

# "Your" Goods

"A retail merchant who would specialize in advertised articles,— who would show them, push them, do everything possible to identify himself with them—would, in any trade, grow rich."

Such is the statement of a man who has himself prospered by that very method of merchandising. Many other merchants have proved it to be correct.

Where once there was a tendency to side-track advertised products because of a feeling on the merchant's part that such goods were not their goods, we find to-day a widespread appreciation of the ease with which a dealer can "turn over" lines widely advertised by their manufacturers.

Where once advertised goods were kept in the background—and stocked grudgingly because of a mistaken idea that such articles should take second place to those not so well known, we find to-day a pretty general realization that the advertised line is the profitable line — for the dealer.

Merchandising methods have swung into line with the progressive spirit of the age. Dealers have come to understand that every line they have requests for are "his" goods. If he receives outside support in finding a market for them—if the maker is progressive enough to advertise his article's merits—that advertising support is of benefit to the dealer. He should encourage it, by mak-

ing all the sales he can, of such products.

O-Cedar Polish and O-Cedar Polish Mops are outstanding examples of advertised goods. They sell readily in any store that stocks them. But the "turnover" of these two products in your store may be increased by displaying them in your windows and prominently about the shop—and by "linking-up" your advertising with ours. **Local** advertising will direct the demand created by our **national** advertising, to **your** store. Hundreds of merchants have proved this—those who most freely display and advertise O-Cedar are the ones who are doing the lion's share of the O-Cedar business in their respective communities.

**Channell Chemical Co., Limited, Toronto**

*CLEANS AS IT POLISHES*

**O-Cedar  
Polish**