



*Turn the*  
**Buying**  
**Impulse**  
*into*  
**SALES**

It is a woman's instinct to want her home bright — a natural woman's impulse to accept whatever she believes will enable her to keep her home interior attractive and her furniture looking like new.

It is one of her greatest expressions of domestic pride to have her floors and furniture clean and shining.

Along comes our newspaper advertising to tell her of a Polish that enables her to get better polishing results—and as she reads those truthful, forceful advertisements the buying impulse becomes firmly implanted in her mind.

All that is needed to turn this impulse into an active sale is **directive effort** on your part and by your clerks.

Make your O-Cedar Display—in the window and inside the store—in a manner calculated to allow

O-Cedar Products full scope as an active sales force.

Use our attractive cards and signs to feature O-Cedar Polish and O-Cedar Polish Mop so that your customers will unfailingly **see** these goods every time they enter your store.

Thus can you sell two packages of the Polish for every one you now sell—thus can you double your Mop Sales.

The occasional mention of O-Cedar Polish, the query "Have you tried it?" will also help to get new users of this profitable line.

And invariably the customers to whom you thus introduce O-Cedar Products will be grateful to you.

Their appreciation will take the form of orders for "more O-Cedar"—once they find by experience that your recommendation of it was warranted by its great merit.

# O-Cedar Polish

CHANNELL CHEMICAL CO., LIMITED, TORONTO