

1 $\frac{3}{10}$ Per Cent

During a recent investigation into high prices, the newspapers severely criticized a large chain of restaurants for raising their prices and for profiteering.

The owners opened their books to the Food Administration in order to show that their profits were not exorbitant. They were making exactly one-and-three-tenths cents profit on each meal they served. Think of it!

The knowledge that a restaurant could exist on a profit of only one and three tenths cents per meal came as a surprise to many people. But—the answer is, that their turn over is probably more rapid than in any other business.

The thought we wish to bring out with the foregoing illustration is — that although O-Cedar polish pays much more than 1-3/10 per cent. profit, its greatest claim to a merchant's consideration lies in the feature of "turn over." O-Cedar's rapid and constant "turn over" may be justly attributed to the perfect satisfaction it renders every user. And to extensive advertising of O-Cedar merits in foremost newspapers and magazines.

Dealer signs, Hangers, and Window Displays are a few of the methods of co-operation we fully extend to dealers in O-Cedar products.

Is your stock of O-Cedar Polish and O-Cedar Polish Mops complete?

CHANNELL CHEMICAL Company, Limited, Toronto

The logo for O-Cedar Polish is presented within a dark, banner-like shape with a curved bottom edge. The word "O-Cedar" is written in a large, white, serif font, with the "O" being significantly larger than the other letters. Below "O-Cedar", the word "Polish" is written in a smaller, white, serif font. The entire logo is centered horizontally within the banner.

**O-Cedar
Polish**