



WHY WORK

?

There are two recognized ways of getting out of work: one is not to do it at all; the other is to pay someone else to do it.

But Aladdin Dye Soap provides a new way to save the merchant work.

With a one gross order of Aladdin Dye Soap you get **free** a handsome revolving Display Stand; and it is surprising the work this silent salesman does. It is a connecting link with our extensive Advertising Campaign.

When a customer who has read the Aladdin advertisements enters your store, she sees the Aladdin Display Stand resting on your counter. She turns it around, selects the colors she desires—and the sale is made.

No work on your part.

One glance at Aladdin's variety of beautiful colors is enough to win any feminine heart.

Order a gross of Aladdin Dye Soap and ask for this silent clerk that draws no salary, yet earns big profits for the dealer who puts him to work.

Channell Chemical Co., Limited
Distributors **TORONTO**