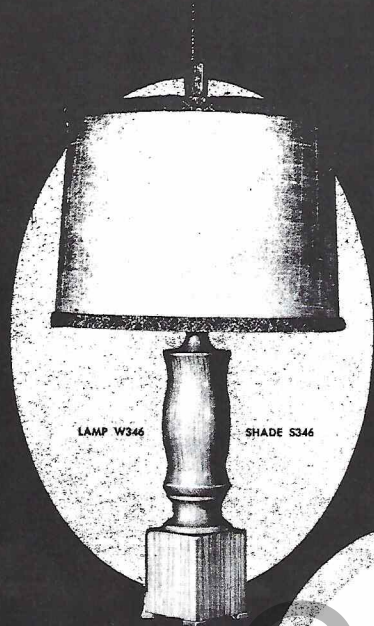
SHADE 806

G348—A delightful world-globe with the seas freely brushed in and the continents with their mountains raised in sculptured relief. An artist's conception—created for its decorative effect. Globe, when illuminated from within, casts a lovely glow. Wood and metal portions of lamp are finished in contrasting Black. Has 3-way socket and switch. Height: 20½". Shown with SHADE S348, 16".

G324—Available in Black, Chartreuse, or Chinese Red. Comes with wide harp for use with standard or Reflector Type bulb. 3-way turn-knob switch. Shown with Whip-O-Lite SHADE #1601, 14", Du-bonnet to match the Black base. Illuminated base provides enough light to reduce eye-strain when viewing television.

G325—Popular ball-type illuminated base, always a favorite with homemakers. Traditional in style, it blends equally well with modern furniture and drapery. Choice of Coral, or Forest Green fired-on Ceramic. 3-way turn-knob switch. Height: 29". Shown with SHADE #2313H. Also available with SHADE #601H, 16", modern bell design.

G324—Illuminated base imparts a warm, decorative glow. Hammered background effect with fired-on Ceramic colors in choice of glossy Black, Chartreuse, or Chinese Red. 3-way turn-knob switch and wide harp to accommodate standard or Reflector Type bulb. Height: 28". Shown with SHADE #806.



LAMP W346

SHADE S346

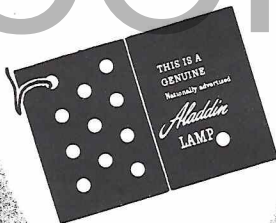


LAMP W347

SHADE S347



LOOK FOR THE
ALADDIN TAG



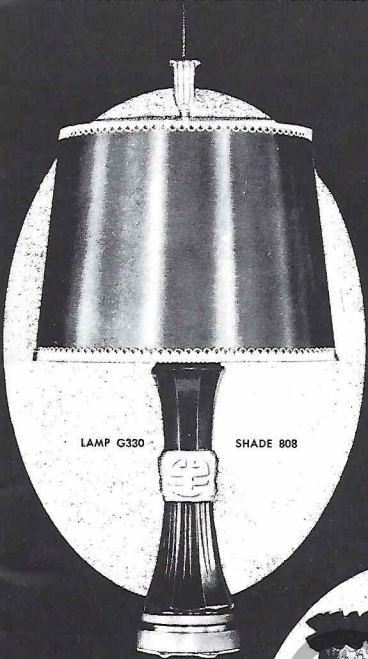
LAMP G326

SHADE 1564

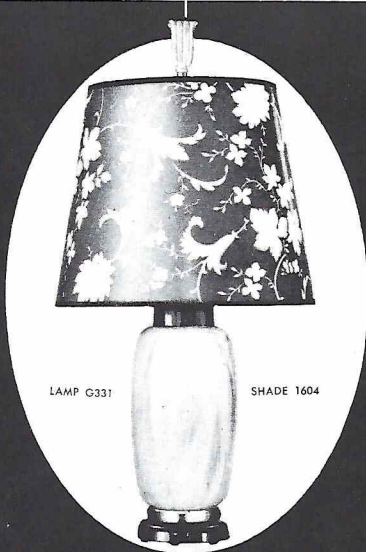
W346—Solid oak table lamp with square pedestal and rounded vase design. Beautiful hand polished grained finish. Forms flow pleasingly into one another, and the entire effect is one of graceful dignity. Equipped with wide harp for standard or Reflector Type bulb. Has push-thru socket and switch. Comes in Limed Oak or Silver Fox. Height: 28". Shown with SHADE #S346.

W347—Exquisite solid oak table lamp with grain accented in choice of two lovely finishes. Comes in Limed Oak or Silver Fox. Equipped with wide harp for use with standard or Reflector Type bulb. Has push-thru socket and switch. Height: 28". Shown with 15" SHADE #S347.

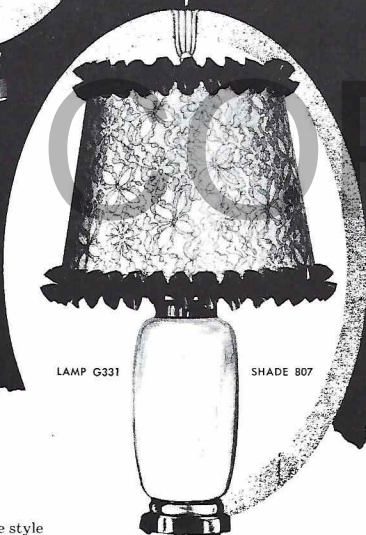
G326—Perfect with either traditional or modern furnishings. Has illuminated base—so useful with television viewing, and 3-way turn-knob switch. Height: 22". Comes in fired-on Ceramic finishes, Chartreuse, or Chinese Red. Shown with SHADE #1564, 18".



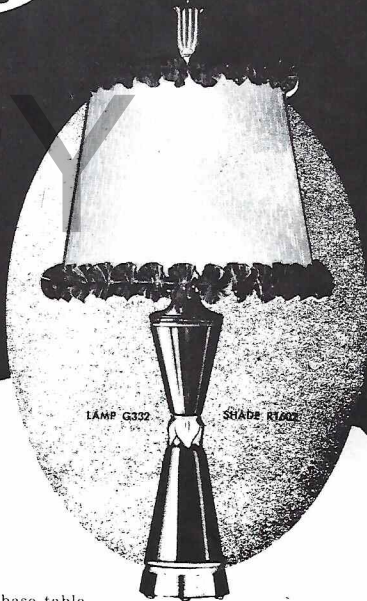
LAMP G330 SHADE 808



LAMP G331 SHADE 1604



LAMP G331 SHADE 807



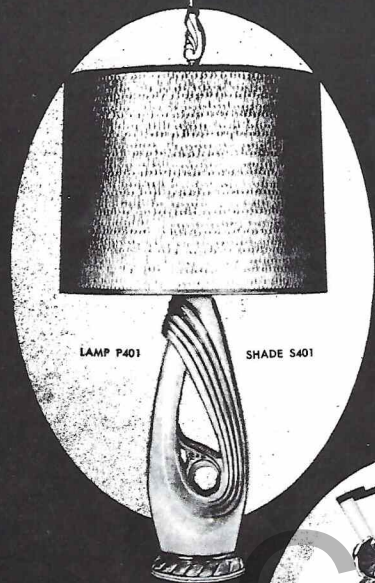
LAMP G332 SHADE R1602

G330—A classic Chinese style with an oriental symbol as an integral part of the design. Comes with wide harp to accommodate standard or Reflector Type bulb and has push-thru switch and socket. Height: 28½". Available in Copper Brown, Chartreuse, Chinese Red, or Forest Green in fired-on Ceramic. Shown with 16" SHADE #808 taffeta laminated on Whip-O-Lite. Also available in fabric SHADE #R496.

G331—Illuminated base table lamp. Comes in contrasting colors. Comes equipped with wide harp to accommodate standard or Reflector Type bulb and has 3-way turn-knob socket and switch. Height: 24½". Comes in Black and Mother of Pearl Luster. SHADE #807, 14", designed to match this distinctive base.

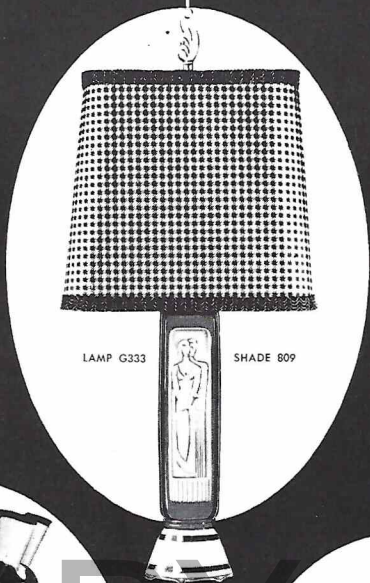
G331—Lighted base table lamp. Comes in Chinese Red and Mother of Pearl Luster, or Forest Green and Green Luster. Equipped with wide harp for use with standard or Reflector Type bulb. 3-way turn-knob socket and switch. Shown here with Whip-O-Lite SHADE #1604. Fabric SHADE #R495, may also be used with this lamp.

G332—Popular Hour-Glass design. Gold-banded. Has extra wide harp to accommodate standard or Reflector Type bulb and push-thru switch and socket. Height: 28½". Comes in fired-on Ceramic colors; Black, Chinese Red, or Mother of Pearl. Shown with SHADE #R1602, 14", in colors to match.



