

# Co-operating for Results— Our Common Objective— SALES

“Co-operation” is the keynote of modern business. The manufacturer, the wholesaler and the dealer are all interested in the one objective, **Sales**. Their ultimate interests are identical—their dependence one upon the other makes them work together for the consumer's satisfaction.

Now of these three, the dealer is the one close to the consumer. Therefore, on him rests a big responsibility; without his intelligent effort, the endeavors of the wholesaler and manufacturer come to naught.

The manufacturer is responsible for the **quality** of the product—also for the advertising of that quality to the consumer.

The wholesaler makes it easy for the merchant to obtain his supplies—enables him to have the product always in stock.

The dealer's job is the proper introducing of the product to his customers. No matter how well the manufacturer and wholesaler do their part, many sales may be lost if the dealer is lukewarm about the introduction.

Take O-Cedar Products as an example.

If, instead of merely stocking these Quality Products and selling them when they are asked for, **grocers will mention O-Cedar when talking to or**



**'phoning a customer**, the work of the manufacturer and wholesaler will have been worth while.

The chain of co-operation may be strengthened, so far as O-Cedar is concerned, by the dealer mentioning O-Cedar in his advertisements in the local paper, for which we furnish electros and plates of advertisements free of charge.

Another way of carrying out this mutually-profitable co-operation is for the dealer to put in window displays that feature O-Cedar Products along with the attractive O-Cedar signs and hangers—and by placing O-Cedar Polish and O-Cedar Polish Mops where they can be readily seen by the customers.

These suggestions are not selfishly offered—they are all a part of “Good Merchandising”—they represent the dealer's end of the co-operation idea.

And it's an idea that, fully and properly worked out, means real money for the dealer himself.



**Channell Chemical Company, Limited, Toronto, Ont.**

# O-Cedar Polish