

ESTABLISHED 1851.

E. B. EDDY'S MATCHES

They don't light up the gloom like the rays of the effulgent sun, but they give a clear flame sufficient for all practical purposes.

They don't, when lit, diffuse sweet incense, like the flowers that bloom in the spring, but their sulphurous odors are scarcely perceptible.

They don't burn long enough or strong enough to boil a kettle or redden a poker, but you can always start a fire, or light a pipe with them and they never "miss fire."

They would make a poor show as fireworks, but are not intended for that.

They are not wonderful matches but are good—very good—in fact, the best that can be had. They have attained the HIGHEST point known in modern match-making.

The **E. B. Eddy Co.** Ltd.

HULL, MONTREAL, TORONTO