

Turning 15c Into ONE DOLLAR

Here is a money-making idea; and the beauty of it is—there is no extra work in it for you.

Aladdin Dye Soap—the wonderful color maker—with its companion, a handsome revolving display stand, will do it all.

With an order of one gross of Aladdin Dye Soap, you get the Display Stand free. Put it on your counter and watch what happens.

Aladdin Dye Soap is half-sold to the customer before she comes into your store, by advertisements appearing in the leading publications. She sees this handsome Display Stand (filled with an assortment of Aladdin's eighteen beautiful colors) she makes her selection, and the sale is completed.

Now here is where you come in.

Merely suggest to a customer the advisability of keeping a selection of Aladdin colors on hand; to save a journey back to the store every time a garment needs a color change. It works! She will take as many as half a dozen instead of the one she intended to buy.

A merchant can often turn a 15c sale into a dollar sale by this simple suggestion.



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