

# YOUR BENEFIT

ALL retail merchants are sold through our wholesale distributors. This enables merchants everywhere in Canada to purchase O-Cedar at the same Wholesale Prices.

We made this our policy because the wholesale distributors not only lower distribution costs, but they call on you more often — you can buy O-Cedar Products more easily and frequently and with a small investment.

You benefit because you can purchase O-Cedar Products along with other merchandise. You receive the same dating as you receive on other goods. You can buy in small quanti-

ties, but more frequently, which assures you of a rapid turnover and a **real net profit.**

After the goods are attractively displayed on your shelves, they will only benefit you in proportion as the consumers come in and buy them; so we insert advertisements in the newspapers to help you sell O-Cedar Products.

O-Cedar Products give value, service and satisfaction as they contain the best of workmanship, best

quality of materials and they sell at popular price.

Any effort given to O-Cedar Products is repaid because O-Cedar Sales **Repeat.**



**CHANNELL CHEMICAL COMPANY, LIMITED**  
**TORONTO**

