the Hon. W. J. ROCHE, M.P., chan-

London Advertiser

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MORNING. EVENING TELEPHONE NUMBERS.

3670 PRIVATE BRANCH 3670 EXCHANGE. From 9 p.m. to 8:30 s.m. and holldays' call 76, Business Department; 78, Editors and Reporters; 174, Composing Room; 76, Circulation Department. London, Ont., Tuesday, March 14.

Liberals Won't Tamper. R EGARDING THE revision of the tariff, referred in the address from the throne, the St. Cath arines Standard has this to say:

"Tariff revision is promised by the King government at this session. It is just a question whe-ther tampering with trade is going to help the present situation. One thing is certain, that the continual threat of a lower tariff is disturbing element in business. When the fiscal policy of this country is permanently and definitely decided on trade will have an impetus which it never had be-

Quite so. That is an interesting and very broad view, viz.: "When the fiscal policy of this country is permanently and definitely decided on trade will have an impetus which it never had before."

There is not a man at Ottawa in any one of the three parties represented there who would assent to that claim. There is not a group of you're talking of ghosts and who's same time give fall wheat a fair tariff-makers, no matter of what around. school, which would undertake to make a tariff and guarantee that its pistol for "an impetus which trade never had before" experienced.

titude of the Conservative press, the beggar. Conservative billboard and the Conthe workmen to vote for the Liberal yawn. party it would have a very serious effect on their chances for earning

The campaign even went so far as as the Liberals came into power.

All through there was an element anything else. of threatening and false prophecy of campaigning.

anything in matters of trade. The manufacturer or businessman

government.

made to tack the word "wreckers" government at Ottawa.

is in for a period of tampering is or rats. made without regard to facts, and is a belief for which there is no foundation at all.

Senator Pardee.

THE APPOINTMENT of FRED away for future reference:

PARDEE to the Senate will give It is a list of Canadian general satisfaction to the people of Canada, particularly of Western Ontario, where he is best known.

The Hon. T. B. PARDEE, father of SENATOR PARDEE, was the right-hand 1873. man of SIR OLIVER MOWAT in the Mowar government, which was from Nov. 7, 1873, to Oct. 6, 1878. easily the best government the province ever had.

The Hon. T. B. PARDEE and SENA- 6, 1891. TOR PARDEE between them have repyears ago. The appointment of 1894. FRED PARDEE to the Senate is a fitting

country of both father and son. FRED PARDEE's experience in the House of Commons will qualify him 1896. at once to take a leading place in the Senate. His knowledge of law will further qualify him. His whole | 1911. life has been spent in an atmosphere of law and legislation. He is a good mier (Conservative administration) lawyer, an experienced legislator, a from Oct. 10, 1911, to Oct. 12, 1917. splendid speaker and an all-round good man who will not fail to justify his appointment.

Whether you win or lose if you are from the west you are all right for the Senate. ARCHIE McCois and 27, 1921. FRED PARDEE are first-class additions to the Senate.

Catching Ghosts.

WELL, here's another good thing gone wrong. They had a ghost all cornered in a house near Nova Scotia, and sent to the States for an expert on ghosts, one who knows them, calls them by their first

name, and all such inside things. A whole lot of people don't believe in ghosts. Every time the subject is brought up in broad daylight they simply wave the hand and say

It makes a heap of difference when

Clannish Tae a Scot!

I ha'e chanced tae meet mony splendid men As I've roamed aboot a lot— Men frae ilka clime that oor sun shines on—

But I'm clannish tae a Scot. Wad ye wish tae ken why I lean tae him? Weel my reason noo I'll tell: It's because that Scots are a noble folk— Oh! I'm glad I'm Scotch masel'.

I ha'e met a Scot at oor Thistle Club, Wha's th' sort o' man I prize; He has judgment guid, which we a' admire, Yet he's nae unearthly wise. He's a frien' tae a', he's a genial gent, Wha has nae owre much tae say:

He's a sturdy Scot in th' prime o' life, Yet, we ca' him Faither Gray. When oor Empire ca'd for oor sodgers brave,

O' his laddles he gied twa; Noo, in slumber sweet, baith his bairnies lie Neath you green sod far awa'. They waur gallant lads on flerce, gory fields

In th' presence o' oor fae: They did weel their pairt-we are no' surprised-They want bairns o' Faither Gray.

