



1997

To Our Valued Aladdin Lamp Customers:

Re: New Brass Deluxe Hanging Lamp

We are proud to introduce a grand new addition to our lamp line. We feel that it will be a successful step up to our current hanging lamp. It has that nostalgic quality and appearance of years gone by.

The full color product sheet explains in detail the characteristics of this beautiful hanging lamp. The frame and oil font are made of solid brass to ensure beauty and durability. The lamp is equipped with *Aladdin's* world famous #23 kerosene brass burner, which can be replaced with our interchangeable brass electric converter.

The lamp is packed complete and ready for use. It can be ordered with our other lamps and replacement parts to qualify for our volume prices listed below. See your price list dated October, 1995 for details on volume price qualifications.

<u>Sales Code</u>	<u>Description</u>	<u>Cost Each</u>	Volume "A"	Volume "B"
			<u>Prices</u>	<u>Prices</u>
BH210	Kerosene	\$221.00	\$166.00	\$149.40
BHE210	Electric	\$221.00	\$166.00	\$149.40

Place your order now for this beautiful hanging lamp. It will make a great gift for the holiday selling season. Call us today before you forget at 1-800-456-1233 and ask for the Lamp Department.

We look forward to serving you.

Sincerely,

Bill Webb
Manager, Lamp Division
Aladdin Industries, Incorporated

Enclosure