

A Lady Told Us This—

IT'S worth while passing on to you because her statement plainly shows an easy opportunity to double your Aladdin Dye Soap Sales.

Speaking of Aladdin Dye Soap, she said: "I always keep two or three cakes of Aladdin on hand especially on Wash Day. When with the water and basins handy any garments to be colored I just wash with Aladdin Dye Soap to the desired color. Since I've discovered the convenience of having a stock of Aladdin, I always buy two or three cakes at a time."

Three sales instead of one and with no extra trouble. Because your Aladdin Revolving Display stand (**Free** with one gross of Aladdin Dye Soap) practically makes a sale itself. Merely suggest to the lady customer that she keep a few extra cakes of Aladdin Dye Soap on hand, to save coming to the store every time she decides to transform a faded fabric into a bright new one.

You will find it to be a welcome suggestion. You will also find quicker profits on your Aladdin investment.



Channell Chemical Company, Limited

Makers of O-Cedar Products

Toronto

Distributors of Aladdin Dye Soap