



## Getting Them to Come Back

If each person who purchases at your store only bought once—never came back—you could not continue in business.

The success of any store depends upon the number of people who buy and come back again and again.

Is there a formula for getting people to come back? Certainly! Here it is: one part Good Merchandise, one part Service, and one part Courtesy.

The enormous sale that Aladdin Dye Soap has attained in a comparatively short time, clearly demonstrates its quality as an outstanding article of **Good Merchandise**.

Did you know that a handsome revolving display stand is given free with a one-gross order of Aladdin Soap? And that it has proven to be a wonderful silent salesman?

Order a gross of Aladdin to-day, and let it do its part towards getting customers to come back.



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