

# What's In A Name?

Trade-marks are valuable according to the reputation of the product they stand for and according to the responsibility and reliability of the manufacturer who makes and sells the product. The name

# O-Cedar Polish

(Made in Canada)

stands for highest quality and fair dealing. O-Cedar Products are a necessity in every household and are backed, absolutely by the manufacturer's guarantee of "Satisfaction or Money Back." O-Cedar is a paying investment for the dealer.



**To-day** Is the Day You Should Place  
That Order With Your Jobber

CHANNELL CHEMICAL CO., LIMITED, TORONTO, CANADA



## TRADE MARK VALUE

It pays the Merchant to handle goods bearing the TRADE MARK of the Manufacturer

SELL YOUR CUSTOMERS

# PURITY FLOUR

bearing the TRADE MARK that means something  
when applied to FLOUR



**WESTERN CANADA FLOUR  
MILLS COMPANY, Limited**

*Millers to the People*

