



A MOST necessary requisite in the keeping of a grocery is to have the standard, the best, and the most favorably known articles for sale. You don't then have to explain their merits to your customer. They probably know as much as you, about that same article.

On the other hand, a poor unknown article of questionable quality and unquestionable price is something you haven't the time to experiment with, nor the inclination to risk your standing among good customers with.

E. B. Eddy's Matches are extensively, aggressively, and persistently advertised in every city, town, and village of importance in Canada.

They have stood the test of 44 years' time and are pre-eminently the best matches in every respect, made in this country.

Order a 5-Case lot from your Wholesaler or Jobber and always keep them in stock.

THE **E. B. EDDY CO., Hull, Canada**

ALSO . . .

MONTREAL, TORONTO, QUEBEC,
HAMILTON, KINGSTON, ST. JOHN,
HALIFAX, WINNIPEG, VICTORIA,
ST. JOHNS, Nfld.