

PULL Versus PUSH

WHICH type of merchandise do you prefer to handle—merchandise that pulls business of its own accord—or merchandise you have to push?

We believe you prefer the profitable, business-pulling kind, and for that reason you will favor O-Cedar Polish.

O-Cedar Advertising appears regularly throughout the year, steadily pulling business. O-Cedar has many and various uses—it is a polish for floors, furniture, wood work, motor cars, etc., therefore an all year 'round seller—another business-pulling advantage.

A sale of O-Cedar Polish often leads to the sale of an O-Cedar Mop. And now-a-days many housewives wisely keep an extra bottle of O-Cedar Polish on the shelf—thus you have an opportunity to make two sales instead of one.

Taking all these sales features into consideration—could you wish for a more profitable business-puller than O-Cedar Polish?

Order O-Cedar Polish from your Jobber.

CHANNELL CHEMICAL CO., LIMITED
TORONTO