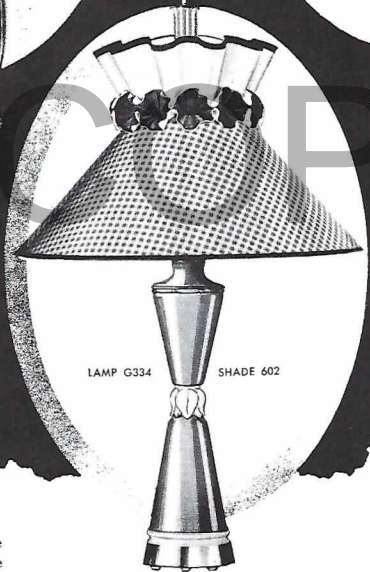
LAMP P401

SHADE S401



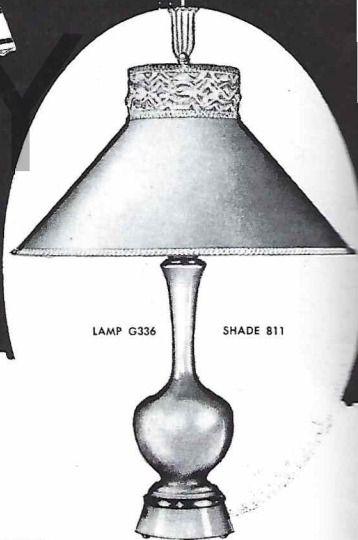
LAMP G333

SHADE 809



LAMP G334

SHADE 602



LAMP G336

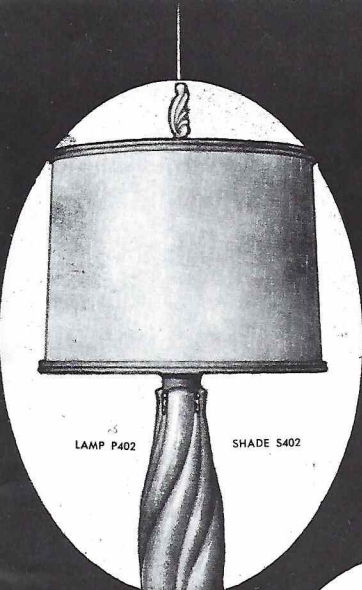
SHADE 811

P401—An excellent example of semi-modern styling. The open spaces accented by rhythmically swirling lines make this an unusually outstanding table lamp. Has highly glazed porcelain luster finish. Equipped with wide harp for use with standard or Reflector Type bulb. Has push-thru socket and switch. Available in Gray, Green or Tan. Height: 27". Shown with 15" SHADE #S401.

G334—This popular style, often referred to as the "hour-glass" is very popular everywhere. Equipped with push-thru switch and socket. Height: 28½". Comes in fired-on Ceramic colors; Gray, Forest Green or Dubonnet, each Gold-banded. Shown with SHADE #602.

G333—A graceful square-column shaped base. Has 3-way, turn-knob switch for use with 2-filament bulb. Pedestal is Gold-banded. Sculptured figures are an attractive feature of this lamp. Height: 27½". Comes in fired-on Ceramic colors; Dubonnet, Forest Green, or Gray. Shown with SHADE #809.

G336—A graceful and popular gourd-type lamp. Comes in beautiful fired-on Ceramic colors; Dusty Rose, Pearl Luster, or Tan, each with Gold-band trim. Equipment includes push-thru socket and switch. Height: 28½". Shown with SHADE #811.



LAMP P402

SHADE S402



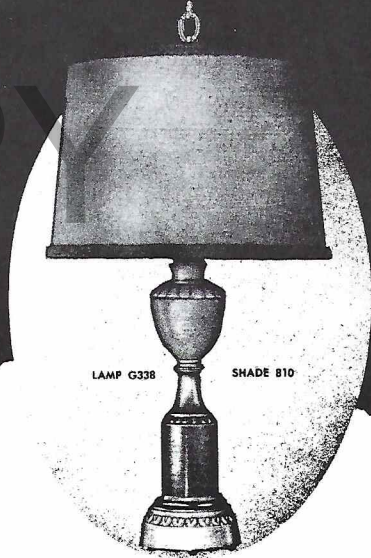
LAMP G337

SHADE 1571



LAMP G338

SHADE 1570



LAMP G338

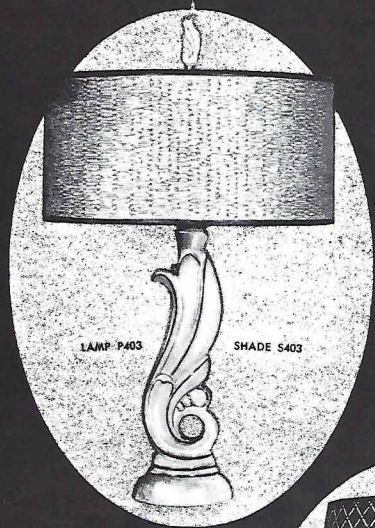
SHADE 810

P402—One of Aladdin's finest creations. A lovely lamp in highly glazed porcelain designed to catch the very motion of growing leaves. Equipped with wide harp for use with standard or Reflector Type bulb. Has push-thru socket and switch. Comes in Cocoa, Turquoise, or Willow Green. Rounded pedestal is Gold finished. Height: 27 $\frac{1}{4}$ ". Shown with SHADE #S402.

G338—Comes in fired-on Chinese Red, Tan, Dusty Rose or Forest Green, Ceramic finishes. Lighted base. Has 3-way turn-knob switch and wide harp for use with standard or Reflector Type bulb. Height: 27". Here shown with washable Whip-O-Lite SHADE #1570. Also excellent with this lamp is fabric SHADE #R498 in matching colors.

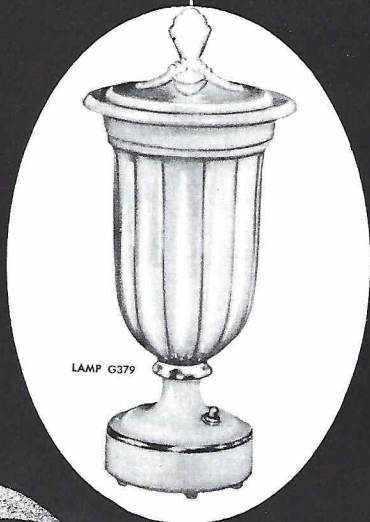
G337—A most unusual Table Lamp with deep fluted motif set off with a wide decorative band or collar. Comes equipped with wide harp for use with standard or Reflector Type bulb, and push-thru socket and switch. Available in Alacite, Chartreuse, Chinese Red, or Tan finishes with Gold band. Height: 28". Shown with SHADE #1571.

G338—Illuminated Base in fired-on Chinese Red, Tan, Dusty Rose, or Forest Green. Ceramic finishes with Gold band. Height: 27". Shade #810 comes in beige only to match tan base.

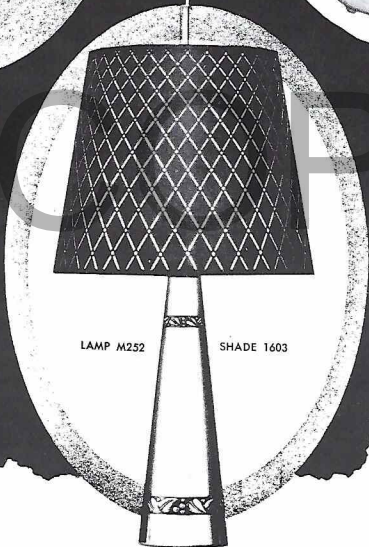


LAMP P403

SHADE S403



LAMP G379



LAMP M252

SHADE 1603



LAMP G339

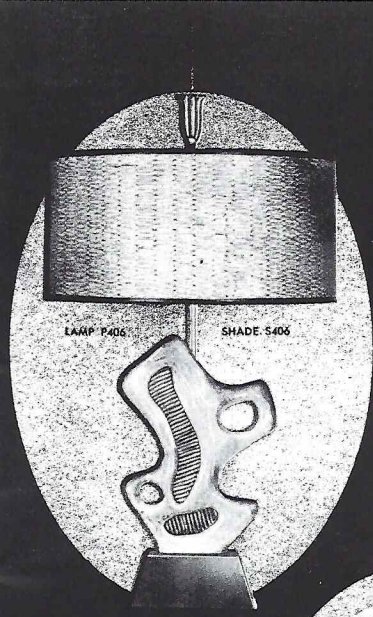
SHADE 603

P403—This charming semi-modern table lamp makes use of floral forms for its basic design. Base has highly glazed porcelain luster finish. Has push-thru socket and switch. Comes in Cerise or a lovely Green. Height: 24". Shown with 16" SHADE #S403.

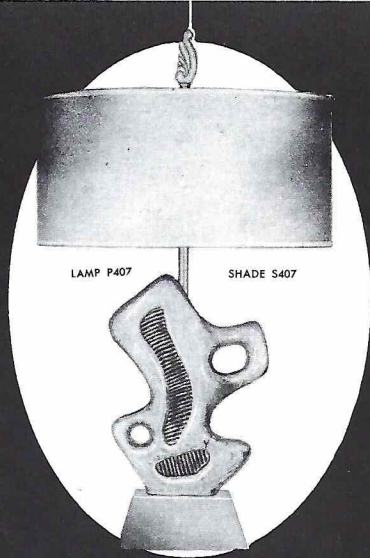
M252—A beautiful, contemporary all-metal lamp in choice of four finishes: Copper, Gold, Maroon, or Silver. Has 3-way turn-knob switch, for use with 2-filament bulb. Height: 26½". Shown with SHADE #1603, 14".

G379—A lovely Aladdin Urn Lamp in exclusive Alacite. Casts a soft glow that is both practical and decorative, the answer to the problem of general illumination while enjoying television programs. Used in pairs, Aladdin Urn Lamps are a new fashion note in useful, tasteful home lighting. Equipped with push-button canopy switch. Height: 14" over-all.

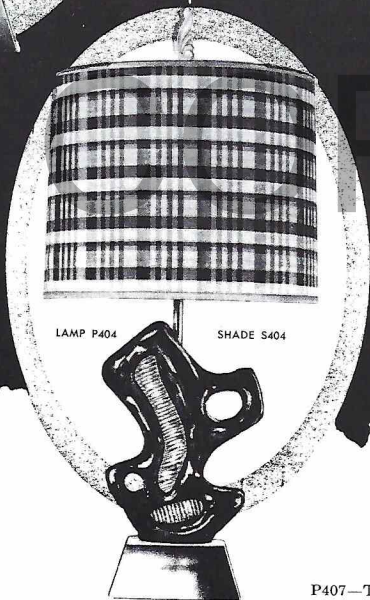
G339—Gourd-type table lamp. Comes in three lovely fired-on Ceramic colors; Char-treuse, Chinese Red, or Copper Brown, each with Gold band. Equipped with push-thru socket and switch. Height: 28½". Shown with SHADE #603.



