



VITAL FACTS Your Sales Force Should Know



In O-Cedar Polish, the housewife has found an article which may be used with perfect confidence, for cleaning and brightening her finest furniture.

Pour a few drops of O-Cedar Polish on any surface, and leave it for hours at a time—it will leave no mark. You dare not do that with an ordinary polish. One reason for the success of O-Cedar is its purity—no injurious quick-dryers, acids or greases are used in its manufacture. O-Cedar Polish has no substitute—it's **the** polish—a standard staple article that women must have in order to keep their homes clean, shining and inviting.

The fundamental and inherent virtues of O-Cedar constitute a logical reason for its big sale—its merits are so evident that women invariably use it steadily after once trying it. They will never be satisfied with any other polish, either for furniture or floors. They may not know the scientific reasons for its outstanding quality—they may not understand **why** it gives satisfaction where other polishes fail—but they do know it's a **safe** polish, to be depended on for results and to be relied on never to injure the finest woods.

The sales force of every store in which O-Cedar Polish and the O-Cedar Polish Mop are sold, should be fully posted on the truly exceptional merit of these articles—they should be able to explain that O-Cedar is no ordinary polish. They should follow our newspaper and magazine advertising, so that in making sales they may make the same statements about O-Cedar that we, its manufacturers, make. They are accurate statements, every one of them, never tinged with exaggeration, always to be substantiated by experience.

CHANNELL CHEMICAL Company, Limited, Toronto

O-Cedar Polish