

FEATURING 'C. N. E. EXHIBITS

CANADIAN GROCER

Member of the Associated Business Papers --- Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, SEPTEMBER 13, 1918

No. 37

The Matches with no "after glow"



Non-poisonous

Sell The Goods That The Public is Buying

It is easier to swim with the current than against it. There is more profit in following the trend of public buying than in trying to divert it.

EDDY'S MATCHES are known to the Canadian public through sixty years of continuous service, and the public is in the habit of buying them. Perhaps you do not fully realize the significance of this fact. It has established in the public mind the habit of regarding Eddy products as *standard*.

You can sell these products more readily, and with less effort, because this public *buying habit* is behind them.

30 to 40 Brands to Choose From.

A Match for Every Purpose.

Eddy's Fibreware, Washboards, Paper Bags and Paper Products are



of the same Standard of Quality as are the Famous EDDY MATCHES

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent on request to anyone interested.