

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

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 | Five \$8.50 Lamps
Supplement to 69-R-CPP

Effective
Now!

Note INCREASED Number
of

Free Lamps

Now Given Under Our
Wholesale Selling Plan

3 No. 1100 Aladdins FREE With Your Order for 6 Any Style
8 No. 1100 Aladdins FREE With Your Order for 12 " "
17 No. 1100 Aladdins FREE With Your Order for 24 " "
27 No. 1100 Aladdins FREE With Your Order for 36 " "

The Mantle Lamp Company of America

Preserve this for Reference