



The Seed to Sow —

FOR A RICH HARVEST OF PROFITS

EXPERIENCE teaches us—everyone of us—that “we reap what we have sown.” Poor seed is expensive—it never brings a real crop.

In the merchandising world, as in the experience of the farmer, it is amply demonstrated that haphazard methods are unfruitful—that intelligent effort, with careful selection of the “seed you sow,” is an essential of success.

All merchants have similar soil to work on—your soil is the great consuming public of Canada. No matter where your business is located you have a nice section of this big “field” to cultivate.

What seed will you use?

One dependable type of seed is found in the O-Cedar Products. To “plant” such seed in that rich soil which is the combined purchasing power of your customers, is to have an abundant harvest of sales.

Being “Quality Products,” backed by a continuous advertising campaign which keeps their merits fresh in the minds of the people, O-Cedar Polish and O-Cedar Polish Mops require but little effort on the part of the dealer to ensure their “taking root.”

It is only necessary for you to introduce them to your customers—in the natural course of events these products will bring forth a harvest of those repeat sales which are such important factors in creating a good profit.

The housewife, after once experiencing the beautifying effects of O-Cedar Polish, will wish to use it regularly to keep her home as it should be kept—she’ll come back steadily for more “O-Cedar Polish.”

She will also want it repeatedly for her O-Cedar Mop, which becomes soiled by continuous use and so must be washed and re-treated every few months.

When you make an O-Cedar sale to a new user of these products, you plant a seed that is certain to result in a harvest of “repeat orders.”

SPECIAL NOTICE

Due to the ever-advancing cost of materials we have found it necessary to charge the consumer 25c extra for the O-Cedar Mop Handle, which has formerly been given free with the purchase of a Mop.

Beginning February 1st, 1920, all orders for O-Cedar Polish Mops will be subject to an extra charge for Mop Handles, the charge being made of twenty-five cents (25c), less such discounts as those worthy may be entitled to.

O-Cedar Polish

CHANNELL CHEMICAL CO., LIMITED, TORONTO, CANADA