



Ask Your Wife!

THOSE who have not studied the "dye" question have no idea of the sales possibilities there are for a satisfactory Dye Soap, such as "Aladdin."

But just mention "Dye Soap" to your wife or daughter or any female member of your household, and you will get from them an idea of how eager women are to have a dye soap that will really do the work.

Aladdin **will** do the work—it provides the most practical and satisfactory method of dyeing the things women hold dear.

The demand for Aladdin will be enormous. Women will certainly try Aladdin—and having tried it, will buy assorted colors by the dozen. Soon hundreds of thousands of Canadian women will be using this wonderful new dye soap.

By stocking the line **now**, you will share in the early fruits of the enthusiasm that our advertising is certain to create for Aladdin. Have you seen the big Aladdin's advertisements appearing in the newspapers?

Order an assortment—with our beautiful Revolving Display Stand (Stand free with gross and a half assortment).

Mention jobber through whom you wish order filled.

Aladdin
Dye
Soap

CHANNELL CHEMICAL CO., Limited---Distributors
TORONTO