



## Introducing "Aladdin"

Not your old friend of boyhood days—but a modern Aladdin. Like the Aladdin of Arabian Nights fame, this one can do wonderful things.

His the unique privilege of making over fabrics. His the remarkable ability to turn things pink or blue or green or yellow.

No ordinary dye, this Aladdin—but

a new and wonderful Dye Soap that colors as it cleans.

Offered to you with our assurance that Aladdin will quickly become a great favorite with

Canadian women.

And to help it attain that Dominion-wide favor and become the quick seller its great merit deserves, we are going to advertise it to the public—*heavily.*

With your first gross of ALADDIN you can have on request a beautiful revolving display stand. This stand holds a gross of ALADDIN SOAP DYE packages—and provides an ideal way of placing it before your customers. This display stand is in itself a wonderful selling factor and an attractive counter novelty.

*To stock Aladdin is to rub a Magic Lamp. Presto! the Sales will come! With good profit to the Dealer who can say "I have it."*

Order the Revolving Display Stand containing one gross, assorted, ready to be placed on your counter. (Stand free with this assortment.) You will not have long to wait for the results.

**CHANNELL CHEMICAL CO. LIMITED, - DISTRIBUTORS**  
TORONTO