

THE COWAN COMPANY, LIMITED

STIRLING ROAD - TORONTO

HOW often it is that one hears the words "It pays to advertise"—and how often those who use them forget that "It does not pay to advertise unless there is quality back of the trade-mark."

As far back as 1886 this house adopted a policy "quality—first and last—and let the people know it by judicious advertising."

By these methods this firm has grown to be the largest of its kind in the Dominion of Canada. Its phenomenal career started in the year 1886, when the late J. W. Cowan organized a Company under the name of J. W. Cowan & Company.

At that time a small and unpretentious factory was obtained at the corner of Front and Wellington Streets for the sole purpose of manufacturing cocoa. This situation was retained until 1888, when the company moved to Mincing Lane and established their offices and warehouse on a larger scale.

It was about this time that the business commenced to grow at a rate out of all proportion to the size of the new premises; consequently, another change was made and the firm purchased a large factory near the corner of King Street and Spadina Avenue adding considerably to the size of both offices and warehouse.

It was after four years' stay in this vicinity that the company bought extensive property on Stirling Road. A large four-storey factory was erected, comprising the latest methods of the time for the production of high-grade cocoa and chocolate.

It was at this factory that the celebrated Maple Buds were first manufactured and introduced to the market. The success of this product in particular is apparent to every one, and while very many infringements of the patent rights have occurred, and have been immediately quelled, it is simply one more excellent instance of the fact that "Imitation is the sincerest form of flattery."

Not many years later the death of Mr. J. W. Cowan occurred. At that time his son, Mr. H. N. Cowan, was Western representative of the company.

In 1908 Mr. H. N. Cowan became President and General Manager of the Cowan Company, Limited.

It was under the guiding hand of Mr. H. N. Cowan that the company commenced to expand enormously. Very many new lines of chocolate confections were introduced, among the more important being Milk Chocolate, Medallions, Almond and Filbert Nut Bars and Queen's Dessert Chocolate.

The success of these new lines was instant, and to take care of this end and the ever-increasing demand for cocoa and Maple Buds, a large plant was added. This new four-storey building was erected along lines of the most modern construction. Machinery was purchased embodying "last-word and up-to-the-minute" methods of cocoa and chocolate production. With these added facilities, superiority in production became the dominant feature of the factory. Chocolate was produced at a marketable and competitive price, and yet retaining the best and purest ingredients, a velvety smoothness of superlative quality which is so desirable in all eating chocolate.

To obtain this velvety smoothness the process is expensive, but the modern methods of the company enable them to accomplish this end where many others fail.

The success of the Cowan Company, Limited is simply due to quality and purity of goods. Along this path there are greater trade victories to be won, and we ask our present and prospective customers to be with us in our campaign for pure food, and to watch us win, and, above all, to order our goods, knowing them to be the purest products possible.