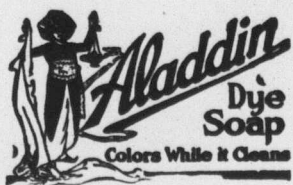


"Movie" of a One-Gross Order of Aladdin Dye Soap



Act 1, Scene 1

A progressive dealer who has been asked for Aladdin Dye Soap a number of times decides to order a gross.

'Phones the wholesaler to send one gross (and include the Revolving Display Stand as offered with the gross FREE).

Order delivered. He unpacks stand (says to himself, "It's a beauty"). Fills it up with Aladdin's 18 assorted colors and puts it on the counter.

Act 2, Scene 1

Customer enters, who has seen the big space newspaper advertisements telling about Aladdin in an unusual and attractive way.

Customer sees Display Stand of Aladdin on counter. Turns it. Selects the colors she wants. Says she will try them; if she likes them, will come back tomorrow.

Such is a moving picture of an order of Aladdin Dye Soap.

It's brought right in, turned around, and quickly sold out again.

P.S.—Ten days later the same customer comes in and buys four more cakes of Aladdin. Says she likes to keep them handy in the house.

Channell Chemical Company Limited, Toronto
Makers of O-Cedar Products Distributors of Aladdin Dye Soap