Oh, dear Scotia braw! thou hast blessed oor earth Wi' a lot o' noble men;

For th' cause o' richt they've been warriors brave Wi' their claymore, voice an' pen: They've adorned thy name in th' years lang gane; They adorn it in oor day:

When I want tae feel that I'm glad I'm Scotch Aft I think o' Faither Gray. London, Ont.

Well, this Dr. PRINCE, who has been ghosting down in Nova Scotia inauguration would be the starting in a haunted house, simply smiles when questioned. That shows he hasn't caught the ghost. If he'd It is all very well now to try and nailed a ghost to a bedpost or somepile blame on the tariff or proposed thing like that we know a lot of tariff for business depression. One folks around here who would have of the greatest factors in helping to been glad of a chance to go on down

But it does seem as though Dr. servative candidate during the last Prince has missed fire. One thing election campaign. At that time the is certain. He hasn't got the ghost advertising matter of the Meighen locked up in the barn or chained in campaign was based on the cry that the sitting room. That being the the King government would be a case, the ghost is still at liberty. It party of free traders; there was a has probably gone out in the ordeliberate attempt all the way chard to wait until things quiet through to falsify the position of down a bit, when it will return. Liberal candidates in Ontario; the Ghosts don't like crowds nor fuss. advertising space in the daily They prefer the quiet, still, nervous papers made the threat that were hours of the night when graveyards

Perhaps Dr. Prince has some very good explanation as to why he in early and avoid the rush." It couldn't catch the ghost. He may say there wasn't one there, but a to picture United States ready to man named MacDonald said so, and swoop down on this country as soon the word of a MacDonald is good this splendid district. We are open enough in these parts on ghosts or

It's one grand mistake to imthrown before the country, and if agine that the ghost has gone simply it that does come is very good as there were any unsettling influences because some American ghost a rule. coming from the election the root of catcher went down there with a them was planted right in that form patent string of sleigh bells. The bells were supposed to ring at night The phrase used by the Standard when the ghost tripped on them, great deal of attention at a recent "tampering with trade," falls wide and that would be proof there was gathering of dairymen at Ottawa. of the mark. The King government a ghost. But pshaw! the bells didn't has no intention of "tampering" ring. That only went to prove that with matters of this sort. It has the MacDonald house ghost knew never been urged against Hon. W. a sleigh bell when he saw one and S. FIELDING that he "tampered" with stepped over it. Ghosts are fearful high steppers sometimes.

No, sir! No doctor of spookology who is earning a legitimate profit can clear the matter up with a few has nothing to fear from the King night sessions. Just wait till the investigators get away from the That was made perfectly plain place, and on a night when it's dark splendid cheese, and also that when during the election campaign, de- outside, and the wind is shricking it goes abroad it comes into compe. NO. 160-THE IMAGINATIVE "F." pied the ch spite the fact that every effort was around the shutters, there will be a tition with the product of other very creaking on the attic stairs, a mysto the party now in control of the terious knocking on the door and Mr. Ghost will come back once more The suggestion that the country Yes, sir, they stick worse than mice

Canadian Dates.

HERE IS a little political and historical information that it might be well to cut out and paste

It is a list of Canadian ministries since Confederation:

1. Rt. Hon. SIR J. A. MACDONALD, premier from July 1, 1867 to Nov. 6,

2. Hon. A. MACKENZIE, premier 3. Rt. HON. SIR J. A. MACDONALD.

resented West Lambton in the Pro- from June 16, 1891, to Dec. 5, 1892. vincial Parliament or in the House of Commons since Confederation, 55 mier from Dec. 5, 1892, to Dec. 12, The appeared in the colums of her fancy to throw a convention area, in Northern Alberta and Britoverboard in the most light-hearted ish Columbia, where there are, it is

6. Hon. SIR M. Bowell, premier recognition of the services to the from Dec. 21, 1894, to April 27, 1896. consideration. It dealt with the are likely to be original in their nopremier from May 1, 1896, to July 8, ed the point that Canada should

> 8. Rt. Hon. SIR W. LAURIER, premier from July 11, 1896, to Oct. 6, 9. Rr. Hon. SIR R. L. BORDEN, pre

10. Rr. Hon. SIR R. L. Borden, premier (Unionist administration) 11. Rt. HON. ARTHUR MEIGHEN. premier from July 10, 1920, to Dec.

