

# YOUR PROFITS

You now have the opportunity to investigate and know which lines are paying you *real profit*.

"Profit" does not mean so much discount, but the results after the selling cost, depreciation, investment and turnover are considered.

O-Cedar Products have no depreciation; require small investment, have small selling cost, and pay a good margin. The turnover is quick and

frequent. O-Cedar Products pay you a *real profit*.

O-Cedar Polish and O-Cedar Polish Mop enjoy a real good demand, due

partly to the extensive advertising of their merits. The O-Cedar merits will be advertised more than ever, therefore

the demand will be greater than ever before. Know your profitable lines and push them. Ask your jobber about Special Assortments and Profit Deals.



**CHANNELL CHEMICAL COMPANY, LIMITED**  
TORONTO

# KING GEORGE'S NAVY

CHEWING  
TOBACCO

**Will win you bigger 1918  
Tobacco profits**

Resolve now, at the beginning of the year, to make your tobacco department really worth while.

Never let your trade forget the fact that you carry a good supply of King George's Navy.

The demand for it is always good and every sale gives you a good wide margin.



**Rock City Tobacco Co., Ltd.**