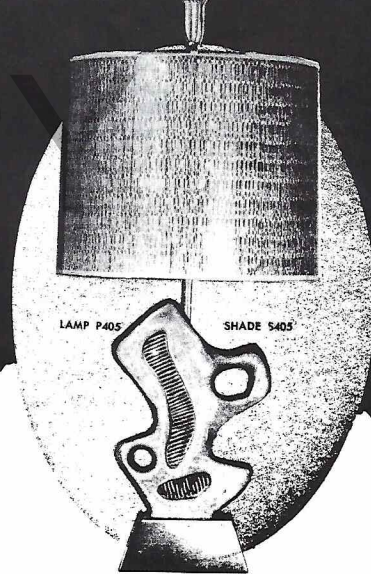
LAMP P406 SHADE S406



LAMP P407 SHADE S407



LAMP P404 SHADE S404



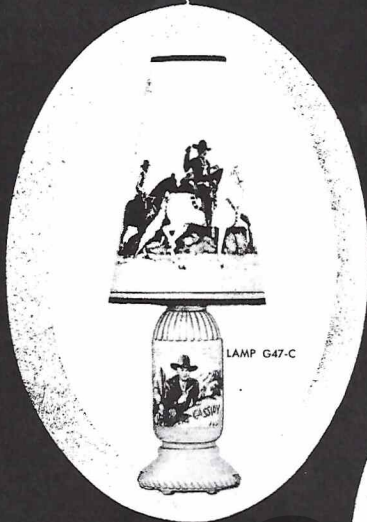
LAMP P405 SHADE S405

P406—A modern, free-form abstract design in highly glazed porcelain. The deeper Sandeewood color of the pyramid-shaped pedestal changes subtly to more tawny sandeewood hues in the fascinating contours of the base. Has push-thru socket and switch. Height: 25". Shown with matching 16" SHADE S406.

P404—An unusual example of free-form design—modern as tomorrow. Highly glazed porcelain finish in a rich Chocolate Brown. Has wide harp for use with standard or Reflector Type bulb. Push-thru socket and switch. Height: 28½". Shown with 15" SHADE S404.

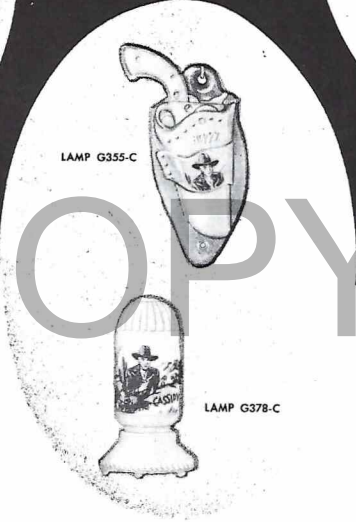
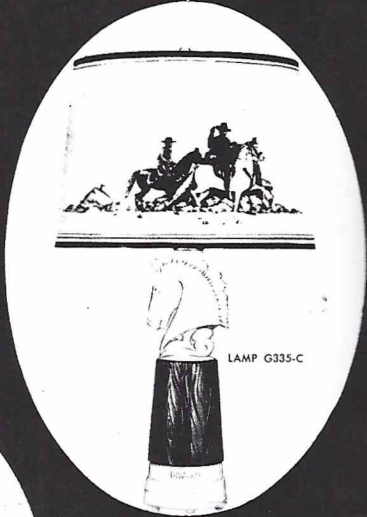
P407—The design of this unusual table lamp stems from the finest designs in contemporary fine art. Sculptured forms like this may be seen in art museums all over the world. Base is highly glazed porcelain. Gray only. Comes with push-thru socket and switch. Height: 25". Shown with matching 16" SHADE S407.

P405—Contemporary porcelain base table lamp. Design is in the latest abstract fashion now so popular. Equipped with wide harp for use with standard or Reflector Type bulb. Has push-thru socket and switch. This lamp comes in an exquisite Chartreuse finish. Height: 28½". Shown with matching 15" SHADE S405.



G47-C — Here's a beauty with Hoppy reproduced in full color on both the base and shade. What's more, the base lights up. Every youngster will want one. Height: 17 $\frac{1}{4}$ ".

G335-C — A wonderful table lamp with sculptured head of Hoppy's horse, "Topper." The shade shows Hoppy and his pal, "California." Height: 27 $\frac{1}{4}$ ".



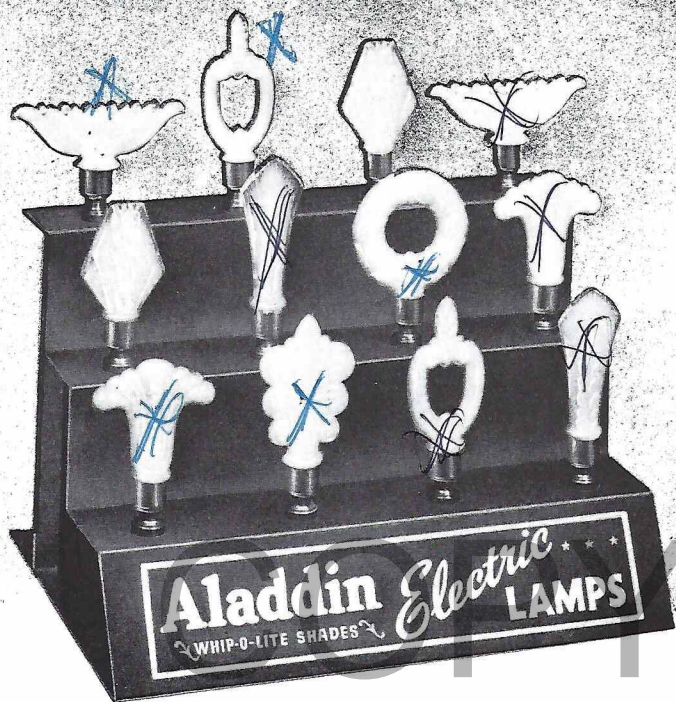
G355-C — A Pin-Up wall plaque to decorate the room and serve as a very practical night light. Just imagine — designed just like a real Western gun and holster and a picture of Hoppy besides. Over-all height is 9 $\frac{3}{4}$ ".

G378-C — Something really unusual, a Lighted Urn. A charming, decorative touch in brother's or sister's room and there's a picture of Hopalong Cassidy that glows in full color when the urn is lighted. Height: 7 $\frac{1}{2}$ ".

HOPALONG CASSIDY

RANCH HOUSE ELECTRIC LAMPS

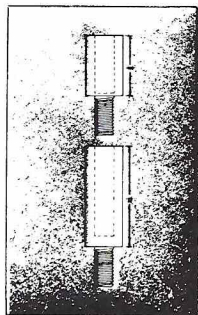
Here are the famous *Aladdin* HOPALONG CASSIDY Ranch House Lamps that have the small-fry buckaroos absolutely Hoppy-eyed. The same loyal Hoppy fans who buy Hoppy-branded items by the millions, are making these handsome lamps literally hop off store shelves everywhere. Just the thing to decorate a boy's or girl's room, they're sure-fire added sales volume for your department. *Here's your opportunity to cash in on the greatest phenomena in the history of merchandising!*



FINIAL ASSORTMENT

A complete finial assortment for the convenience of your customers. Here is a well-designed display stand that makes it easy to select any desired finial. All finials are equipped with studs and can be used on floor as well as table lamps. Dealers may have this display stand without charge with their first order of a dozen or more finials.

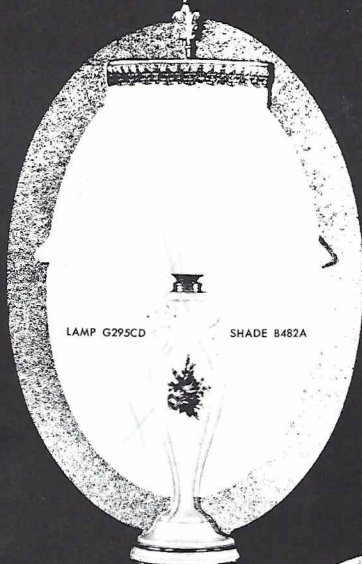
RISER—For adapting older lamps with shorter harps to the newer taller shades. A 2" riser made up of a 1 $\frac{1}{4}$ " section and $\frac{3}{4}$ " section. Used singly or together, they form three different size extensions.



Aladdin

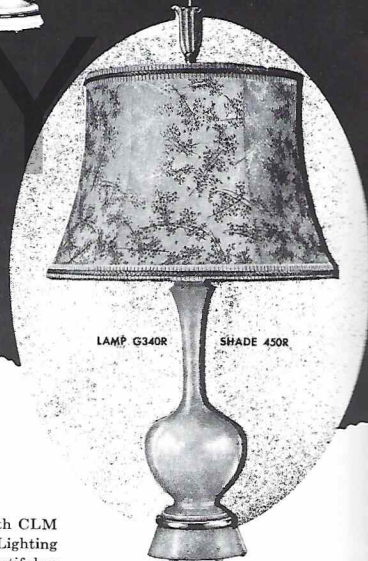
"recipe" lamps

With leading articles in national magazines such as *Better Homes and Gardens*, *American Home* and *Successful Farming*, and supported by full-page advertisements in scores of magazines and newspapers, General Electric Company is sponsoring the greatest promotion on proper lighting for the home in the history of the industry. Public Utilities Companies in cooperation with Builders are using both new and remodeled homes to demonstrate proper lighting using both fixtures and portable lamps. Aladdin Industries, Incorporated, plays its part in this exciting promotion with its "Recipe" designed lamps, examples of which are shown on Pages 16 & 17.



LAMP G295CD

SHADE B482A



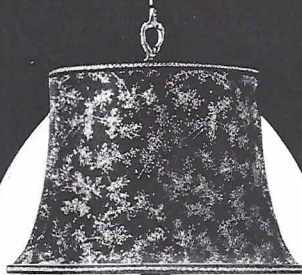
LAMP G340R

SHADE 450R

You can tie-in and benefit tremendously by showing Aladdin "Recipe" Lamps in your windows and/or your counter displays. Get behind this great program for bigger, more profitable Portable Lamps business from now on!

