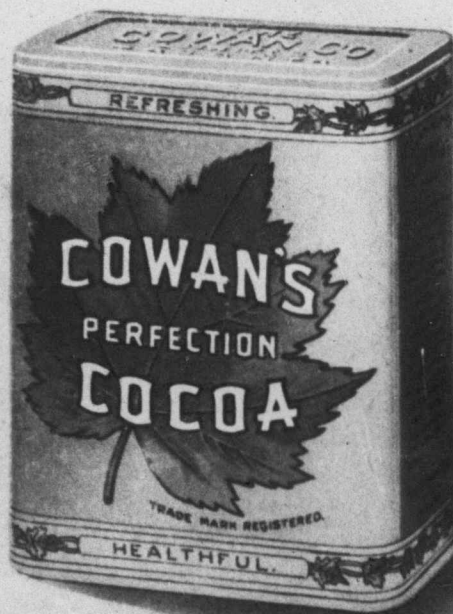


COWAN'S PERFECTION COCOA

TO PROGRESSIVE DEALERS

PUT this Canadian Brand on the firing line, and watch it capture a big trade for you. Display it prominently on your shelves. It is a line that adds prestige to any store. Recommend Cowan's Perfection Cocoa because you know it is purest and best. One sale makes a permanent customer.

THIS illustration shows a cluster of Cocoa Pods as they are found on the tropical tree "Cacao Theobroma." After the beans are removed and dried, they are shipped to Cowan's, where by a special process of roasting, their fragrant aroma and delicious flavor are retained, and may be enjoyed by users of Cowan's Perfection Cocoa.



MADE IN CANADA AT COWAN'S SUNLIT PLANT
TORONTO