

The "Line" of Least Resistance



EVERY sale a merchant makes requires some effort. The amount of effort is dependent upon the resistance offered by purchasers toward the article sold.

Dealers who apply modern merchandising methods to their selling, find that the O-Cedar line is one of those that go a long way on little effort. Among polishes and mops, the O-Cedar line is acknowledged to be the "line of least resistance."

We make each bottle of the Polish, and each Mop, so good that the consumer's satisfaction is assured. The ever-increasing sale of these products furnishes ample evidence that they do give satisfaction—and that the good-will of our distributors and of the public rests upon the firm foundation of Quality.

Any energy you may put into the selling of O-Cedar Products will be rewarded by a splendid sale, with profits so good as to constitute a tangible reward for your effort.

Put this to the test—by mentioning O-Cedar in your advertisements, by featuring O-Cedar in your windows—by telling your customers they can use O-Cedar to advantage in beautifying their homes.

The response that such methods will bring must convince you that the O-Cedar line is indeed "the line of least resistance."

O-Cedar Polish

Channell Chemical Co., Limited
369 Sorauren Avenue, Toronto