



Keep Standard Lines

Your profits depend indirectly on the good-will of your customers. Without that good-will your business cannot permanently prosper.

To earn the lasting good-will of every woman who deals at your store, it is advisable that you depend largely upon Standard Lines of Merchandise—lines that assure the customer value.

O-CEDAR products are among your most profitable Standard lines. They have become standard as a result of their true quality and reasonable price. Their merits are known, their popularity ever on the increase.

Extensive advertising of both the O-Cedar Polish Mop and O-Cedar Polish, results in constantly-increasing sales. You can get your share of this demand by displaying these products about your store and in your window.

We have special Display Stands to help you make an attractive O-Cedar showing. Ask your jobber's salesman about our Special Assortment and Free Deals.

CHANNELL CHEMICAL CO., LIMITED, 369 Spadina Avenue, TORONTO

TO THE FORE IN YOUR STORE

O-Cedar Polish

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