

Spend Your Money on Real Food

"BUY according to Food Values! Save by purchasing economically—and to do this, study food values. You will be surprised to know how extravagant some supposedly cheap foods are, and how some that seem high are really more economical."

NATIONAL SERVICE BOARD.



Apply this common-sense, patriotic principle to what you drink, and the choice falls without question on

COWAN'S COCOA

"Perfection Brand"

"MADE IN CANADA"

We all appreciate tea and coffee, but after all, these beverages are merely pleasant, slightly stimulating drinks, with little or no food value. And you know, to your cost, how their prices are soaring!

The food value of Cocoa, on the other hand, is higher than even that of Beef Extract, Chicken Soup or Bouillon. In Great Britain this has been recognized for generations. Physicians recommend Cocoa as a great body-builder, particularly for growing children. Our soldiers swear by Cocoa and Chocolate as quick and ready sources of strength in times of extra strain or food shortage.

At the price your grocer will ask you for COWAN'S Perfection Cocoa and at the price this amounts to per cup, it is a most economical as well as a most delightful food-drink. For breakfast—luncheon—supper—or a bedtime snack, you'll enjoy it immensely,

and if you use it regularly you'll notice quickly the benefit to your health.

Give the kiddies plenty of COWAN'S Cocoa at every meal—see their eyes sparkle—and watch them thrive! For confections give them COWAN'S Milk Chocolate and Maple Buds, they are really economical food!

When you serve COWAN'S, less of other foods is necessary, thus conserving the food resources of the country and at the same time, saving money.

We recommend that the money saved from household expenses be invested in War Savings Certificates, which the Government now offers at \$21.50, paying \$25.00 in three years time. Every dollar you save will help to win the war.

Cowan's Perfection Cocoa is sold by all Grocers in 5 lb., 1 lb., ½ lb., ¼ lb., and 10c. Tins.

Ask for Cowan's ACTIVE SERVICE Chocolate; just what our soldiers in the trenches appreciate. Specially manufactured to meet their needs.

THE COWAN COMPANY LIMITED, - - TORONTO.