



# The Part that Advertising Plays in the Introduction of Aladdin

When approached with a new product the modern dealers' first question is—"What advertising will it get?"

It's a proper question; it shows keen business insight, for the future sales possibilities of the article, depend largely on the answer to that question.

When Aladdin Dye Soap entered the Canadian market there were already a considerable number of household dye products being more or less used by Canadian women.

The Distributors of Aladdin Dye Soap knew they had an article of exceptional merit, and they were determined that the winning of the public's confidence should not be left to time. Consequently the advertising plans for Aladdin were

laid with exceptional care and study.

Result—demand for Aladdin has been created on a scale even larger than hoped for. Dealers are supplied with a revolving display stand to link up their store with the advertising campaign and as one dealer puts it, "It's like so much found money."

That the advertising carries the right appeal to women is shown by their instant response; and the merits of Aladdin have been proven by the number of women who return for more. This is where the display stand plays its part—the customer turns this stand till she locates the desired colors, the sale is made and the dealer gets the money without time or effort on his part. Order Aladdin from your Jobber.

The revolving display is free with an order of 1½ gross—comes in 18 beautiful colors, sells at 15c cake.

## CHANNELL CHEMICAL COMPANY, Limited

Makers of O-Cedar Products

Distributors

TORONTO