

This Price List Supersedes all previous to this Date and is Subject to Change Without Notice

Wholesale Price List of

Aladdin Lamps

Supplies and Extra Parts

TERMS: Net Cash

Prices Quoted F.O.B. Philadelphia

Remittances Must be Made by P. O. Money Order, Express Order or Bank Draft

Confidential to Aladdin Distributors

USUALLY the difference between wholesale and retail prices represents the seller's profit. This is not so under the Aladdin Sales Plan. It is decidedly more liberal. In addition to the difference between wholesale and retail prices, we give an extra profit or compensation by including absolutely *free*, a certain number of Aladdins—the number depending upon the size of the order placed. These free Aladdins represent by far the larger portion of the distributor's profit. Below you will note the number of free lamps given with quantity orders. On the following page you will find suggested assortments, with the handsome profits which can be made, when the profit from the Aladdins given free is added to the amount of difference between wholesale and retail prices.

This sales plan is greatly to your advantage, as you secure, in the sale of the free lamps, returns far in excess of any discount that could be allowed. It protects you also, for the reason that even though a customer should learn the wholesale price, he does not know you receive the larger share of your profit from the *free* lamps. You might even go so far, if you wish, as to show your customer the wholesale price list, after detaching the confidential free lamp offers. Again, the larger the number of Aladdins which you as a distributor receive, enables you to better carry out the Over-night-trial sales plan without running out of lamps and being forced to lose valuable time waiting for more. Lack of ready cash need bar no one from getting into the big-money making class—our Letter of Credit will enable you to buy on time.

Your Profits

Two \$8.50 Lamps **FREE**

With an Order for Only Six

Order six Aladdins any style, and we will include *absolutely free* with the shipment, 2 No. 1100 Aladdin table or parlor lamps complete as shown in our retail circular.

This Adds \$17.00 to Your Regular Profit

Eleven \$8.50 Lamps **FREE**

With an Order for Only Two Dozen

Order two dozen Aladdins any style and we will include *absolutely free* with shipment, eleven No. 1100 Aladdins. *These Eleven Aladdins which are Free*

Add \$93.50 to Your Regular Profit

Five \$8.50 Lamps **FREE**

With an Order for Only Twelve

Order twelve Aladdins, any style, and we will include *absolutely free*, five No. 1100 Aladdin table or parlor lamps, complete as shown in our retail circular.

This Adds \$42.50 to Your Regular Profit

Eighteen \$8.50 Lamps **FREE**

With an Order for Only Three Dozen

Order three dozen Aladdins of any style and we will include *absolutely free*, with the shipment eighteen No. 1100 Aladdins. *These 18 Aladdins which cost you nothing*

Add \$153.00 to Your Regular Profit

All FREE Lamps are of Style No. 1100

Suitable Assortments

As a guide to the beginner, we give below various assortments for ordering, show the wholesale cost, amount sold for and total profit to the distributor on each assortment. Of course, these assortments may vary with the local conditions. Therefore, the distributor need not always follow the assortments in ordering and is at liberty to make up assortments to suit himself.

\$27.00 Profit on Acquaintance Order

We call this our acquaintance combination, for it contains just about enough Aladdins to enable you to try out the proposition in a small way and satisfy yourself of the great sales possibilities of the Aladdin. It also enables you to get your own Aladdin free, besides making a nice profit for a day or two of work among your neighbors.

	Cost you Wholesale	Sell for	Your Profit
4 No. 1100 at \$ 7.25	\$29.00	\$34.00	\$ 5.00
2 No. 1116 at 10.50	21.00	26.00	5.00
2 No. 1100 FREE	Nothing	17.00	17.00
	<u>\$50.00</u>	<u>\$77.00</u>	<u>27.00</u>
			Your Profit

\$63.75 Profit on a 12 Lamp Order

Here is a combination that has proven a big favorite among our distributors. It contains enough Aladdins and in the right proportion to enable you to carry on the Easy System of Delivery Plan and dispose of all the lamps in 4 to 5 days' time. Here is the way your profit figures out on this winning combination.

	Cost you Wholesale	Sell for	Your Profit
7 No. 1100 at \$ 7.25	\$50.75	\$59.50	\$ 8.75
5 No. 1116 at 10.50	52.50	65.00	12.50
5 No. 1100 FREE	Nothing	42.50	42.50
	<u>\$103.25</u>	<u>\$167.00</u>	<u>\$63.75</u>
			Your Profit

\$136.00 Profit on a 24 Lamp Order

This is an ideal assortment for the beginner who wishes to make the selling of Aladdins his business. Selling at the rate of only three Aladdins per day, this assortment would last just about 10 days.

