

MILLER'S

**SIDE
LIGHTS
ON
LAMPS.**

237

237

We
want to see you at our
Stand at the Stanley Show.
We shall exhibit just the lines which
you will find it advisable to handle throughout
the coming season. Meanwhile a few facts about

MILLER'S LAMPS

may not be amiss. They mean a lot to you.

MILLER'S guarantee every Lamp.

MILLER'S guarantee your profits.

(The price maintenance scheme guarantees that).

MILLER'S Lamps for oil, candle, or acetylene gas.
MILLER'S Lamps start at from 10/6 per dozen.

MILLER'S supply promptly.

MILLER'S Lamps suit all markets.

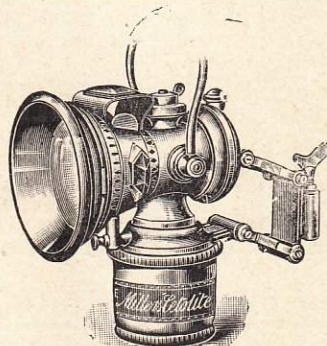
Miller's Stand No. is 237, Stanley.

You can have show-cards, booklets,
posters, leaflets, etc., by simply
asking for them. See them at the
Show, and make your selection.

STAND 237.

MILLER & CO., Ltd., LAMP
Manufacturers, **BIRMINGHAM.**

**THE
LAMP
EXHIBIT
WILL BE
STAND
237**



IT'S A "MILLER."

**THE
LAMP
EXHIBIT
WILL BE
STAND
237**

MILLER'S

Lamps for 1907 will be found a wonderfully solid plank in the business platform of the man who is quick to see the drift of demand. The Lamps are improved in many ways, the value is greater, prices lower, and a wider range is offered. Prices are strictly maintained, so that profits are both good and certain. 

WE HELP YOU TO SELL

by providing smart posters, showcards, literature, etc.

WE HELP YOU TO GROW

by supplying the best value in every class of Cycle Lamp.

WE STUDY THE RETAILERS' INTERESTS IN EVERY WAY.

Come and talk
things over
at . . .

**Stand
237**

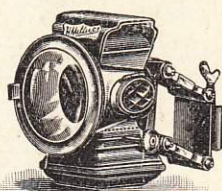


Or drop us a line
for prices.

MILLER & CO.,
Lamp
Manfrs.
B'HAM.

MILLER'S 1907 VALUE

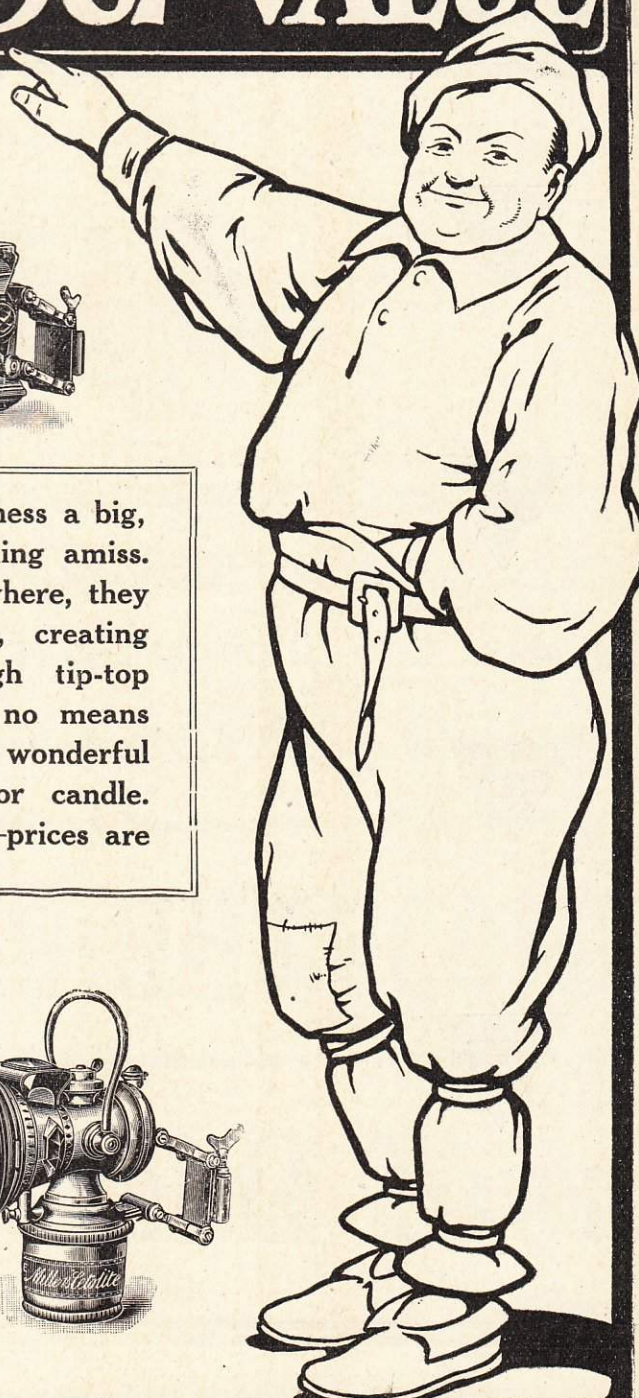
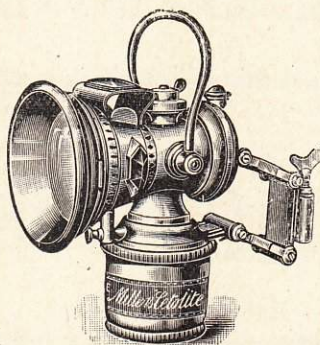
**WE TOP THE
LINE FOR
VALUE**



