

Be in the BAND

Are you satisfied with being among the crowd—or would you be one of those who “make the music?”

There is room in the band for you—but not if you are content merely to *be* there.

Blow your own horn—never mind the other fellow, who is doing his bit—blow the horn which sounds forth “Value, Service and Satisfaction.”

Use every means at your disposal, to secure attention and produce results. Make a noise—if it isn't music, it will at least let the people know you are there to serve them.

Many merchants are successfully “making a noise” by availing themselves of the attractive O-Cedar Polish cards and hangers. Some progressive retailers devote their entire window space to O-Cedar Products, having found that it pays to display a single line, and that it's “good business” to link-up with an advertised line so strong with the public as O-Cedar has become.

With this method some O-Cedar dealers have increased their sales one hundred per cent. Give the plan a trial—and you will see a wonderful change in your turnover—you'll find yourself right up on the band wagon, with the public applauding and responding to the music of your O-Cedar horn.

CHANNELL CHEMICAL COMPANY LIMITED
TORONTO,

The logo for O-Cedar Polish is presented within a dark, banner-like shape with a curved bottom edge. The text "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.

O-Cedar
Polish