

Experience . . .

has shown many grocers that it is wiser to let "the other fellow" experiment on his cash paying customer with articles of unknown and inferior makes.

This refers especially to matches.

E. B. EDDY'S MATCHES have long since passed the experimental stage. A half century's test has demonstrated that you can safely recommend and sell them to your most particular customers.

The E. B. EDDY CO. Limited

HULL, CANADA

318 St. James St. - - MONTREAL 38 Front St. West - - TORONTO

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