

Face the New Year With Confidence

As a grocer, you must look forward hopefully to 1919 business.

Some of the restrictions which have hampered you so badly during the war period, have already been removed — others are about to be rescinded. Before the close of 1919, it is almost certain that your buying and selling will be quite untrammelled by "Orders-in-Council."

The resumption of ocean traffic will make it possible for you to again bring figs, dates, currants, raisins and other profitable specialties from the four corners of the earth.

Then, there will be more mouths to feed as a result of the return of Canada's army and the immigration which is expected to follow the war's conclusion.

Altogether, dealers in food products have every reason to feel confident of the immediate future. But your own confidence should be passed on to others. In the weeks to come, see that your store radiates hope and cheer. Train every member of your staff to take every opportunity of "cheering up" your customers, and generating in them, the same confidence that you yourself experience.

You know what the effect would be if half a dozen friends in succession told a healthy man that he looked sick? In a short time he would really *be* sick.

You know the effect on business, if a few retailers made it a point to talk to their customers, in a doleful strain about the unsettled condition of Russia? That would help to unsettle conditions right here in Canada.

It is your plain duty to speak confidently of the future. Do not let up in your selling efforts, but rather redouble them, because it is becoming easier for you to buy sugar, flour, and all the other foodstuffs which have been scarce.

And do not forget that every customer you have, is using, or should be using

O-Cedar Polish

Every time your front door opens or your phone rings, there is a chance for you to sell O-Cedar. There's good money in every sale, so do not let any of this business get away from you.

Order from your jobber

CHANNELL CHEMICAL CO., LIMITED
369 Sorauren Ave., Toronto