If you are not making the lamp business a big, profitable department, there's something amiss. Our lamps are selling freely everywhere, they are giving satisfaction everywhere, creating recommendatory business. Although tip-top quality in every way, they are by no means high-priced. We offer you a wonderful selection either for oil, acetylene or candle. We are going still further for 1907—prices are lower and value higher. Get our lists and compare.

**H. MILLER & Co., Ltd.,
MILLER STREET,
BIRMINGHAM.**

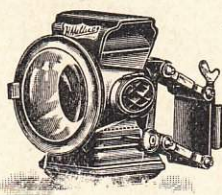
**WE TOE
THE LINE
FOR PRICE**



MILLER'S 1907 PRICE

MILLER'S 1907 VALUE

**WE TOP THE
LINE FOR
VALUE**



TO THOSE TRADERS

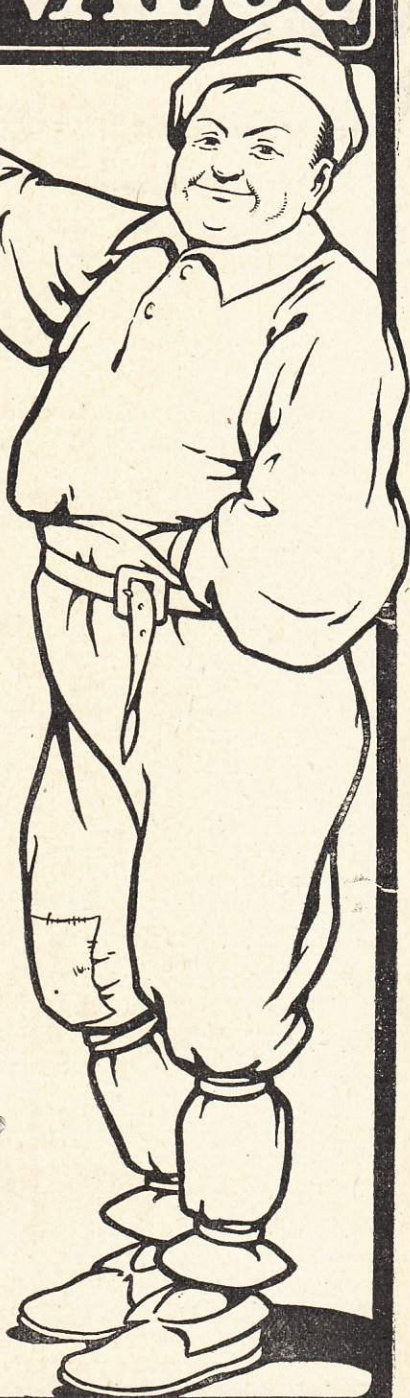
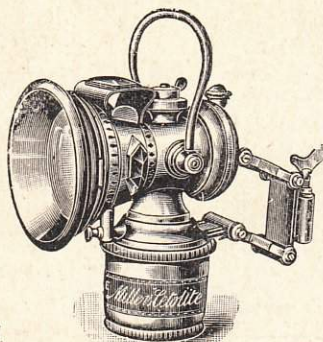
who were unable to visit the Stanley Show—our best wishes for a good time over 1907, and a suggestion or two as to one of the ways to secure it.

MILLER'S LAMPS

received a most gratifying amount of attention at the Show, with quality up and prices down, and with such a range of attractive lines this is not to be wondered at. We convinced our visitors of value and merit, we can do the same for those who did not come up. Write us.

H. MILLER & CO., Limited,
Lamp Manufacturers,
BIRMINGHAM.

**WE TOE
THE LINE
FOR PRICE**



MILLER'S 1907 PRICE

Telegrams—
"HIGHEST, LONDON."

(WHOLESALE ONLY.)