G295-CD—Meets both CLM and the GE Home Lighting Recipe programs. Beautiful as well as useful, this exquisite Aladdin lamp has a delicate floral design on exclusive Ivory Alacite. Equipment includes Certified glass reflector, GE Trigger Ring socket and switch approved by Underwriters' Laboratories. Height: 27½". Shown with hand-sewn fabric 16" SHADE #B482-A.

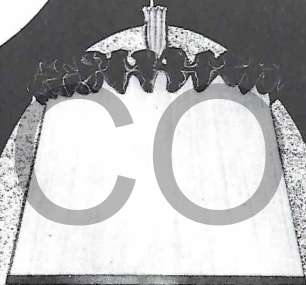
G340R—This is a vase-designed Table Lamp equipped with harp and 3-way turn-knob socket for use with 2-filament bulb. Available in Dusty Rose, Pearl Luster, or Tan finishes in fired-on Ceramic colors with Gold-band trim. Height: 28½". Shown with SHADE #450R.



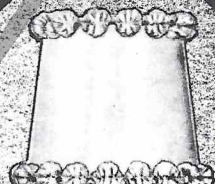
LAMP G341R SHADE 450R



LAMP G342R SHADE R496



LAMP G345R SHADE S345



LAMP G203R SHADE 814

G341R—This Classic Table Lamp lends both dignity and charm to any decorative plan. Equipped with wide harp and 3-way turn-knob socket for use with 2-filament bulb. Fulfills the requirements of the much publicized GE Lighting Recipe Program. Comes in attractive Chinese Red, Dusty Rose, Forest Green, or Tan in fired-on Ceramic finishes. Height: 27". Shown with SHADE #450R.

G345R—A delightful Pineapple design table lamp that will catch the eye, stimulate conversation, anywhere. Decorated in Brown, Flame Red, or Forest Green. Each with gleaming Gold Band trim. Has wide harp for use with standard or Reflector Type bulb. Push-thru socket and switch. Height: 28". Shown with 16" SHADE #S345.

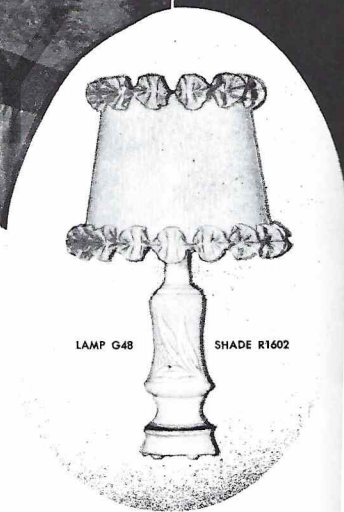
G342R—Another "Recipe" Lamp designed for better lighting, better vision. More than that, this lovely lamp fits beautifully into the home as an object of true adornment. Has wide harp and 3-way socket for use with 2-filament bulb. Comes in Chinese Red, Copper Brown, Forest Green, or Chartreuse in fired-on Ceramic colors. Height: 28½". Shown with SHADE #R496.

G203R—Here is a "Recipe" Dresser Lamp designed for beauty of line and correct light distribution. Has push-thru socket. Comes in Alacite, Coral, or Chartreuse fired-on Ceramic finishes. Height: 24½". Shown with SHADE #814.



Aladdin[®] boudoir lamps

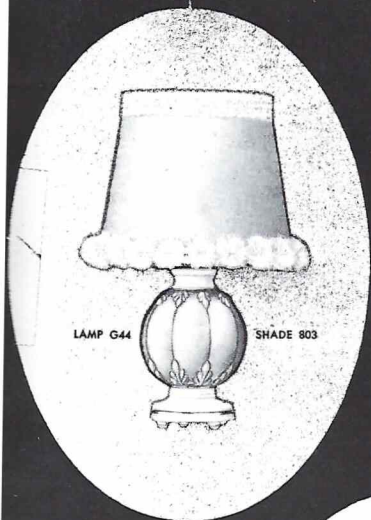
Light and shadow . . . the fascinating play of a bright spot of color, texture, frilly fashion note on vanity table or dresser. No wonder Aladdin Boudoir Lamps find such favor, are so desirable . . . for the Aladdin Lamps shown in this section are designed with a woman in mind . . . your customer.



LAMP G48

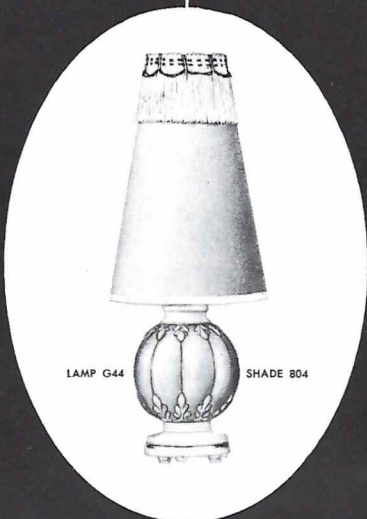
SHADE R1602

G48—A charming Boudoir Lamp, bell-shaped and dainty, with raised leaf and floral design. Has push-thru socket and switch. Comes in Alacite, or fired-on Ceramic Blue, Chartrreuse, or Coral. Height: 16".



LAMP G44

SHADE 803



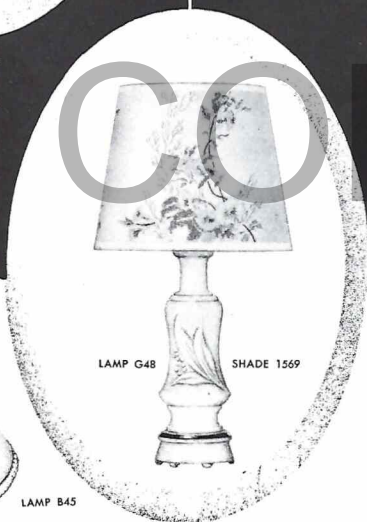
LAMP G44

SHADE 804

G44—A charming Boudoir "ball" lamp with illuminated base and 3-way turn-knob switch. Pedestal is Gold-banded, and base is available in fired-on Ceramic Chartreuse, Chinese Red, Rust, or exclusive Alacite. Height: 13" with 8" SHADE #803 as shown.



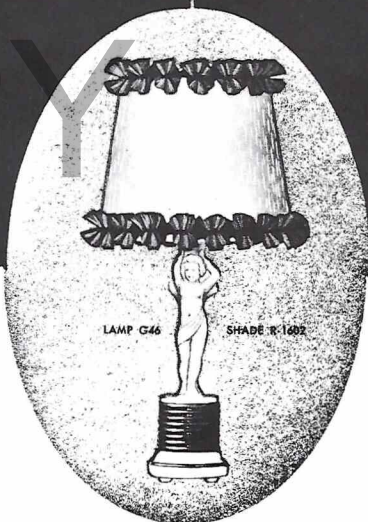
LAMP B45



LAMP G48

SHADE 1569

G48—A charming Boudoir Lamp, bell-shaped and dainty, with raised leaf and floral design. Has push-thru socket and switch. Comes in Alacite, or fired-on Ceramic Blue, Chartreuse, or Coral. Height: 16".



LAMP G46

SHADE R-1602

Lamp G44—Available in Chartreuse, Chinese Red, Rust, or exclusive Alacite. Illuminated base and 3-way turn-knob switch. Shown with 7" SHADE #804, modern cone-type of laminated taffeta in matching color. Height: 17".

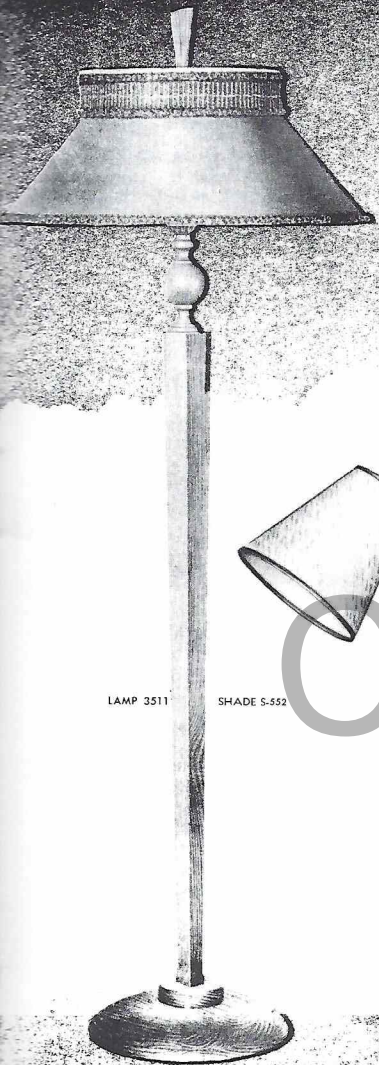
G46—Charming for children's rooms. Base is beautifully sculptured figure of Cupid in fired-on Ceramic; Mother of Pearl, Blue, Coral, or Forest Green. Has push-thru switch and socket. Height: 17". Shown with 8" SHADE #R1602.

B45—Luxurious and useful for reading or radio-listening, truly a delightful Bed Lamp. Rubber-covered wire and hooks fully protect furniture from scratches and there's a convenient pull-chain socket. All shades are laminated taffeta and trimmed with braid and tassel fringe. Available in Eggshell, Rust, Gray, Forest Green, Chartreuse, or Chinese Red.

Aladdin floor lamps



In line with the growing trend for modern design in the home, Aladdin has this year added a series of contemporary Floor Lamps using beautiful woods in exquisite finishes. Some of America's most outstanding designers collaborated in producing Aladdin Floor Lamps that are perfect in both modern and traditional settings.



