



Cater to the Men who like to give Practical Presents

FEATURE the O-Cedar Polish Mop in your Christmas Display—and watch results.

The man shopper at Christmas-time rarely knows just exactly what he wants and depends on your displays to "suggest" to him some suitable gift. In your Christmas windows display O-Cedar Polish Mops with a card calling attention to the practical usefulness of such a gift.

Many a man may thus be led to realize that his Mother, Sister or Wife would appreciate such a gift

—and having arrived at that conclusion they will naturally come into your store to make the purchase.

You know there is good profit in selling O-Cedar Polish Mops. The fact that it has to be re-treated with O-Cedar Polish, means that every Mop you sell means Polish sales too. And every woman who once uses O-Cedar Polish becomes thereafter a steady purchaser of this wonderful home-beautifier.

Put a display of O-Cedar Polish Mops in your window this week—the results will surprise you.

"The Practical Gift"

O-Cedar Mop

Polish

CHANNELL CHEMICAL COMPANY, LIMITED, TORONTO