



If everybody in Canada ate *E.D.S. Jams and Jellies* the increased demand would not interfere with their high standard



Never since the first jar of E.D.S. Jam was sealed ready for sale has there been an iota of change in the quality—never has it been anything but freshly picked fruits, pure cane sugar and mountain spring water—processed under the most sanitary conditions by expert preservers. These famous Canadian jams and jellies put up in Canada's richest fruit belt—the Niagara Valley, are known to almost every housewife in the Dominion—their superior quality and undeniable purity are household words.

Sell E.D.S. Products and help keep Canadians employed and Canadian money in circulation in our own country. E.D.S. Products are absolutely Canadian-made, from the fruit to the containers and labels.

**Push E.D.S. Jams and Jellies During 1915.
They're Money Makers.**

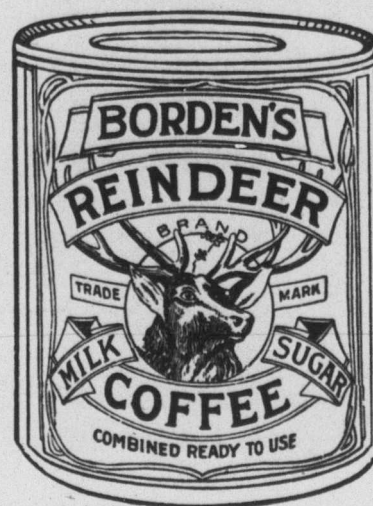
MADE ONLY BY:

E. D. Smith & Son
LIMITED

Winona, Ontario

Agents

Newton A. Hill	Toronto
W. H. Dunn	Montreal
Mason & Hickey	Winnipeg
R. B. Colwell	Halifax, N.S.
A. P. Armstrong	Sydney, N.S.



Make the Social Season Bring You Better Custom

Every social function in your locality, every little house party, every church social, club night or entertainment brings with it unbounded opportunities to push Coffee or Cocoa that is a convenience as well as a delight.

Nothing fits the bill quite so thoroughly as Borden's Reindeer Brand Coffee and Cocoa. Made in an instant, merely with the addition of water—no milk, no sugar. Their apparent economy, deliciousness and trouble-saving features will bring you increased custom for daily consumption.

Why let these social events continue to slip by without one supreme effort for better custom? Get up an impressive display *to-day* and make the most of the Borden Lines.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

**Branch Office: No. 2 Arcade Building
Vancouver, B.C.**