LAMP 3511

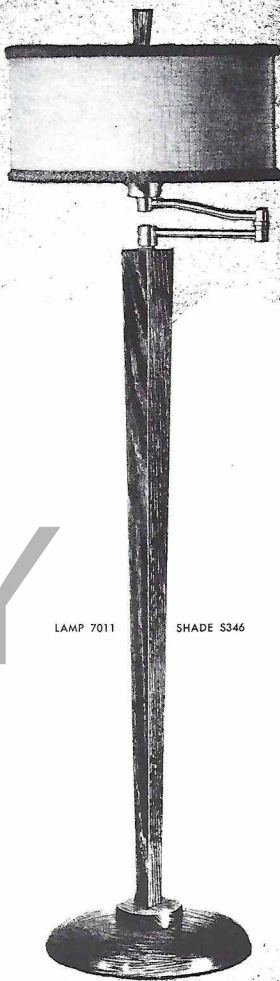
SHADE S-552

#2024—Modern as tomorrow, this flexible-tube Aladdin Bridge Lamp may be used for either direct or indirect lighting effects. The tubing may be bent into graceful curves and light concentrated on reading matter or directed against the ceiling for general illumination. Has push-thru socket and switch and especially designed 9" SHADE #812. Comes in Mahogany, or Gray and packed two of a like finish per carton.



LAMP 2094

SHADE 812



LAMP 7011

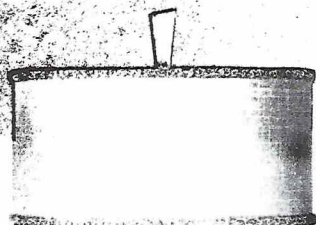
SHADE S346

#3511—The distinctive grain of this slender, Solid Oak, hand-polished floor lamp is brought out beautifully in Mahogany, Lined Oak or Silver Fox finishes. Equipped with 10" Glass Reflector and especially designed shade. Packed one to a carton.

#7011—Modern in design, yet so classic in its simplicity that it can be used in any atmosphere, this Swing Arm Solid Oak floor lamp is finished in Lined Oak or Silver Fox. A companion to Floor Lamp #3511. Equipped with socket for use with 2-filament bulb. Height: 58". Shown with SHADE #S346, drum type 16". Packed one to a carton.

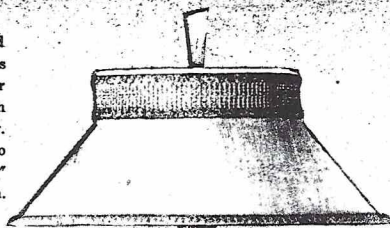
#3510—Solid Oak floor lamp. Hand polished. Its smoothly tapered lines blend equally well with traditional or modern decor. Has Mogul socket with 3-way switch and 10" glass reflector. Available in Limed Oak or Palamino finishes. Height: 60". Shown with 19" SHADE #S346. Packed one to a carton.

#8512 — A beautiful combination of wood and metal, equally at home in modern or traditional settings. Comes in Gray finish with Limed Oak wood parts or may be had in Brass finish with Limed Oak wood parts. Equipped with 10" Glass Reflector and 3-way Mogul socket. Height: 60". Packed one per carton. Shown with 19" SHADE #S815.



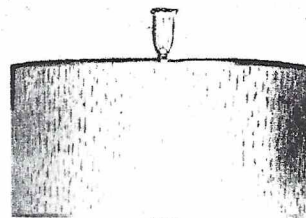
LAMP 3510

SHADE S346



LAMP 3510

SHADE S552

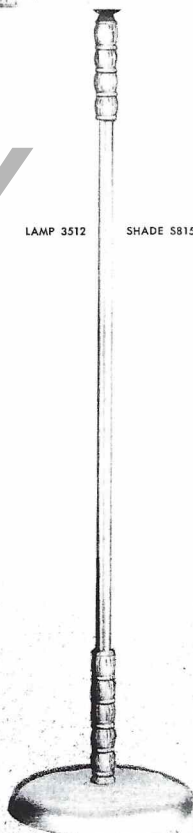


LAMP 3512

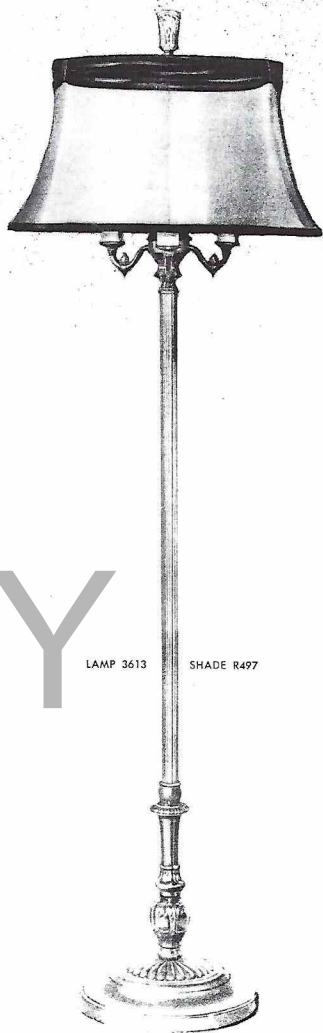
SHADE S815

COPY

#3510 — Slender, beautifully grained, Solid Oak floor lamp. Has 3-way Mogul socket and 10" glass reflector. Height: 60". Comes in Limed Oak or the somewhat darker Palamino finishes. Shown with 23" SHADE #S552. Packed one to a carton.



#3613—A charming, 6-Way traditional floor lamp. Made in gracefully sculptured metal finished in Gray and Gold or in Ivory and Gold. Has 10" Glass Reflector and 3-way Mogul socket plus 3 candle arms with standard sockets. Height: 60". Shown here with 19" Whip-O-Lite SHADE #1565. Packed two of a like finish to a carton.



LAMP 3613 SHADE R497



LAMP 3613 SHADE 1565



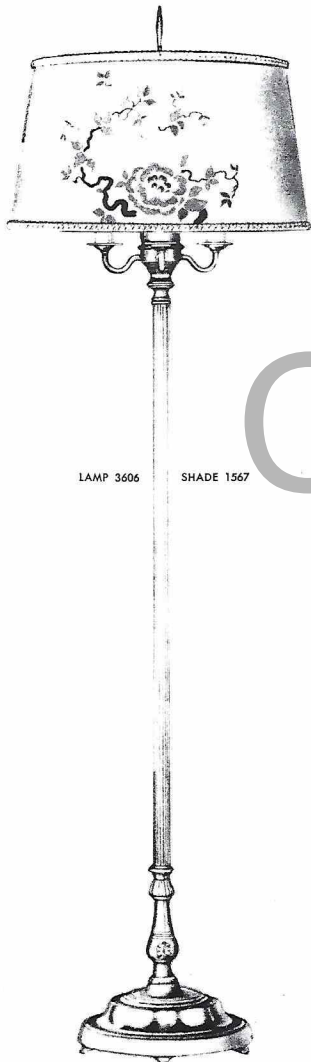
LAMP 3512 SHADE S-552

#3512—Slender tubular metal form accented at top and bottom with rounded wood shapes. Simple in design, the smooth lines of this excellent floor lamp make it a best seller everywhere. Comes in Gray finish with Limed Oak wood parts or may be had in Brass finish with Limed Oak wood parts. Height: 60". Shown with 23" SHADE #S552. Packed one to a carton.

#3613 — Traditional 6-Way all-metal floor lamp, available in Gray and Gold or Ivory and Gold finishes. Has 10" Glass Reflector and 3-way Mogul socket plus 3 candle arms with standard sockets. Height: 60". Shown with 19" SHADE #R497. Packed two of a like finish per carton.

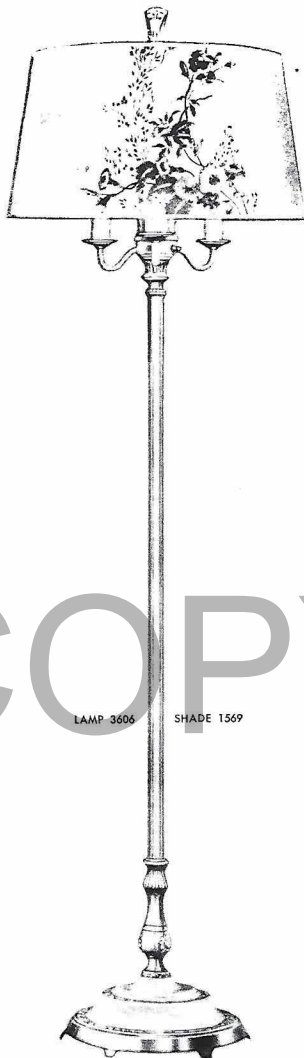
COPY

#3606—Comes in Ivory and Gold, Gray and Gold, or Bronze Color. Has 10" glass reflector. Equipped with Mogul socket and three candle arms with standard sockets. Height: 60". Shown with 19" SHADE #1567. Packed two of a like finish per carton.



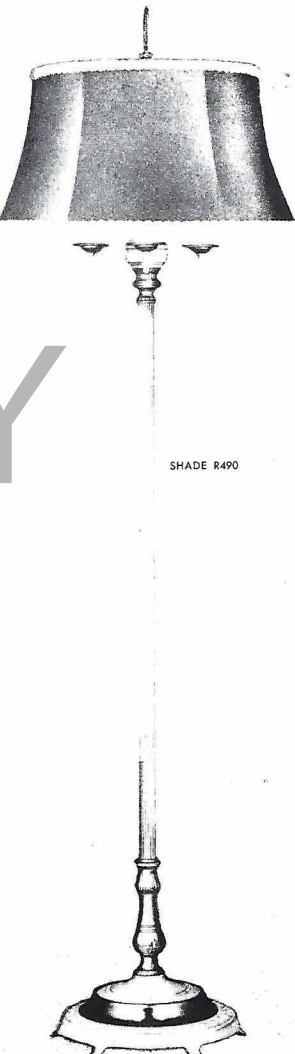
LAMP 3606

SHADE 1567



LAMP 3606

SHADE 1569

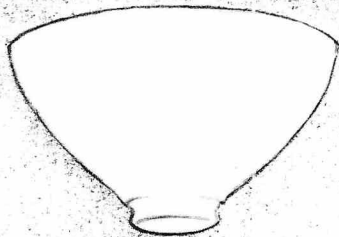
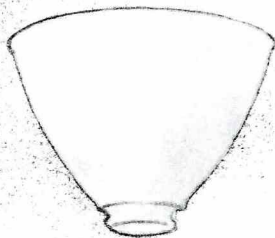
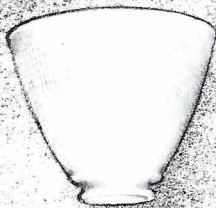


SHADE R490

#3606—This lamp with its decorated base is unusually attractive. Has Mogul socket and three candle arms with standard sockets. Comes equipped with 10" glass reflector and is available in Ivory and Gold, Bronze color, or Gray and Gold. Height: 60". Shown with 19" SHADE #R490. Packed two of a like finish per carton.

