

Be Enthusiastic---IT PAYS!

On the shelves of the grocery store, there is no product more worthy of the merchant's enthusiasm than O-Cedar Polish.

If you are not enthusiastic about the merits of this product, it must be because you do not really *know* O-Cedar.

A trial of it in your own home—on your own furniture—or to polish your motor car—will arouse your enthusiasm to that degree which is needed to make the O-Cedar sales you *should* make.

The grocers who are making real money out of O-Cedar sales are the grocers who know this product through the experience of their wives and themselves. Their confidence in O-Cedar is such that they give this product a place of prominence in their stores—they “play it up” in their advertising—they tell of its merits whenever opportunity offers.

The result is that their customers—having noted the claims we make for O-Cedar in our own newspaper advertising—make their first trial purchases of our polish in the stores of these enthusiasts—and they go back to those same stores for “more O-Cedar” after being convinced of its worth.



O-Cedar products—the polish and the mop—sell freely in every store that handles them. But in one block there will often be two merchants, one selling an average quantity of O-Cedar, and the other selling nearly double the amount of his neighbor. The one

merely hands out O-Cedar products when asked for them. The other, having *experienced* the satisfaction of using O-Cedar, just cannot help featuring it, and so gets the lion's share of the O-Cedar trade in his neighborhood.

CHANNELL CHEMICAL COMPANY, LIMITED
TORONTO

