

It Pays to Display O-Cedar



This O-Cedar Display Stand will help you to give O-Cedar its merited prominence on your counter. Free with an order for \$27 (net) worth of O-Cedar Products.



This attractive sign for window or counter comes to you complete with cord and lamp, ready to be attached to any electric light socket. Free with an order for \$40 worth of O-Cedar Products.

THE other day, a merchant told us he would like to display O-Cedar Products, but he had not room enough. After talking the matter over, however, he came to the conclusion that he couldn't afford *not* to show O-Cedar in one of the most conspicuous parts of his store.

He had forgotten to take into consideration the fact that O-Cedar Products are among his most quickly-moving specialties. Some of the lines he had been featuring most prominently would only sell to an ordinary family about once every ten years. O-Cedar Polish, on the other hand, from six to twelve times a year for the ordinary household.

When you consider the good percentage of profit that you make on each sale of O-Cedar, and multiply that by the number of sales per year to each customer, can you think of any article which better deserves the most expensive display space in your store than O-Cedar Polish, and O-Cedar Polish Mop?

If you, too, have overlooked O-Cedar Products in the arrangement of your store and window display, consider the claims of O-Cedar from the standpoint of possible profits, and you will be sure to look up the conspicuous part for showing this money-making line.

Before this day's work is over, will you instruct your clerks to give O-Cedar "preferred position" in your store?

Order from your jobber.

Channell Chemical Company, Limited

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Toronto