

Aladdin Lamp Series Synopsis

What little is known about this series is gleaned from the pages of 'Aladdin Electric Lamps' and is used by express permission of the Aladdin Lamp Company.

In the early 1930s Smiling Ed McConnell promoted Aladdin Kerosene Lamps with remarkable success over WLW in Cincinnati, Ohio. He became a well known radio personality as 'The Aladdin Lamp Man' who sang songs, told stories and sold Aladdin lamps over the air.

By 1948, 145 ABC stations were subscribing to his 15 minute programs. Smilin' Ed's humor, songs, and music were condensed into a five-minute program especially for electric lamp dealers. So it is very likely that this series originated after 1948.

Through his personable style, Smilin' Ed touched the lives of millions of housewives. He said in one program, 'Honey' a house without an Aladdin kerosene or electric lamp is like a house without a door. Incomplete!'

For the Old Time Radio Researchers, I'm _____, your announcer, now on with the show.