

BUILD YOUR BUSINESS ON THE SURE FOUNDATION OF  
**STANDARD MERCHANDISE**

**I**T pays to rely upon the staying-power and the selling-power of standard lines.

O-Cedar Products assure your customer of value, satisfaction and service.

Give your customers merchandise that represents the best in materials, and workmanship, and at the lowest price.



When you are asked for a Floor Mop, be able to say, "Yes, we have the O-Cedar Mop." If you are asked why you recommend it, point out how strongly it is made (all parts securely fastened and riveted) the fine grade of cotton fibre and drill used; how strongly it is sewn; the length and spread of the mop; the attractive lithographed container. But, above all, explain that it is treated with O-Cedar Polish, which is the big reason for its unique success.

**O-Cedar Mop**  
Polish

**CHANNELL CHEMICAL COMPANY, LIMITED**  
369 SORAUREN AVENUE, TORONTO

**PROHIBITION**  
**BY THE BRITISH GOVERNMENT**

of the EXPORT of any manufactures containing LEAD,  
or the USE of LEAD in any manufactures other than

**MUNITIONS OF WAR**

This regulation precludes our manufacturing (for the present)

**BOTTLE CAPS**

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

**BETTS & COMPANY, LIMITED**

1 Wharf Road . . . . . LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON