



## Tell Your Customers to use O-Cedar as directed

**A**SK your customer, when you sell a bottle or can of O-Cedar Polish, whether it is understood that O-Cedar should be used with Water.

Many people do not realize this important point, in spite of the fact that the directions on every package plainly state it. This failure to understand the proper method of using O-Cedar Polish is frequently discovered. Many car-owners do not know that O-Cedar should always be used with water for best results.

# O-Cedar Polish

Directions for using O-Cedar Polish:—

Wet a piece of cheesecloth with water. Wring out surplus water. Pour on as much O-Cedar as cloth contains water. This combination forms a soft, harmless lather when cleaning the surface—removing the dust, scum and grime. Polish with a dry cloth—slight rubbing quickly produces the desired hard, dry lustre.

When polishing an automobile—if there is mud on body—wash it off first—then follow the above directions. Another way to apply O-Cedar Polish on a car is to mix half water and half O-Cedar in a "Sprayer." Before using, shake sprayer to mix O-Cedar with water and then operate. Finishing with a light brisk rubbing with a dry cloth.

Be sure to tell your customers that O-Cedar is to be used with water—tell them to follow the directions on the bottle or can. In this way they will get satisfaction and will come back to you for more O-Cedar Polish.

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