

a Large Tin

Serve it often! Serve it every day-every meal-between mealsat afternoon tea-to the evening's guests-or at bed-time to all the family. You'll never tire of Fry's Cocoa as you do of coffee and tea, and it is lots better for everyone—especially for the children.

A Food and Drink for All the Family

Most delicious and satisfying of all beverages Fry's Cocoa is also full of readily-digested nutriment. It is thus pleasing and beneficial to those of robust health as well as to the tired, or nervous, or those of weak digestion.

For Children—Instead of Milk

Milk is very good, of course, but Fry's Cocoa is just so much better, more nourishing, easier digested, safer. Tastes so good the kiddies clamour for more,—the more Fry's Cocoa you give them the healthier, happier, chubbier, stronger they become.

For Grown-Ups-Instead of Tea or Coffee

Tea and coffee are merely flavoured hot water. Too often they produce nervous excitability. At best they provide what is called a "false stimulant," and are in no sense foods. Fry's Cocoa has all the food-requisites, readily-digestible. It relieves fatigue, stimulates the faculties and steadies the nerves in a wholesome, beneficial way - by nourishing the body,

building up tissues and providing energy. Decide now—start to-day—to drink it oftener. See how much better you enjoy your meals when Fry's-the purest, richest and most economical of all cocoas-is served. Notice how much better you feel after drinking it.

Nothing Will Do But FRY'S

Next Sweet You Eat Try Fry's Chocolate Assort-

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ment The kind that make you smack your lips with sincere appreciation and thank your lucky stars that such delicious goodies cost so little that you can have them often. You'll think them quite a bit nicer than the nicest chocolates you ever tasted. Some store near you has them—fresh-made, attractively packed, pure goodness all

boxful.



Sir William Russell; Great War Correspondent



The Latin Conquest of South America

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CURE DISEASES OF

PATIENTS TREATED THROUGHOUT CANADA FOR 20 YEAR



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