



In our last message we urged you to "face the New Year with confidence"—and we meant every word of it.

A careful survey of the business situation has convinced us that 1919 is going to be a wonderful year. There never was a time when Canadians could look into the future with such satisfaction. The gigantic reconstruction plans will ensure business activity

in a country which now rejoices in the return of peace.

To prove our own confidence, we have just placed contracts for the most comprehensive advertising campaign in our history. Many newspapers have been added to our list, and each paper will carry more insertions in larger space, telling Canadian Housewives why they should buy O-Cedar Products.

O-Cedar Mop Polish

Who will make these sales—you or some other dealer? That depends upon your own efforts. You can get the business—and it's mighty profitable—if you dress your windows and arrange your store displays so as to focus our

widespread advertising on your store. Then in your local paper, to direct still more O-Cedar business your way, you can use our free electros—either single cuts or complete ads.

The cut shown above is merely to show what you can

do in the way of store and window display, using a few boxes or display fixtures. We have lots of signs and hangers for helping you to develop O-Cedar sales. Will you write and ask us for them?

Order O-Cedar Products from your Jobber.

CHANNELL CHEMICAL COMPANY, LIMITED
369 Sorauren Ave. TORONTO