12. HON. WILLIAM LYON MACKEN-ZIE KING, premier from Dec. 29, 1921, important subject.

LITTLE 'TISERS

Brantford had a long, drawn-out police probe. It's all over now ex ept paying for it.

Berlin is to have a building 20 storeys high. Ex-Kaiser Wilhelm and by Dr. C. R. Somerville of the was building them higher in the air than that in 1914.

will make maple syrup and at the medical faculty, was unveiled by dition.

In a Chicago murder trial an alienist testified that the prisoner suffered with "dementia praecox catatonia." Mustard plaster and salts, nurse.

show for its existence

And they do say one of the first questions some of the new members disturb the mind of the people on east to have a hand-shake, or at least at Ottawa ask after fiding out the tariff matters in Canada was the at- a real honest-to-goodness look at the location of the parliament buildings and their boarding house is: "And which street leads to Hull?"

> "The woman mayor of an Ohio town has received over forty proposals of marriage. Referred to committee on ways and means." Vancouver Province

Easy, brother. But where does the finance committee come in on The Brantford Expositor says:

"The editorial waste-paper basket now yearns for spring poetry. Send may be that the air around Brantford calls for a vent of feelings in poetry to a greater extent than in to confess that we have no trouble with spring poets. Few contribu-

cheese shall be graded received a Outario produces about 97,000,000 pounds of cheese per year, and of this amount 75,000,000 pounds is for export, as the per capita consumption of cheese in Ontario is slightly under three pounds. No satisfactory method of grading and getting the producers promptly paid has been worked out yet, but the big fact remains that Canada can produce excellent and particular cheese makers.

deposits from five to ten feet deep, and it is estimated that each square mile lent of 430,000 tons of coal. Council for Scientific and Industrial Research at Ottawa, after considerfuel consumption less dependent upon the United States induced the Do way that the writer has conventhe United States, induced the Dominion and Ontario governments to inclination toward the fanciful or appoint jointly a peat commission. which carried on extensive experiproduct was sold at profitable prices business and order. premier from Oct. 17, 1878, to Jan. in competition with coal, and it is 4. Hon. Sir J. J. Abbott, premier dustry will eventually be founded.

from WALTER SCOTT of West Lorne, fashion the better parts of the old country. indeed the spice of life. Canada does not need to get settlers for the sake of numbers. It is time Tomorrow-Conservative we had a more definite say in selecting the class of men we want in the Dominion-men who are coming with a fixed idea of what they want to do as their future life work. Mr. from Oct. 12, 1917, to July 10, 1920. Scorr gave several worth-while sug gestions as to how this can best be accomplished. THE ADVERTISER Would be pleased to have its readers use its columns to discuss this very

From the British Medical Journal: The new buildings of the Western University Medical School, London, Ontario, were officially opened on November 17 by the Hon, R. H. GRANT, minister of education for the province of Ontario. Addresses were delivered by Mr. ARTHUR T. LITTLE, and pneumonia. chairman of the board of governors, ras building them higher in the air han that in 1914.

It's a hard job to get weather that late Dr. H. A. McCallum, M.R.C.P., London, the former dean of the roads because of the weakened con-

cellor of the Western University, who paid a high tribute to the memory of Dr. McCallum for his splendid services to the university. On the following day Dr. A. B. McCal-LUM, F.R.S., professor of biochemistry in McGill University, address ed the faculty and students, urging that medical research be vigorously prosecuted in the new laboratories. Dr. F. R. MILLER, professor of physiclogy in the university, informs us that the present dean, Dr. PAUL S. McKibben, was responsible for the planning of the buildings and for the general supervision of their construction. They are constructed of reinforced concrete, thoroughly fireproof, and are regarded as being among the most up to date on the American continent. The cost has been approximately half a million

TO THE EDITOR

DOES GOD SPEAK?

Editor Advertiser: Sir,-I was much interested in the

controversy a short time ago between a Mormon and a Baptist minister over the question, "Does God speak to his children today?" I am quite pleased to know that I am neither Morman or Baptist. I fully believe that God does speak to mankind today as he ever did and that we have unlimited proof of it in the Bible. I believe also that we have a higher conception of God today than did some of the writers of the Old Testament. Rev. A. C. Bingham's quotation from Revelation I believe by the best Biblical Kilgour. scholars as referring to that book alone, and not to the whole Bible. I ment annuls the wonderful teachings of our divine teacher or of other writers as to God as our present divine things. Jesus always directed E. Mackenzie, E. Rechnitzer, H. his followers to God and not to the Dineen, E. McIntosh. scriptures as the supreme teacher of divine knowledge.

