

Let the Women Know

YOUR store is the place where women like to be reminded of the household needs that have "slipped their minds." Even for so well-known an article as

O-Cedar Polish

a reminder is needed. Housewives will be glad to see O-Cedar before their eyes when they enter your store. Every woman wants O-Cedar Polish because it is the quality polish—because it renews and protects all their furniture—because it cleans as it polishes.

The extensive and powerful advertising given O-Cedar Products is making more O-Cedar users every year. Let

your store be known as an O-Cedar store, and you will ensure your share of this profitable business. People will be sure you have it, if you utilize the convenient O-Cedar Sales Helps—O-Cedar Floor and Counter Stands; Electric Sign Displays; and O-Cedar advertising plates. Ask your jobber about yours, as well as about the Profit Deals that will make additional money for you.

CHANNELL CHEMICAL COMPANY, LIMITED

369 SORAUREN AVENUE

TORONTO

PROHIBITION **BY THE BRITISH GOVERNMENT**

of the **EXPORT** of any manufactures containing **LEAD**,
or the **USE** of **LEAD** in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—**CABLE US AT ONCE** the word "**GREETING**" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: **CHECKMATE, LONDON**