	Cost You Wholesale	Sell for	Your Profit
14 No. 1100 at \$ 7.25	\$101.50	\$119.00	\$17.50
10 No. 1116 at 10.50	105.00	130.00	25.00
11 No. 1100 FREE	Nothing	93.50	93.50
	<u>\$206.50</u>	<u>\$342.50</u>	<u>\$136.00</u>
			Your Profit

\$216.75 Profit on a 36 Lamp Order

Owing to the rapidity at which the Aladdin sells, the 3 dozen order is really the best to buy. You do not run out of lamps so often, and then too, the larger number free lamps per dozen gives you a better average price and consequently you make more money on a sale. Selling but 2 Aladdins a day, a low average, this assortment will last about a month, only.

	Cost You Wholesale	Sell for	Your Profit
21 No. 1100 at \$ 7.25	\$152.25	\$178.50	\$26.25
15 No. 1116 at 10.50	157.50	195.00	37.50
18 No. 1100 FREE	Nothing	153.00	153.00
	<u>\$309.75</u>	<u>\$526.50</u>	<u>\$216.75</u>
			Your Profit



Carrying Case No. 4

The size of this carrying case is 16 inches long, 12 inches wide and 14½ inches high. Conveniently partitioned for carrying one Aladdin table lamp complete with the 501 shade, chimney, mantle, tripod, and extra mantles and plenty of room for printed matter. Made to fit a buggy or automobile. Weight empty, six pounds. These cases are made up in large quantities for us which enables us to give you a low wholesale price. They are made of light but very strong wood, covered with high grade leatherette; the corners, hinges and catches are brass plated. Very substantially built and should last for years.

Price without contents **\$4.70**

Wholesale Price List of Aladdin Lamps

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Style No.	DESCRIPTION	PRICE	
		Wholesale	Retail
Aladdin Lamps without Shades			
1100	Aladdin Table Lamps Complete as Outlined in Retail Price List	\$ 7.25	\$ 8.50
1103	Aladdin Fount Lamps Complete as Outlined in Retail Price List	7.00	8.00
1104	Aladdin Bracket Lamps Complete as Outlined in Retail Price List	7.60	9.00
1114	Aladdin Hanging Lamps Complete as Outlined in Retail Price List	8.50	10.00
1115	Aladdin Hanging Lamps Complete as Outlined in Retail Price List	10.50	13.00

Aladdin Lamps with Shades

1101	Aladdin Table Lamps <small>Same as Style No. 1100, but with No. 501 Shade</small>	\$ 8.75	\$11.00
1105	Aladdin Bracket Lamps <small>Same as Style No. 1104, but with No. 501 Shade</small>	9.10	11.50
1116	Aladdin Hanging Lamps <small>Same as Style No. 1114, but with No. 516 Shade</small>	10.50	13.00
1117	Aladdin Hanging Lamps <small>Same as Style No. 1115, but with No. 516 Shade</small>	12.50	16.00

Wholesale Price List of Supplies and Extra Parts

DESCRIPTION	Wholesale Price	Retail Price
Aladdin Automatic Extension Fixture No. 3 for Aladdin Hanging Lamps, satin or nickel finish. (State finish desired)	\$2.00	\$3.00
Bracket used with No. 1104 and 1105 Aladdin. (Can also be used with No. 1100 and No. 1101 and with all Models having a 6-inch diameter bowl or fount), nickel finish60	.90
Bracket for old style lamps, Models 7 and 8, No. 701, 705, 800, 801 and 805, satin finish (7-inch diameter opening)60	.90
Bracket for No. 4, 5 and 6 Model Aladdin Founts, satin or nickel finish. (State finish desired.) 6-inch diameter opening60	.90
Bug Screens to prevent bugs from getting into chimney and breaking mantle25	.40
Aladdin Burner Base, satin or nickel finish. (State whether for Model 3, 4, 5 or 6 and finish desired)90	1.50
Aladdin Model No. 11 Burner complete with burner base, outer wick tube, gallery, mounted wick, double swivel wick raiser, one generator and one wick cleaner, nickel finish. Fits Model 7, 8, 9, 10 and 11. Made in satin finish for Model 7 and 8. (State finish desired)	2.60	3.50
Aladdin Model No. 11 Burner Base with Outer wick tube only, nickel finish. (Fits model 7, 8, 9, 10 and 11.) Satin finish for Model 7 and 8. (State finish desired)	1.60	1.95
Ceiling Hook for Aladdin Hanging Lamps, nickel or satin finish. (State finish desired)10	.20
Gallery for Model 11, 10 and 9 Aladdin, satin finish40	.70
Gallery for Model 7 and 8 Aladdin, satin finish40	.70
Gallery for Model 3, 4, 5 and 6 Aladdin, satin or nickel finish. (State finish desired)40	.70
Generator for No. 7, 8, 9, 10 and 11 Model Aladdin10	.15
Generator for No. 5 and 6 Model Aladdin10	.15
Generator for No. 3 and 4 Model Aladdin10	.15
Aladdin Harp 01114 (for all styles of Hanging lamps in Model 11) complete with shade holder, lamp supporting band, heat bell and ceiling hook, nickel finish	1.50	2.50
Aladdin Harp 0816 (for old No. 716 or old 816 Hanging Lamp) complete with shade holder, lamp supporting band, heat bell and ceiling hook	1.90	2.85
Aladdin Heat Bell for Aladdin Hanging Lamps10	.15
Tripod Model 11 for holding shade No. 501 for use on all table and bracket lamps in Model 11, 10 and 9 (nickel finish)10	.20
Tripod Model 8 for holding No. 401 shade, for use on table and bracket lamps, model 7 and 8, satin finish10	.20
Tripod Model 6 for holding shade No. 331 or 501, for use on Model 6 and previous models, satin or nickel finish. (State finish desired)10	.20
Wick Cleaners10	.15
Wick Raisers (Model 11, 10, 9 and 8)15	.25

