

IN THIS ISSUE—A DISCUSSION OF THE RE-SALE PRICE, FROM [THE RETAILER'S STANDPOINT

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, JUNE 8th, 1917

No. 23

NO AFTER-GLOW



The term, "Safety First"

has perhaps been somewhat overdone—the sentiment never can be. We have always been much more careless of human life on this side of the water than is the case in older countries. Statistics prove that we have a much greater proportion of deaths per population through improperly guarded Railway Crossings, Automobile Accidents, Fire, etc., than in the British Isles for instance. But lately there has been a change in public feeling, and anything tending to the lessening of accidents and the conservation of human life, gains ready attention, which is one of the reasons we suggest that you tell your customers just what the words

"Chemically Self-Extinguishing"

mean on the outside of our "Silent 5" Match Boxes.

The sticks of all matches contained in these boxes have been dipped in a solution which renders them actually dead wood once the matches have been lighted and blown out, thereby reducing the danger of FIRE from used and glowing matches to the vanishing point.

ALWAYS HAVE GOOD STOCKS OF "EDDY'S SILENT 5'S" ON HAND.



Toronto Branch:

73-75 Wellington St.

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