

Pride,—O-Cedar—and Prosperity

You can sell more
O-Cedar Polish and
more O-Cedar Polish Mops—if
only you will feature these pro-
ducts correctly.

The foundation for the big O-Cedar
demand is the pride the housewife takes in
her furniture and floors. Appeal to her pride,
in your local advertising—as we are doing in
our national O-Cedar advertising.

A woman's pride in her home is the main-
spring of all her buying for home-betterment.
Once your customers are made to realize the
possibilities of O-Cedar Products as
aids to home beauty, they will buy
enough O-Cedar Polish from you each
year to represent a marked increase in
your turnover and profit.

Feature the mop—in window displays and in
advertising—remember that every O-Cedar
Polish Mop you sell means a lot of O-Cedar
Polish to be sold to that same customer.

CHANNELL CHEMICAL COMPANY, LIMITED
TORONTO, ONTARIO



O-Cedar Polish