

The Mantle Lamp Company of America, Inc.
 Largest Kerosene (Coal Oil) Mantle Lamp House in the World
 New York City, Chicago, Portland, Ore., Winnipeg, Montreal

**WHOLESALE PRICE LIST OF
 ALADDIN LAMPS
 SUPPLIES AND EXTRA PARTS**

TERMS, Net Cash. Prices Quoted are F. O. B. New York. REMITTANCES must be made by P. O. Money Order. Express Money Order or Bank Draft on Chicago or New York

This List Supersedes All Previous Issues and is Subject to Change Without Notice. Sept. 18, 1916

STYLE No.	Be Sure to State What Finish is Desired	WHOLESALE PRICE EACH
101	ALADDIN TABLE OR LIBRARY LAMP (without Shade) complete as illustrated in circular, with <i>Baffle Generator, Wick Cleaner, KoneKap Mantle, Seamless Wick, Heatproof Chimney, Tripod</i> for holding 10-inch shade, a Combination Match Box and an extra <i>KoneKap Mantle and Generator</i> . Choice of finish either in beautiful satin brass or highly polished nickel plate.....	4.50
101A	Complete as illustrated in circular, and is in every respect just the same as No. 101 with the <i>Addition of Fancy Chinese Chippendale Satin White Shade No. 301</i>	5.10
102	ALADDIN FOUNT complete as illustrated in circular, with <i>Baffle Generator, Wick Cleaner, KoneKap Mantle, Seamless Wick, Heatproof Chimney, a Combination Match Box and an extra KoneKap Mantle and Generator</i> . Does not include <i>Tripod</i> . Not suitable for use as table lamp. Choice of finish either satin brass or polished nickel plate.....	4.25
102C	ALADDIN BRACKET LAMP complete as illustrated in circular, just the same as No. 102 with <i>Addition of Bracket and Tripod</i>	4.50
102D	ALADDIN BRACKET LAMP with <i>Shade</i> , complete as illustrated in circular; same as No. 102 with <i>Addition of Bracket, Tripod and Fancy Chinese Chippendale Satin White Shade No. 301</i>	5.10
106	ALADDIN OIL POT complete as illustrated in circular, with <i>Baffle Generator, Wick Cleaner, KoneKap Mantle, Seamless Wick, Tripod, Heatproof Chimney, a Combination Match Box and an extra KoneKap Mantle and Generator</i> . Suitable only for use in fancy vases provided with an opening at bottom. Not suitable for use as a table lamp. Beautiful satin brass finish (only).....	4.25
116	ALADDIN HANGING LAMP complete as illustrated in circular, with <i>Baffle Generator, Wick Cleaner, KoneKap Mantle, Seamless Wick, Heatproof Chimney, Shade Holder, Special design Opal Shade No. 215, ceiling hook, a Combination Match Box and extra KoneKap Mantle and Generator</i> . Finished in either satin brass or highly polished nickel plate, <i>Without Extension Fixture</i>	5.50
116A	Complete as illustrated in circular, just the same as No. 116, with the <i>Addition of Automatic Extension Fixture No. 1</i>	7.00
125	ALADDIN FANCY HANGING LAMP complete as illustrated in circular, with <i>Baffle Generator, Wick Cleaner, KoneKap Mantle, Seamless Wick, Heatproof Chimney, fancy Harp with Shade Holder, Bell, Crown and a beautiful hand painted Rose Design, satin white finish Globe, ceiling hook, a Combination Match Box, and an extra KoneKap Mantle and Generator</i> . Finished in satin brass only. <i>Without Extension Fixture</i>	11.00
125A	Complete as illustrated in circular, just the same as No. 125, with the <i>Addition of Automatic Extension Fixture No. 1</i>	12.50
150	ALADDIN FLOOR LAMP complete as illustrated in circular, with <i>Baffle Generator, Wick Cleaner, KoneKap Mantle, Seamless Wick, Heatproof Chimney, Genuine Silk Taffeta Shade, 25 inches in diameter and 18 inches high (Old Rose color), mounted on special shade holder. Lamp stands 6 feet from floor to top. Finished in beautiful Jap Bronze, only</i>	33.25

No. 3 CASE—Size 25 inches long, 11½ inches wide and 13 inches high; made of wood, covered with Leatherette, nickel plated trimmings; velvet pads for holding chimney securely in place. Conveniently partitioned for carrying 2 table lamps, 1 shade, 4 chimneys, 4 mantles, 3 tripods, 3 match boxes and plenty of room for printed matter; or 3 table lamps and the other extras, but without shade. Weight empty 10 lbs. Price.....\$2.90

Your Profit \$55.60 on a 12 Lamp Order

You can surely dispose of at least 18 lamps right in your own neighborhood, without much effort. Many of our Distributors who had no previous experience average 8 or 10 lamps a day under our Easy-System-of-Delivery. But supposing you only dispose of two a day at the start. You would be making \$6.00 a day which you will agree is pretty good pay for such easy pleasant work. Here is the way it figures:

	Cost You at Wholesale	Sell For	Your Profit
8 No. 101 at \$4.50 each	\$36.00	\$48.00	\$12.00
4 No. 101A at 5.10 each	20.40	28.00	7.60
6 No. 101 Free	Nothing	36.00	36.00
	\$56.40	\$112.00	Your Total Profit \$55.60

Most of our successful Distributors order both Hanging and Table Lamps. They find the No. 116 Hanging Lamp very popular. It is just the right thing for a Distributor because there is nothing similar to it on the market. It has many exclusive features which put it beyond all competition and free from imitators. Many homes will want both styles, which help pile your profits up that much faster. In making up an order for one dozen it would be well to include part hanging lamps—an assortment something like this:

	Cost You at Wholesale	Sell For	Your Profit
4 No. 101 at \$4.50 each	\$18.00	\$24.00	\$ 6.00
2 No. 101A at 5.10 each	10.20	14.00	3.80
3 No. 116 at 5.50 each	16.50	22.50	6.00
3 No. 116A at 7.00 each	21.00	28.50	7.50
6 No. 101 Free	Nothing	36.00	36.00
	\$65.70	\$125.00	Your Total Profit \$59.30

If you prefer to start in a small way, even though your profits are not so great, the following is the assortment we would suggest:

	Cost You at Wholesale	Sell For	Your Profit
3 No. 101 at \$4.50 each	\$13.50	\$18.00	\$4.50
2 No. 101A at 5.10 each	10.20	14.00	3.80
1 No. 116 at 5.50 each	5.50	7.50	2.00
2 No. 101 Free	Nothing	12.00	12.00
	\$29.20	\$51.50	Your Total Profit \$22.30

On a 5 Dozen Order You Make \$324.60 Profit as Follows:

	Cost you at Wholesale	Sell For	Your Profit
24 No. 101A at \$5.10 each	\$122.40	\$168.00	\$45.60
12 " 101 at 4.50 "	54.00	72.00	18.00
18 " 116 at 5.50 "	99.00	135.00	36.00
6 " 116A at 7.00 "	42.00	57.00	15.00
35 " 101 Free	Nothing	210.00	210.00
	\$317.40	\$642.00	Your Total Profit \$324.60

Our Letter of Credit Plan will help you if you lack ready capital. Delay in starting may result in someone getting ahead of you and then you lose the opportunity to make big money.

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