

CANADIAN GROCER



O-Cedar Mop

Polish

YOUR O-Cedar sales can be greatly increased through **suggestions**. A neatly dressed window or store display is a **suggestion** to the woman who has seen the advertisement. She sees—and buys.

Teach your clerks to **suggest** additional purchases. If your customers want coffee, suggest fancy biscuits. If they ask for soap, suggest a wash board, clothes-pins, brushes, O-Cedar Polish and O-Cedar Polish Mop. There is always dusting to do, so every household can use O-Cedar Products to advantage. No matter what your customers buy, they are prospects for O-Cedar, and usually the mere suggestion will result in a sale. Try the power of suggestion, and watch your sales jump.

Order from your Jobber.

CHANNELL CHEMICAL COMPANY, LIMITED

369 Sorauren Avenue, TORONTO