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We Could Not Improve the Jam —So We Improved the Label

Our message to the trade in this issue is chiefly of introducing our new label, which will, on the first season's consignment, make its bow to the trade in Canada. Try as we would, improvement in the quality of

E.D.S. Preserved Fruits

resulted fruitlessly. Always seeking to produce the best we decided on improvement to our label; it is as handsome and winning as E.D.S. quality is deliciously pure (100 pure^e by Government test)

Order Early from Your Wholesaler

E. D. SMITH

Fruit Farms

Winona, Ont.

