

# ADVERTISING

## —and the O-Cedar Dealer

**A**DVERTISING puts goods in the spotlight and under the searching scrutiny of the buying public. Only goods with merit can be successfully advertised. The O-Cedar Products have exceptional merits and the extensive advertising of these merits has created a great demand.

You can direct this demand to your store by displaying O-Cedar in your window—about your store, and through local advertising in your newspapers. People like to buy advertised goods, because the price and merits are known.

We have a series of newspaper ads that help O-Cedar dealers to sell other merchandise they carry, as well as

# O-Cedar Polish

These are illustrated in our booklet "O-Cedar Sales Helps." This booklet also shows the other O-Cedar Dealer Helps—the O-Cedar electric signs, window trims and Counter and Floor Display Stands. Send a post card to us to-day, requesting the booklet.

It is supplied free to O-Cedar dealers.

**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