COPY

#3606—A simply designed yet attractive and very practical Floor Lamp. Comes in Ivory and Gold, in Gray and Gold, and Bronze color. Is equipped with Mogul socket and three candle arms with standard sockets. The sturdy die-cast White Metal base has a beautiful filigree pattern. 10" glass reflector. Height: 60". Shown with 19" SHADE #1569. Packed two of a like finish per carton.



#61 — 6" glass reflector. White mazed glass. Fits any type of table lamp using a 6" reflector. Packed six per carton.

#81—8" glass reflector for Swing-Arm Lamp and for Floor Lamps using reflectors of similar size. Packed six per carton.

#101—10" glass reflector. White mazed glass. Fits any type of floor lamp using a 10" reflector. Packed six per carton.

COPY

glass

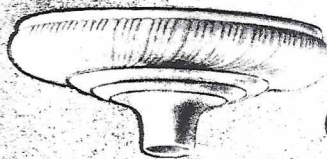
reflectors

torchiere

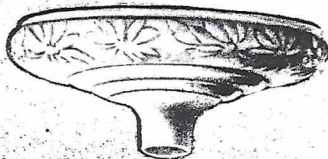
T-172 REFLECTOR. This lovely 16" glass reflector bowl is attractively embossed in a swirl pattern that makes it equally useful in both traditional and modern settings.

T-171 REFLECTOR. A more formal design which places accent on its bold flower motif for a rich and pleasing effect. Embossed glass, 16" diameter.

T-168 REFLECTOR. This 14" diameter bowl-type, glass reflector is beautifully embossed in a gay floral and leaf pattern.



T-172



T-171



T-168

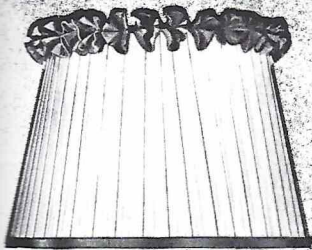
Aladdin[®]

COPY

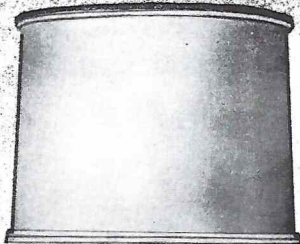
WHIP-O-LITE SHADES

Introduced by *Aladdin* only a few short years ago, WHIP-O-LITE SHADES have rapidly become one of the most popular shades in America today. Designed to provide an inexpensive shade that is both good-looking and well-constructed, WHIP-O-LITE is greaseless, glare-free and easy to clean. A swish of a damp cloth and WHIP-O-LITE is fresh and clean. Available in a wide range of sizes, styles and colors, WHIP-O-LITE is a leading merchandising item everywhere.

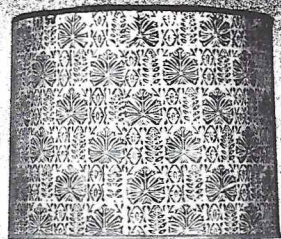




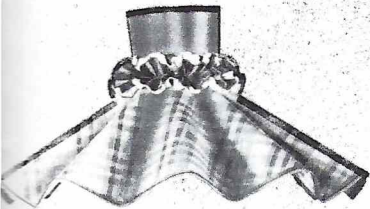
SHADE S345



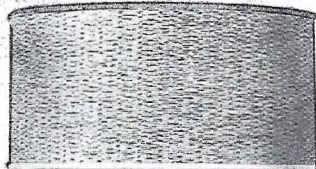
SHADE S402



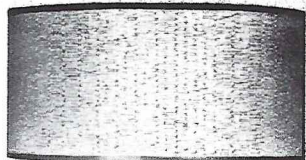
SHADE S347



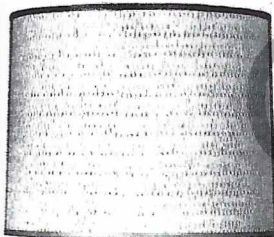
SHADE S343



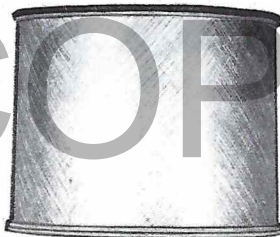
SHADE S348



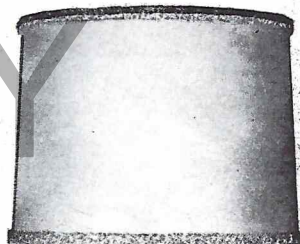
SHADE S403



SHADE S401



SHADE S344



SHADE S346

S345—16". Plastic wrap-a-round, White table lamp shade with choice of Brown, Flame, Red, or Forest Green color ruching trim at top. Matching tape at bottom.

S343—18". An attractive flared table lamp shade with skirt of charming Plaid design. Comes in Flame Red or Pearl Green with matching leatherette and gros-grain ribbon trim and double ruching around center. Designed for table lamp G343.

S401—15". Drum style shade with vertical net design silk screened on Whip-O-Lite. Effect and texture is actually that of fabric yet can be washed with a damp cloth. Available in Gray, Green, or Tan with matching leatherette trim.

S402 — 15". Drum style table lamp shade of Shantung laminated on patented Whip-O-Lite. Double piping trim in matching color at both top and bottom. Available in Bone White, Sandalwood, or Willow Green.

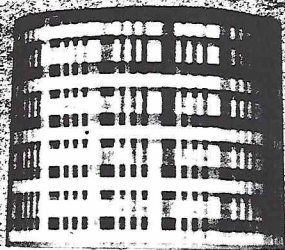
S348 — 16". Drum style table lamp shade with horizontal textured net design and matching color leatherette trim. Comes in Turquoise only.

S344—15". Tall drum style table lamp shade with cross hatch design on easy to clean, patented Whip-O-Lite. Trimmed with matching piping at top and bottom. Comes in Chartreuse, Flame Red, or Variegated.

S347 — 15". Beautiful tapestry drum style table lamp shade trimmed with matching color leatherette tape. Available in Chartreuse or Swedish Red.

S403—16". Shallow drum style table lamp shade with textured horizontal net design. Comes in Cerise or Green with matching color leatherette trim.

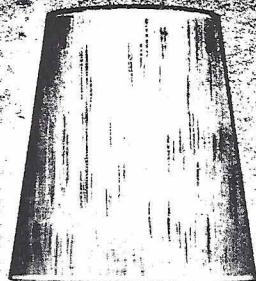
S346 — 15". Drum shade of Butcher Linen laminated on Whip-O-Lite with matching color Boucle trim at top and bottom. Comes in Chartreuse, Cherry Red, or Tawny Beige. Also available in 16" and 19" sizes.



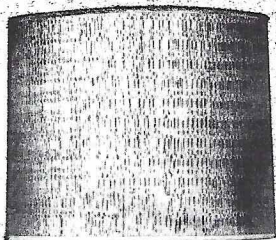
SHADE S404



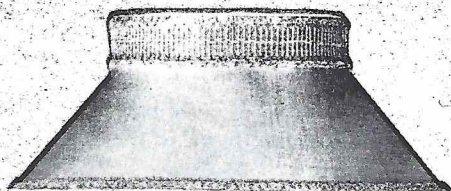
SHADE S407



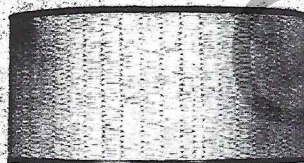
SHADE S408



SHADE S405



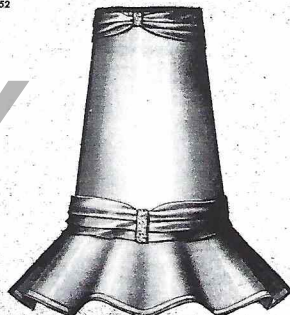
SHADE S-552



SHADE S406



SHADE #603



SHADE #601H

S404 — 15". Drum style table lamp shade of colorful Plaid Rayon taffeta laminated on Whip-O-Lite. Trim is Gray leatherette.

S405 — 15". Drum style table lamp shade with vertical net design in two lovely tones of Chartreuse. Leatherette trim to match.

S406—16". Drum style, modern table lamp shade with horizontal net design in Brown. Dark Brown leatherette trim.

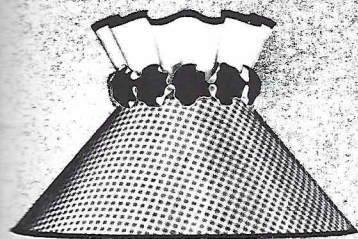
S407—16". The wide horizontal effect of this simple drum type table lamp shade is very effective with modern bases. Made of patented Whip-O-Lite, it comes in White with White leatherette trim.

#603—18". An exquisite lamp shade in a flared and formed skirt design. Made of taffeta laminated on Whip-O-Lite. Comes in Beige, Chartreuse, Chinese Red, or Copper Brown. Styled to fit Lamp G329. Beige to fit Lamp G339 Copper Brown.

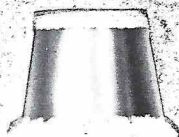
S408 — 13". Cone shade with modern cross hatch design on sturdy Whip-O-Lite with leatherette trim at top and bottom. Comes in Green or Red.

S552—23". Flared lamp shade in Chartreuse, Cherry Red, or Tawny Beige. Linen laminated on sturdy Whip - O - Lite. Has Boucle trim on bottom and on collar. Fits 8" or 10" glass reflectors.

