

A LINE IT PAYS TO PUSH

O-Cedar Polish

Merchandise must have merit or it cannot be successfully advertised. The success of O-Cedar Products has its root in a very definite superiority—the advertising we do merely tells the people of that superiority and so induces them to try it—the real sale of these products comes from the repeat orders which invariably follow a trial.

“As good as gold” is gold’s best recommendation — “As Good as O-Cedar” is the selling-talk of those few who attempt to sell a substitute for our products and in saying that they admit there is but one O-Cedar Polish and but one O-Cedar Polish Mop.

Attempting to sell inferior substitutes is unprofitable, because it overlooks the most vital feature of successful merchandising — satisfied customers.

The backing we give to merchants who sell our products is such as to prove our own sincere confidence in the goods we make. We advertise them freely—we supply dealers with window trims, advertising plates and counter displays. On top of that, we allow a fair margin and we endeavor to have prices maintained.

All this makes the O-Cedar line a profitable one to handle—a line it pays to push.



These Products sell readily because of their reputation — and their reputation is based on real merit and satisfaction.

Are you giving them that attention which they deserve? Are you featuring them in a way that will secure for your store all the profit that can be made out of their sale?

CHANNELL CHEMICAL COMPANY, LIMITED

TORONTO

