



Price — Quality — Service and Satisfaction

A RETAIL store may make a success through special attention to one or more of the above features.

But for a manufactured product to make a real success, it must have all of them.

O-Cedar Products have been giving satisfaction ever since introduced. Let us examine the basis for that satisfaction.

First, they are sold to the public at a reasonable and popular price.

Secondly, they possess a quality which is apparent to all who use them.

Thirdly, they perform a service which renders them invaluable to the housewife.

These three features of O-Cedar Products work together for that attainment which is the manufacturer's ultimate aim—satisfaction.

That O-Cedar Products do embody these characteristics, is proved by the ever-increasing consumer demand that has been built up for them.

That they do give satisfaction is evidenced by the manner in which people continue to purchase them after giving them fair trial.

They have to-day the prestige which a product can attain only by giving satisfaction.

A merchant may increase his prestige by linking-up his local advertising with the O-Cedar country-wide advertising.

There is enhanced prestige and greater profit in store for the dealer who will identify himself with the sale of O-Cedar products.

CHANNELL CHEMICAL COMPANY, LIMITED
TORONTO

O-Cedar Polish