#601H—A 16" Table Lamp shade of unusual design that is sure to attract favorable attention. Upper section follows the popular drum style, while lower section is fashioned in the gay Ballerina style. Comes in Rose only with ribbon trim. Has washer fitter. Fits Lamp C325 only.



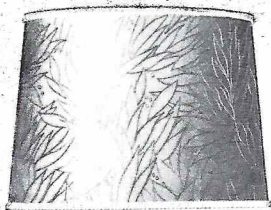
SHADE 602



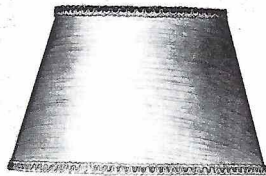
SHADE 803



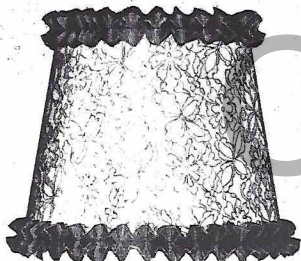
SHADE 808



SHADE 805



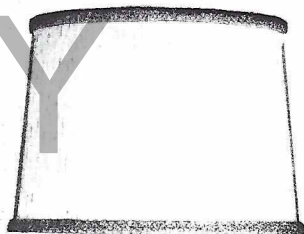
SHADE 806



SHADE 807



SHADE 804



SHADE 810

#602—An outstanding design in an 18" flared cone skirt shade. Top is colored taffeta formed on sturdy Whip-O-Lite, bottom is printed laminated taffeta on Whip-O-Lite. Has washer fitter. Comes in Gray, or Forest Green and tailored to fit Lamp G334.

#805—Made of taffeta laminated on Whip - O - Lite. Has washer fitter. 14" size made in Chinese Red, Eggshell, Forest Green, or Gray. 19" size in Chinese Red, Forest Green, or Gray.

#807 — 14". Beautiful Eggshell taffeta fabric with over-all lace design. Black ruching trim at top and bottom. Has washer fitter. Made to fit Lamp G331 Black.

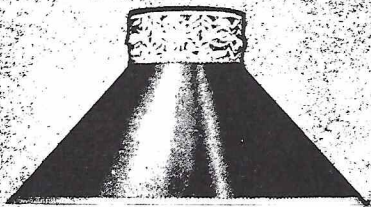
#803—Smart new taffeta laminated Boudoir shade with Eggshell ruching. 8" clamp fitter in Chartreuse, Chinese Red, Forest Green, Dubonnet, Eggshell, Gray or Rust.

#804—7" Boudoir shade for a very dainty touch to your decorative plan. Taffeta laminated. These shades are top decorated in tassel braid. Colors available are Chartreuse, Chinese Red, Eggshell, or Rust. Tailored for Lamp G44.

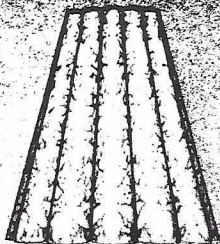
#808 — 16". Empire drum-type shade of taffeta laminated on Whip-O-Lite for solidity. Has washer fitter. Braid trim at both top and bottom. Comes in Chartreuse, Copper Brown, Forest Green, or Chinese Red.

#806—14" size in Chartreuse, or Chinese Red. 15" size in Eggshell, or Chinese Red and fits Swing-Arm Lamp with 8" Reflector. 19" size in Eggshell, or Chinese Red.

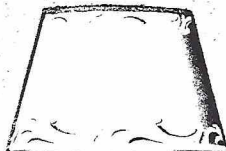
#810—This handsome drum type 15" shade matches Aladdin's G338 Tan Lamp perfectly. Lovely Beige Shantung fabric laminated on sturdy Whip-O-Lite and trimmed with Beige braid, top and bottom.



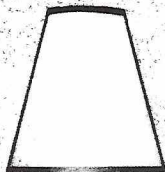
SHADE 811



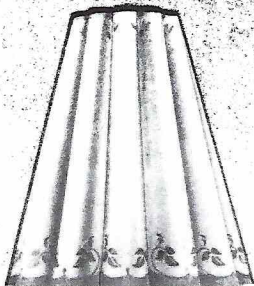
SHADE 909H



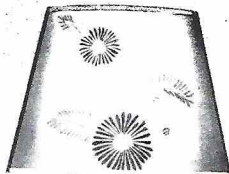
SHADE 1555



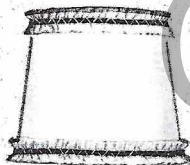
SHADE 812



SHADE 2313



SHADE 1550



SHADE 814



SHADE 815



SHADE 1554

#811—18". Matches Lamp G336. This beautiful cone shade has an unusually wide trim at top with alternating bands of ribbon and rayon cord. Comes in Dusty Rose, Gray, or Tan.

#812—9". Equipped with a Bridge fitter, this shade comes in Gray, or Maroon laminated fabrics. Made especially for Lamp No. 2094.

#814—9". Made for "Recipe" Dresser Lamp G203R. Has Clamp fitter. Comes in Eggshell fabric laminated on Whip-O-Lite, and has top and bottom trim in Eggshell, Chartreuse, or Rose.

#909H—Tall, fluted Whip-O-Lite 12" shade in White only.

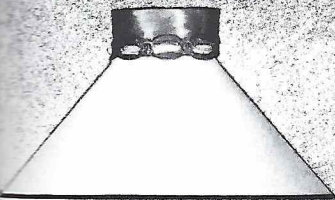
#2313—14". Popular Cone style table lamp fluted shade. Washer type. Comes in Forest Green or Rose. Designed for Table Lamp #G325.

S815—19". Popular drum style floor lamp shade of Shantung laminated on Whip-O-Lite. Fits 8" and 10" glass reflectors. Matching color leatherette trim. Comes in Beige, Chartreuse, or Chinese Red.

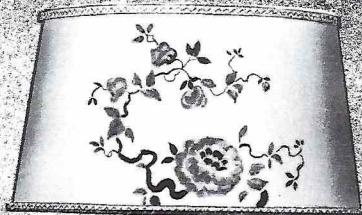
#1555—An attractive scroll pattern on exclusive, patented Whip-O-Lite. 12" (Bridge fitter only) and 19" sizes. Available in Tan, or Green.

#1550—12". This beautiful fern and flower arrangement lamp shade is very popular. In washable Whip-O-Lite. Has washer fitter and is available in Maize, Variegated, or White.

#1554 — Lovely Whip - O - Lite shade with top floral and pattern border. Comes in Blue, Green, Rose, or White. 12" size, washer fitter only.



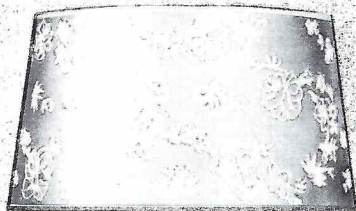
SHADE 1564



SHADE 1567



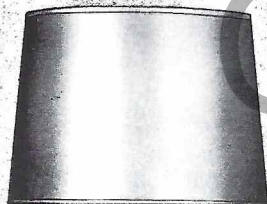
SHADE 1571



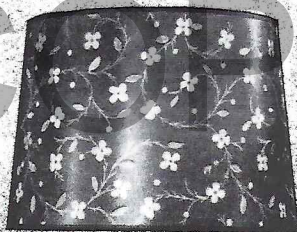
SHADE 1565



SHADE 1569



SHADE 1566



#1570—This 15" shade in Aladdin's exclusive, patented Whip-O-Lite, matches Lamp G338 and comes in Chinese Red, Dusty Rose, or Forest Green.



#1603—An unusual opaque shade especially good with metal bases. Has washer fitter. 14" size comes in Black on Gold Foil, Black on Silver Foil, or Maroon on Gold Foil. 19" size comes in Black, Green, or Maroon on Gold Foil.

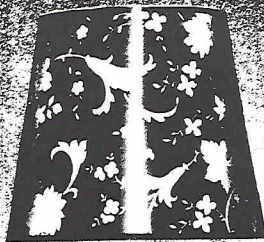
#1564—18". Good-looking cone style with gay ribbon trim at top. Has washer fitter and is available in Chartreuse, or Chinese Red.

#1565 — 14" and 19" sizes in Whip-O-Lite. With its floral all-over pattern, this shade is attractive in any setting. Has washer fitter and is available in soft Tan, or lovely Variegated colors.

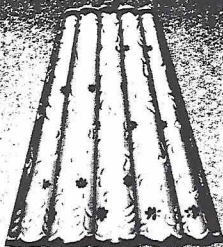
#1566—14" and 19" sizes. This popular drum style shade is both useful and charming. Comes with washer fitter and may be had in Dubonnet, or Forest Green.

#1571—15". Modern all-over leaf pattern on patented Whip-O-Lite. Comes in Chartreuse, Chinese Red, Tan, or White. The drum style is excellent with Lamp G337.

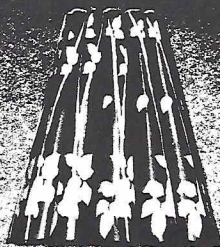
#1569 — In exclusive Aladdin Whip - O - Lite with beautiful Morning Glory design. In Variegated only. Comes in 8" clamp fitter, 12" bridge fitter, 14" and 19" sizes, washer fitter.



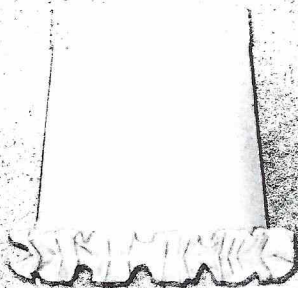
SHADE 1604



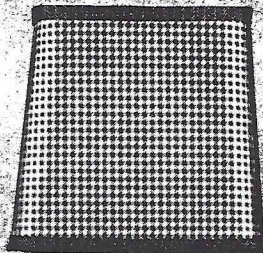
SHADE 2311H



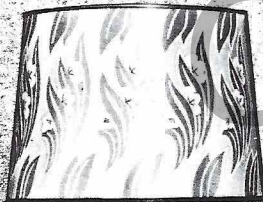
SHADE 2312



SHADE 813



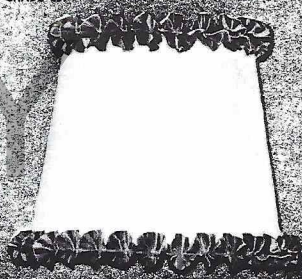
SHADE 809



SHADE 1562



SHADE 600



#1604—14". Simple styling with striking pattern. Made of easy-to-clean Whip-O-Lite. Comes with washer fitter and may be had in Chinese Red, or Forest Green.