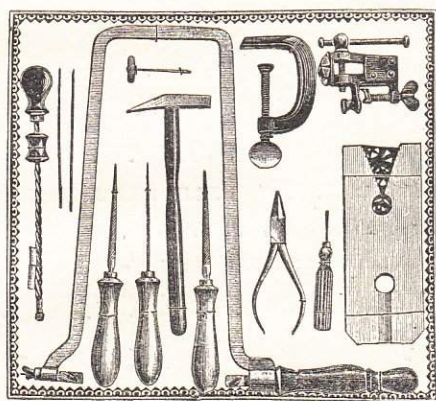
Telephone—
"2583, HOP."

H. A. KNOX & Co., Ltd.,

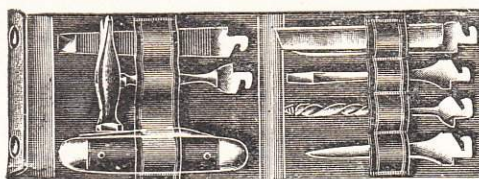
Mark enquiries
"C" Department.

222-224, Borough High Street, London, S.E.

LINES IN GREAT DEMAND FOR CHRISTMAS.



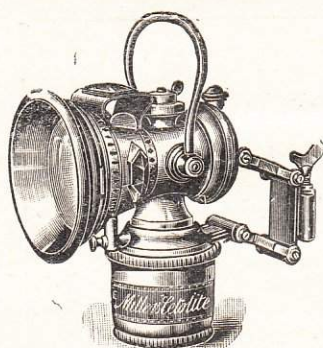
Fret Outfits from 4/3 per dozen;
Also Fret Machines, etc.



The "KNOXALL" Tool Set.
10 tools in leather case. 5/- per set. Excellent value.



Gem Air Guns,
and other patterns; also Accessories.



WON'T GO OUT MILLER'S LAMPS

SMART—SALEABLE—STOCKABLE—SATISFACTORY.

MILLER'S

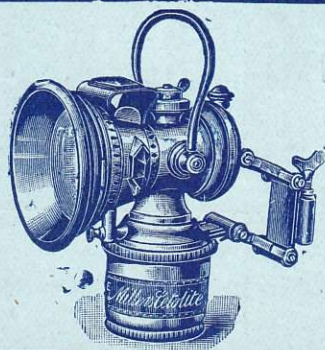
Lamps are all that, **AND MORE**—they are extremely profitable; vast turnover gives us cost advantages which we extend to the retailer; further, the price of a "Miller" Lamp is always a firm price, an advantage which the business man can fully appreciate.

We have improved the quality and value, and lowered the costs, and now await the enquiries of those who are out for all the profit, all the reputation, and all the recommendatory business the line that's good and cheap ensures.

H. MILLER & CO., Ltd., Lamp Manufacturers, BIRMINGHAM.

MILLER'S

do not leave it to the
retailer to do more
than meet demand—
MILLER'S CREATE IT.



MILLER'S

do take a practical interest
in the welfare of the re-
tailer. Price cutting is
strenuously met.

You cannot expect a custo-
mer to come to you for a
cycle, or accessory, or fit-
ment, if at any time you have
sold him or her a lamp that
is for ever going out. If you
want to keep your customers
sell them

MILLER'S LAMPS.

H. MILLER & CO., Ltd., Lamp Manufacturers, BIRMINGHAM.

MILLER'S LAMPS WON'T GO OUT—

You cannot possibly be making money
whilst you are spending time creating
demand for unknown and unwanted
goods; neither can you amass riches
by selling goods the prices of which
are always a variable quantity. If
you want to make money with little
trouble, stock

MILLER'S LAMPS.

How Is your Bank Balance?

If
it is
£5 or
£5,000
you can
make it
more by
adding to
your Business

the most profitable and suitable side line for
all Cycle Agents . . .

THE SALE OF SPORTING GOODS.

You can learn in five minutes the best goods to stock,
the most favourable prices, and how to display them to
the best advantage, by reading the only organ confined
entirely to this trade—

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SELLER;**
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Factors in
Great Britain.

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Brand, to ensure getting Our Goods

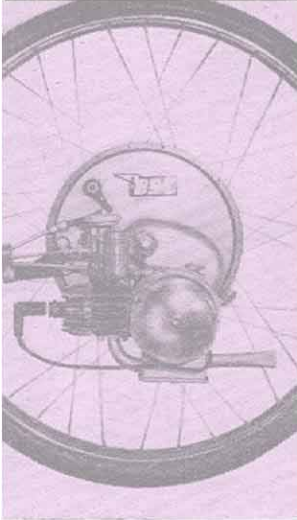


6d. & 1s.
The Original
and
Best Enamel
obtainable.

If any difficulty in obtaining, be good enough
to apply to us for terms, etc.

SOLE MANUFACTURERS—
SILICO ENAMEL Co., New Cross, S.E.

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