Aladdin KoneKap Mantles

NOTICE: Be sure to specify how mantles are to be packed—one to a carton or three to a carton. Mantle orders not subject to exchange. Order them packed as wanted.

WHOLESALE PRICE

Quantity	Mantles Packed Individually Packed in individual cartons—1 mantle to a carton.	Quantity	Mantles Packed 3 to a Carton Packed in cartons containing three mantles each. Retail price \$1.00 per carton.	Retail Price
Single Mantles or less than one dozen	30c each	Single Mantles or less than one dozen	Not sold single or less than one dozen	35c each
In lots of 12	\$2.90 a dozen	In lots of 12	\$2.80 a dozen	
In lots of 3 dozen	2.80 a dozen	In lots of 3 dozen	2.70 a dozen	
In lots of 6 dozen	2.70 a dozen	In lots of 6 dozen	2.60 a dozen	
In lots of 12 dozen	2.60 a dozen	In lots of 12 dozen	2.50 a dozen	

ALADDIN CHIMNEYS

Aladdin Chimneys are scientifically proportioned for our lamps; therefore to insure best results always use chimneys branded "Aladdin" 12½ inches tall and 2 inch opening at the top.

PRICE

	Wholesale	Retail
In lots of less than 1 dozen	30c each	35c each
In lots of 1 dozen or less than 3 dozen	\$2.70 a doz.	
In 3 dozen case (original package) weight 23 lbs. (too large a package to be shipped by parcel post.)	2.50 a doz.	

ALADDIN SHADES—Our Exclusive Design

		PRICE	
		Wholesale Each	Retail Each
No. 501	10 in. Aladdin Shade with Satin White Dome and Crystal Prismatic Panels. For use on Aladdin Lamps both Table and Bracket style in Models 11, 10, 9 and 6.	\$1.50	\$2.50
No. 516	Aladdin Satin White Shade for Hanging Lamp, Model No. 11. For use on Styles Nos. 1114, 1115, 1116 and 1117. Also for Hanging Lamp Models 10 and 9.	2.00	3.00
No. 550	10 in. Swiss Scenic Shade, a most beautiful and artistic creation, for use on all styles of table and bracket lamps in Models 11, 10, 9 and 6.	3.50	6.00
No. 401	Aladdin Satin White Shade for Aladdin Lamps No. 800, 801, 804 and 805 (Model 8). Can also be used on No. 701 and 705 (Model 7).	1.50	2.50
No. 416	Aladdin Satin White Shade for Aladdin Hanging Lamp No. 815 and 817 (Model No. 8.) Can also be used on No. 716 and 717 (Model 7).	2.35	3.75
No. 215	Aladdin White Opal Shade, 12 in. diameter, for use on Model 6 Aladdin Hanging Lamp, styles No. 115 and 116.	2.00	3.00

NOTE—Glassware, such as Chimneys and Shades, should not be sent by Parcel Post

ALADDIN WICKS—(Mounted)

Be sure to specify what model wick is desired	Wholesale Price		Retail Price
	Less than dozen lots	In dozen lots	
Aladdin Wicks (Model 11) reinforced and impregnated, charred and mounted, ready for use, packed in individual cartons. (Can be used on models 8, 9 and 10 also)	25c each	\$2.40	30c each
Aladdin wicks (Model 7). This is the same as Model 11 wick only we include with each wick one new improved double swivel wick raiser. This wick and wick raiser converts a Model 7 into Model 8 Aladdin.	30c each	3.00	35c each
Aladdin Wicks (Models 4, 5 and 6) reinforced and impregnated charred and mounted, ready for use. Packed in individual cartons	30c each	3.00	35c each