

A Salesman is More than a Machine

Perhaps in years to come—when efficiency reaches its highest pinnacle, and some efficiency expert finds himself sorely in need of an occupation—he may attempt to make a machine to *sell goods*. To take the money and hand out the article requested.

A salesman uses his brains and imagination to find hidden sales features in his product and suggest them to customers.

If asked for a bottle of O-Cedar Polish to brighten the furniture he would mention the splendid results O-Cedar gives when used to bring back the original gleam to a piano or auto.

Or he would tell of the ease and thoroughness with which the O-Cedar Polish Mop polishes floors and woodwork.

Little points like these, a mere machine could never aspire to, but the modern salesman uses them for making sales, friends and profits.

Order from your Wholesaler

Channell Chemical Co., Limited
Toronto

CLEANS AS IT POLISHES

O-Cedar
Polish