When Jesus was about to leave his and Fred Beltz. followers he said, "I will pray the father and he shall give you another comforter, that he may abide with you forever, even the spirit of truth," nto all truth."

This divine spiritual teacher goes ner 17, Emslie 19. under different names in the Bible.

which lighteth every man that ciety Orchestra. Mr. cometh into the world." That light will direct the concert. was the spirit of God in Jesus. It is "the grace of God" which "hath

Our God, I believe, is a supreme and tors send in poetry, and what little of it that does come is very good as a rule.

The question of where and how cheese shell be graded received a character of the first factorial invitation is extended to an earth. Millions of his children have never seen the Bible nor heard of Jesus. Are they without hope? I do not believe it. I believe every person has sufficient light given him that lodge, No. 230, purpose paying than Lodge, No. 230, purpose paying the graded received as the suburbance of the Royal Arch Masons in the city and suburbs to be present by Ex. Comp.

The question of where and how person has sufficient light given him that is willing a fraternal visit to Union Lodge, No. 230, purpose paying the property of the property of the cordial invitation is extended to an expectation of the city and suburbs to be present by Ex. Comp.

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The question of where and how person has sufficient light given him that is willing the person has sufficient light given him that the city and property of the city and property of the property of the city and property of the city and property of the property of the city and property of t will be done in earth as S. P. ZAVITZ.

READ YOUR CHARACTER [By Digby Phillips.]

What is said of the "f" in this instance is also applicable to the "g," Messrs. W. E. Mullins and Jas. Cos-

It is through these four letters that a person's handwriting may re-There are in Canada at least 37, veal to you whether he or she has a 000 square miles of peat bogs, with lively imagination of a quick, vivid fancy You know it when you see the

loops with which these letters are contains on an average the equiva- finished off below the line are wellrounded and rather flourishing. The fact that the lower loops these letters are rounded, instead of ing the problem of making Canada's just ending off in an uncontinued tional tastes and ideas, with just an

emotional. But when the loops are big and mental development work at the flourishing you are looking at the Alfred peat bog, on the Montreal- kind of person who is dominated by Ottawa line of the C. P. R. The fancy and imagination rather than by strict reason and principles of

When the loops are very long, so expected that a flourishing peat in- long as to extend into the line below, you have this characteristic developed to such a point that the writer

one that was well worth serious People who loop these four letters on which settlement is progressing 7. Hon. Sir Charles Tupper, Bart., question of immigration, and stress. tions. Women who do it are the ones who always keep abreast of the latest fads. Usually they are a volved in a continuous railway strive to attract settlers from bit restless, and to them variety is journey from Sydney to Vancouver

becomes easy prey to colds, grippe

This condition also makes it easy

25 YEARS AGO TODAY Here We Have Items of Local and District Interest

tello, who gave their decision in favor

Weather-Fair and cold.

The Ladies' Orange Benevolent Association, Victoria Lodge, No. 2, held a box assembly in Duffield Hall last night, with eighty couples present. The committee in charge were Mrs. Mary McDonald (chairman), Mrs. Annie Perkins, Miss Hall, Mrs. Sigsworth and Mrs. Hoffman. Miss Grace Perkins was planist.

An "At Home" under the direction of the King's Daughters of the Dundas Center Methodist Church, was held at the church yesterday after-The work of the King's Daughters during the past year was re-viewed by Mrs. J. H. Bowman. Mrs. T. B. Escott presided, and with her was associated Mrs. W. H. Wortman. Rev. E. B. Lanceley closed the meeting with an address.

Tillsonburg, Ont., March 6. Editor London Advertiser: The annual meeting of the London Rowing and Canoeing Club was held last night at the Tecumseh House and was well attended. Officers were elected as follows:

President-Col. Macbeth. First Vice-President-Malcolm J.

tion papers. To whom must he apply and how? Must he apply in person or Second Vice-President-A. H. Bedby letter? Please give particulars as to correct length of time and then

Treasurer-J. Blakeney. Secretary—Ejnar Rechnitzer. Auditors—A. Booker and J. B.

Bowling Committee-J. Mattinson, alone, and not to the whole Bible. I Ed. Weld, A. H. Beddome, T. Blakedo not think at all that such a state-ney and James McDougall. House Committee-John Weld, A. Parfitt, J. H. Brown, A. St. L. Mc-Intosh, D. B. Dewar.

