

## Lowering The "Overhead"

The percentage of "Overhead" is lowered by the rapid turnover of merchandise.

If you sell brooms, brushes, woodenware and other household supplies, why not consider the buying of another household necessity which, with its demand and frequent sales, would cut down the "overhead" and add to your real profits.

# O-Cedar Polish

and O-Cedar Polish Mops are known to the public; the margin is fair; you do not need to stock heavily; the goods are easily obtained from your jobber; therefore, you get small "overhead" and many turnovers which assure you a real profit.

Another big feature of O-Cedar Products is that after a customer is once sold she must buy again as her supply of O-Cedar Polish must be replenished. The repeat sales bring the customer to your store and enable you to sell other goods as well as O-Cedar Products.

Devote a little more effort to O-Cedar Products by displaying them prominently about store or in window—and watch how your efforts are rewarded and your "overhead" lowered.

CHANNELL CHEMICAL CO., LIMITED  
TORONTO

