



*“A Satisfied Customer
is the Merchant’s
Best Advertisement.”*

THAT was the belief on which Timothy Eaton, Marshall Field and W. J. Wanamaker founded their business careers. They insisted that the customer must be satisfied.

Personal investigation—to find out whether the goods have merit and give satisfaction—is time well spent by the dealer. We urge all merchants to investigate O-Cedar Products—those who do so will never offer a customer a substitute for O-Cedar Polish or the O-Cedar Polish Mop. They will find that while there are various oils that make pretension to merit, there is only one polish good enough to offer with certainty of sat-

isfying the customer—only one O-Cedar Polish.

Since it depends for its sale largely upon “repeat” business, there is a certain indication of the satisfaction it gives shown by the ever-increasing factory output.

We make known the merits of O-Cedar Products through advertising. The margin is fair and the prices are maintained.

We are always willing to co-operate—may we have your co-operation, with a view to increasing your O-Cedar sales?

THE CHANNELL CHEMICAL COMPANY, LIMITED
TORONTO

**O-Cedar
Polish**