> Tennis Committee-I. F. Hellmuth Fred Laing, J. K. H. Pope, B. Lind,

The Gun Club shoot at St. Thomas on Thursday resulted as follows: Brown 18, Coffey 17, Jessop 20, Marwhich he declared, "will guide you tin 21, Rymph 21, W. H. T. 16, Odell 20, Langan 21, Connor 15, E. Bough-

It is called the holy spirit or holy The committee in charge of St. ghost or spirit of God. "As many as Patrick's concert this year have been are led by the spirit of God, they are successful in securing the following the sons of God."—"heirs of God, to assist in the program: Miss Robeven joint heirs with Christ." It was said of Jesus that, "In him Mr. Cameron of Toronto, Mr. Miller was life, and the life was the light of New York, Mr. Angus, the Imperof men." "That was the true light ial Quartet and the Musical Sowhich lighted and the Musical Sowhich light lighted and the Musical Sowhich light li

appeared to all men teaching us." St. George's, Royal Arch Chapter,
"The theologian seeks for right No. 5, to be held here on the 26th,
Address and Petrolea Chapters ideas about God; the worshiper the Aylmer and Petrolea Chapters seeks for God himself." We may will be present and confer degrees. and should enjoy his real presence. The grand superintendent of the district, R. Ex. Comp. Robt Scott of universal loving father, and near his children in every quarter of the cordial invitation is extended to all

from God to save him if he is willing a fraternal visit to Union Lodge, No. to follow that light. The trouble is the world is not listening for his Bro. A. T. Cooper and his officers are voice as it should and doing his will. adepts at the work. W. Bro. Fitz-What we need is the prayer, "Thy gerald will open the meeting and it is in confer the first degree.

At the Catholic Club last evening

Ward appeared for the affirmative, while P. McPhillips and J. Connors upheld the negative. Mr. H. Beaton, he vice-president of the club, occu-

LEARN A WORD EVERY DAY

It's pronounced - "per-spickyou-us with accent on the second

It means-clear to the understanding, capable of being readily understoed, clear in thought, not obscure or ambiguous

It comes from-Latin "perspicere to look through. Companion word-perspicuousness. It's used like this-"In order to be understood easily, write in a perspicuous manner.

Our Own Country.

Question-What, and where, is the Peace River country? Answer-The Peace River country

is approximately 240 by 300 miles in said, 45,000,000 acres of good land,

Question-How many miles are in Answer-A railway journey from Sydney to Dawson City, by rail and Writers. sea, would cover 5,383 miles.

COMMON SENSE WAYS TO KEEP WELL The Dangerous Season

BY DR. R. H. BISHOP.

strong and vigorous. People can he greatest at this not expect to keep well when they time of year. It is overeat three times a day and then the season give the body no oxygen to change when the sickness the food into red blood and energy. rate reaches its! To approach having as good health

at this season as in May and June People stay in- one must spend as much time out of doors more these doors as possible, take as much exdays, eat more and ercise, and eat as many vegetables as xercise less than one does during the summer days. during any other | Fruits and vegetables are so vital

at this time of the year, especially Resistance to dis- that they cannot well be left out of so low that the body the daily bill of fare. If people would recognize the im-

well all the time, there would be lit-

tle pneumonia, grippe and influenza these days. People who begin to reduce their meat and heavy food rations now will not suffer later with "spring fever" and that tired feeling so com nion to the first warm days.

As Recorded in The Advertiser of 1897.

of the negative.

During the evening the following

numbers were acceptably rendered: Solo, J. Connors; reading, W. E. Mul-

The Western University Literary

of their friends at Huron College last

evening. President Farr filled the

very pleasing program, including an

instrumental solo by Miss Burgess and vocal solos by Misses Shopland

and Mutch and Messrs. P. Webster

and George Abey, comic song by Mr.

B. Andras and Mr. E. R. Dennis, Prof.

James gave a talk on "Life on the

LEGAL QUERIES.

Dear Sir,-Will you kindly answer

the following questions in your legal

1. An American citizen who has

served with the Canadian army in

France, and who has been in this

country the length of time required

by law, wants to take out naturaliza-

who, where and how to apply for nat-

A SUBSCRIBER.