#813—7". Clamp fitter. Taffeta fabric laminated on Whip-O-Lite. Has Eggshell ruching at bottom and wide braid trim at top. Comes in Brown, Chartreuse, or Eggshell. Packed two of each color, six per carton.

#1562—14". A unique, repeated leaf-motif makes this drum style lamp shade a favorite. Washable Whip-O-Lite. Has washer fitter. Comes in Chinese Red, White, Gray, or Forest Green.

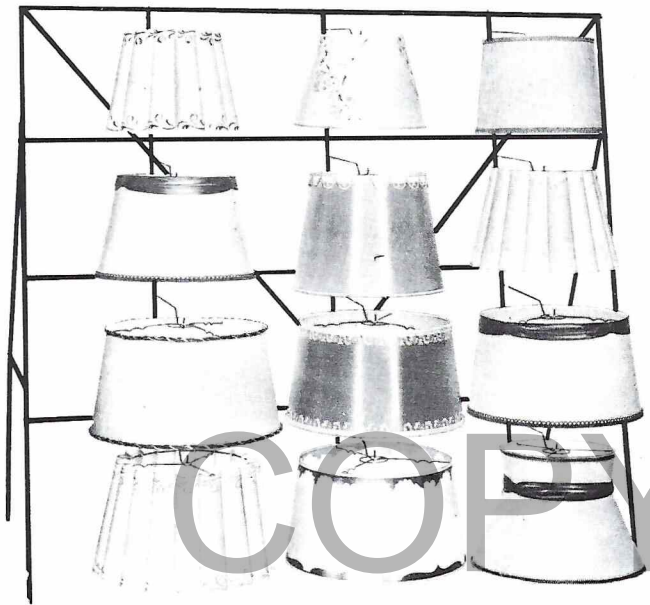
#2311H—12". Fluted Whip-O-Lite Shade. Made in Forest Green, Rose or White to fit Lamp #G309. #2311—13" to fit Lamp G310 in the same colors.

#600 — The beautiful Ballerina shade of translucent Whip-O-Lite with pleated ribbon top trim. Comes with 10" clamp fitter in Blue, Chartreuse, White, Rose, or Maize. In 12" washer fitter, in Maize, or Rose.

#2312—13" in Tan only. #2312—14" in Chinese Red, Forest Green, Gray or White. 19" in Chartreuse, Tan, or Dubonnet.

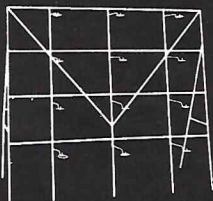
#809—16". Square-shaped shade in check-printed taffeta on Whip-O-Lite base. Braid trimmed. Has washer fitter. Comes in Dubonnet, Forest Green, or Gray. Styled especially for Lamp G333.

R1602—Has ruching trim at top and bottom. Made of patented Whip-O-Lite. Pattern is simulated Shantung. 14" size has washer fitter and comes in Chinese Red, Black, or Gray. The 8" size has clamp fitter and may be had in Blue, Chartreuse, Forest Green, Gray or Rose.



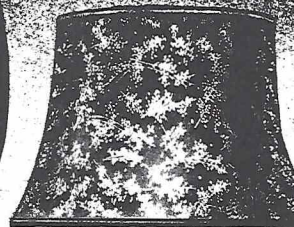
SHADE RACK

Here is a portable, easy-to-assemble Shade Rack which makes it possible to display twelve different shade patterns at one time. Easily moved about the store, it can be used anywhere. Takes little floor space and prevents damage to shades. Shoppers appreciate its excellent display. Rack measures 5' in length, 3' in depth and is 5' high.

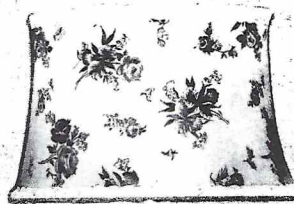


Aladdin

fabric
shades



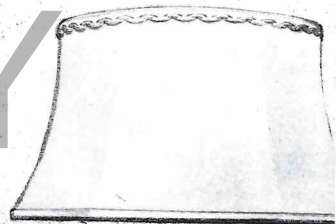
450R



R451



B482A



R486

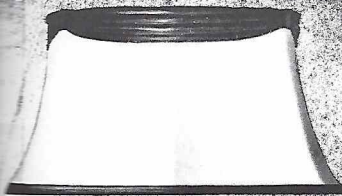
Aladdin's new shades in luscious Shantung, Twills, Rayons and other fabrics so lovely to the eye, so satisfying in texture, will more than meet the demands of particular customers. Exquisitely tailored and finished, with exciting touches of Braid or Ribbon trim, these Aladdin Shades will sell and sell and sell!

B482A—16". A very unusual top trim featured on this Certified stretched rayon shade, with rayon lining. The trim is finely interlaced Gold braid, the shade being a delicate Eggshell White. Meets all CLM specifications. Wrapped in cellophane.

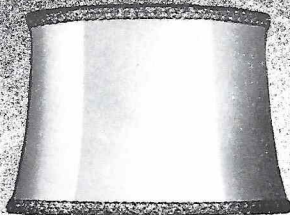
450R—16". Especially designed for "Recipe" Lamps G340R and G341R. The pattern is brightly Gold-flecked with Gold trimming at top and bottom. Comes in Chinese Red, Eggshell, Forest Green, Rose or Tan. Made of Celanese taffeta, rayon lined. Wrapped in moisture-proof cellophane.

R451—15". A very colorful Rose floral pattern on Eggshell background. This shade with its bold design and lovely braid trim at top and bottom, is an outstanding item. Celanese taffeta with rayon lining. Comes wrapped in moisture-proof cellophane.

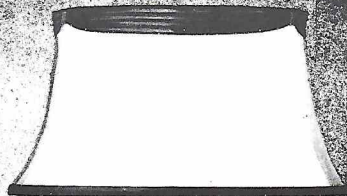
R486—19". A lovely Rayon fabric washer type shade. Rayon band trim at bottom and braid trim at top. Available in Eggshell and Gold, or Beige and Dubonnet.



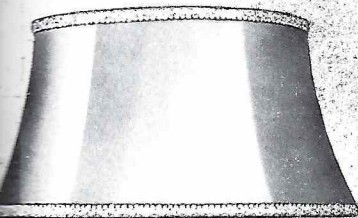
R489



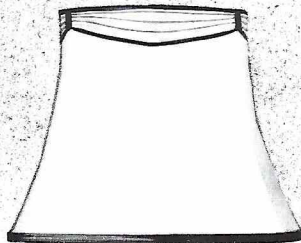
SHADE R494



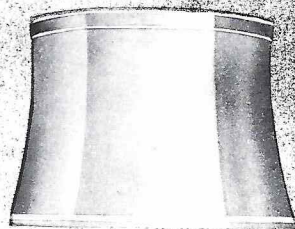
SHADE R497



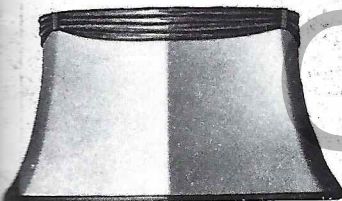
R490



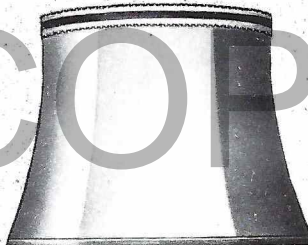
R495



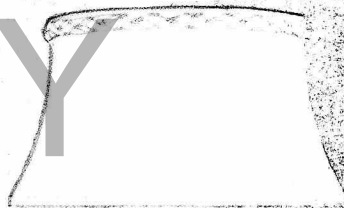
R498



R491



SHADE R496



R499

R489 — 19". Proportioned to blend easily with traditional or modern. Made in Chartreuse only. Celanese taffeta, rayon lined. Has Forest Green drape at top and self-trim at bottom. Comes wrapped in moisture-proof cellophane.

R490—19". In Chinese Red only. Made of Celanese taffeta, rayon lined. Boucle trimmed at top and bottom and comes wrapped in sturdy, moisture-proof cellophane.

R491—15" and 19" sizes. Smooth, solid color in fascinating Forest Green. Drape trim at top and self-trim at bottom. Celanese taffeta, rayon lined. Comes wrapped in moisture-proof cellophane. 15" size to fit Swing-Arm Bridge Lamps. 19" fits all floor lamps.

R494—Made of Celanese taffeta, rayon lined. Shade is boucle trimmed at top and bottom and comes wrapped in sturdy, moisture-proof cellophane. 15" size in Chinese Red, Forest Green, or Gray. 19" size in Gray only.

R495—16". Dignity and grace are blended as one in this charming fabric lamp shade. In Eggshell with Chinese Red trim, or Beige with Forest Green trim. Made of Celanese taffeta, rayon lined and comes wrapped in moisture-proof cellophane.

R496—16". Made especially for Lamps G330 and G342R. Lovely fabric shade of Celanese taffeta, rayon lined and wrapped in moisture-proof cellophane. Comes in Copper Brown, Chartreuse, Chinese Red or Celedon Green.

R497 — 19". Celanese taffeta, rayon lined. Available only in Beige with Dubonnet ribbon trim at top and matching trim at bottom. Comes wrapped in moisture-proof cellophane.

R498—15". Comes in Beige, Chinese Red, Forest Green, or Rose with padded ribbon trim at top and matching trim at bottom. Made of Celanese taffeta, rayon lined, and wrapped in moisture-proof cellophane.

R499—19". Made of Celanese taffeta and rayon lined, this beautifully styled shade has a heavy interwoven braid and cord trim at top and matching cord trim at bottom. Comes in Beige, or Chartreuse and is also available in Eggshell with a contrasting Wine-color trim. Wrapped in moisture-proof cellophane.