

Cowan's Perfection

**COCOA**

We Introduce It  
You Display It  
It Sells Itself

Most Important  
of all

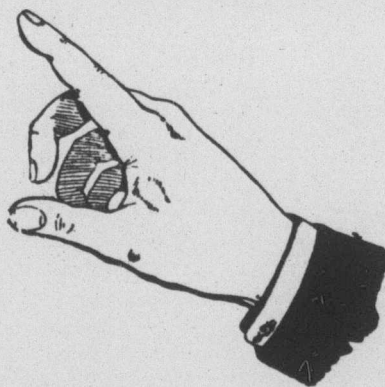


MAPLE  
LEAF  
LABEL

A food that is at once  
appetizing, nourishing  
and easy to digest.

Do you sometimes  
overlook this impor-  
tant purchase?

**COWAN'S  
PERFECTION  
COCOA**



The accompanying advertisement illus-  
trates how we introduce Canada's leading  
beverage to the people. This and other  
Cowan advertisements go into every  
Canadian home and pave the way for a  
big Cocoa business for you.

**The Cowan Co., Limited**

Toronto, Canada