Ans.—See clerk of the county court

of Oxford and he will give you the

necessary papers. You had better,

Pimples, Boils, Eruptions, Etc.-

Mental and Physical Weakness,

are all very prevalent just now, and

are positive proof that the blood is

wanting in the power to defend the

body against contagious and infec-

tious diseases. They show con-clusively that the blood needs

horough cleansing, enriching and

Do not put off giving attention to

Get Hood's Sarsaparilla today and

Remember, this medicine has given

satisfaction to three generations as a treatment for the blood, stomach,

iver and kidneys, and for catarrh,

rheumatism and other common

diseases. It builds on the system,

makes food taste good and helps you

For a gentle laxative or an active

cathartic, take Hood's Pills. You will

hese dangerous symptoms

egin taking it at once

to eat and sleep well.

like them .-- Advt.

vitalizing.

uralization papers, and oblige.

however, consult a lawyer.

Island of St. Pierre.

query column?

chair admirably, and introduced a

entertained a large number

Kittrick acted as accompanist.

Tuesday, March 14, 1897.

lins; solo, Miss Pendergast; duet Miss Lenahan and J. M. Daly; duet Messrs. Beaton and LeBel. Miss Mc-

The committee in charge of St. Mr. F. L. Evans

At the next regular convocation of St. George's, Royal Arch Chapter,

a large audience listened to a debate on "Resolved that government should levy a tax on bachelors."

Messrs. T. J. Murphy and James

The case then went to the judges,

TODAY'S word is PERSPICUOUS.

EDDY FACTS Eddy matches are packed and counted under Govern-

ment supervision -in 35 styles of various lengths to suit every individual requirement. with various colored heads.

-in washed air. from selected, clean, straight grained Canadian white pine, kiln-dried.

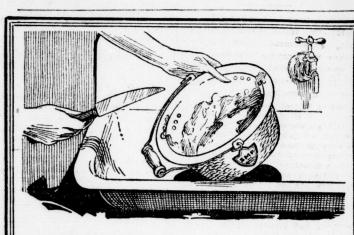
to stand every strain of striking on any surface. carefully inspected before being packed. every process for making boxes, packing board and printing is done by Eddy's.

-Eddy's was the first word for matches in 1851. -Eddy's is the last word in 1922!

ARE YOU AWARE THAT

Natural Leaf Green Tea is put up and sold in sealed packets in the same form as the famous Black Teas of "Salada" brand.

Get a Packet - - - - You will like it.



You Needn't Be Afraid of Hurting the Enamel

OT water and soap will keep SMP Diamond and Pearl Ware perfectly clean. But take a steel knife to scrape the pot if you want to. It's quicker, sometimes, than leaving it to soak. You can't scratch SMP Diamond or Pearl Ware with a knife any more than you can scratch a plate.

SMP or Pearl WARE

"A Face of Porcelain and a Heart of Steel" Scratch-proof, rust-proof, acid-proof. Coated with the

wonderful SMP enamel over pressed sheet steel. You'll recognize them on sight. Diamond is blue and white outside and milk-white inside, with three coats of enamel. Pearl is grey and white, with two coats. Be sure of the trade mark, "SMP" and the word "Quality," in the pointed shield.

> Do you know that a Diamond or Pearl Ware pot that sold for \$1.50 last year, can be bought now for 90 cents?

The Sheet Metal Products Co., of Canada

TORONTO

Calgary



On Canada's first birthday, Eddy's were already 16 years old. When the last spike was driven on the Canadian Pacific Railway in 1886, Eddy's had passed their 35th milestone. When Ottawa was still Bytown-seven years before it became Canada's capital-Eddy's were making matches for Canada's total population of 1,850,000 people.

Deep-rooted in Canadian soil before Confederation. Eddy's are more Canadian than the Dominion. The business romance of this great pioneer industry is the history of Upper and Lower Canada for three-quarters of a century—since 1851!

Eddy's have seen the number of match consumers grow from less than 1,850,000 to 9,000,000.

In the great Eddy family of 2,500 loyal Canadian workers are found many who have seen service for over 40 years—from father to son and daughter.

And never a strike since 1851!

With a payroll of over \$2,500,000 a year, the gigantic Eddy plant spreading over 75 acres is now producing 120,000,000 matches a day of superlative quality—equal to 5,143 miles of matches end to end.

This long-continued supremacy is the result of unfaltering adherence to the Eddy ideal-the most for the money.

"Eddy's" is the Canadian word for matches!

EDDY'S MATCHES

Canada