

MARKETING O-CEDAR PRODUCTS

WHEN O-Cedar Products were first sold on the Canadian market there were not many retailers willing to try them; but after being continually approached by their wholesalers, the number of O-Cedar Merchants increased until to-day O-Cedar Products are sold in almost every store. This wide-spread distribution makes it easy for the consumer to buy the goods. And the selling of them is made easy for the merchants by the newspaper and other advertising whereby the women are constantly reminded of the advantages of O-Cedar Polish and the O-Cedar Polish Mop.

Effort inevitably finds its reward—and the merchant, who features and displays O-Cedar prominently, is bound to sell more O-Cedar than the man who expects the customer

to ask for it. The goods are asked for; but sales can be greatly increased by suggestion.

To properly market O-Cedar Products, we need both Retailer and Wholesaler. Without either, our products could not have attained the wide distribution and sale they now enjoy.

Thanks to the co-operation of wholesaler and retailer, we are able to keep our factory going at full speed and to employ a steadily-increasing number of Canadian work people.

O-Cedar Products represent the best in workmanship, materials, quality, value and satisfaction. So we know you will continue to get many repeat orders for O-Cedar Products.

CHANNELL CHEMICAL COMPANY, LIMITED

369 SORAUREN AVENUE

TORONTO

The logo for O-Cedar Polish is presented in a dark, curved banner. The word "O-Cedar" is written in a large, white, serif font, with the "O" being significantly larger than the other letters. Below "O-Cedar", the word "Polish" is written in a smaller, white, serif font. The entire logo is set against a dark background within the banner.

**O-Cedar
Polish**