

A LITTLE COMPETITION WILL DO WONDERS

SOMETIMES the store seems to strike a dull period. Things don't go right somehow. You and your clerks don't feel like doing any more than you have to.

Here is a suggestion that will help your business during such a "slack" time.

Let your different clerks, in turn, take hold of the reins and manage the store. Let them dress the windows, fix up the show-cases, arrange the floor and counter displays—in a way they think will bring in the most business. Let each man have charge for a week and compare results. This competitive plan will stimulate both you and your clerks. It will put "life" and efficiency into the business.

Let us give one little tip that will help out everybody. Keep O-Cedar Polish

right near your cash register. You'll sell a lot of it, if you say to your customer, "A bottle of O-Cedar to-day?" when making the change

from other purchases. You will be surprised how many extra O-Cedar sales you'll make, by the mere suggestion.



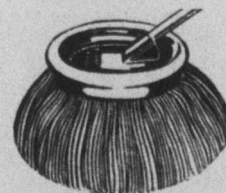
O-Cedar
Polish

For greater interest in your displays, ask your jobber's salesman to show you the Special Assortments of O-Cedar

Products, whereby you can obtain an attractive sales-producing O-Cedar Display Stand for your counter or floor.



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

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