

THE ADS.

That the Ad. Man Doesn't Write

Advertising plays an important part in maintaining the enormous demand for O-Cedar Polish. It serves as a constant reminder, and persuades people not acquainted with O-Cedar's high standard of Quality to try this wonderful Polish.

But O-Cedar's best advertisement is the one that is never written. It is a more convincing, more effective kind of advertising than could ever be written.

Personal recommendation — "word of mouth advertising"—is one of O-Cedar's greatest assets; and one which increases yearly with O-Cedar's expanding sales.

This asset is highly appreciated by the Dealer who favors profitable, quick-selling articles.

**CHANNELL CHEMICAL COMPANY
LIMITED
TORONTO**

