



# Why Sell Only One ?

Aladdin Dye Soap possesses a profitable feature that some dealers overlook.

Every customer who buys a cake of Aladdin Dye Soap doubtless intends to dye more than one garment, either at once or in the future; and she does not intend to dye them all the one color—so why let her go out of your store with only one cake of Aladdin?

Many dealers sell six cakes at a time to a customer. They explain the advantages of having a **selection** of Aladdin colors on hand, to save time and the inconvenience of making a journey to the store when in the midst of housework.

By pointing out this to the women who ask you for Aladdin, you can make the Cash Register ring louder. Have you tried it?



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