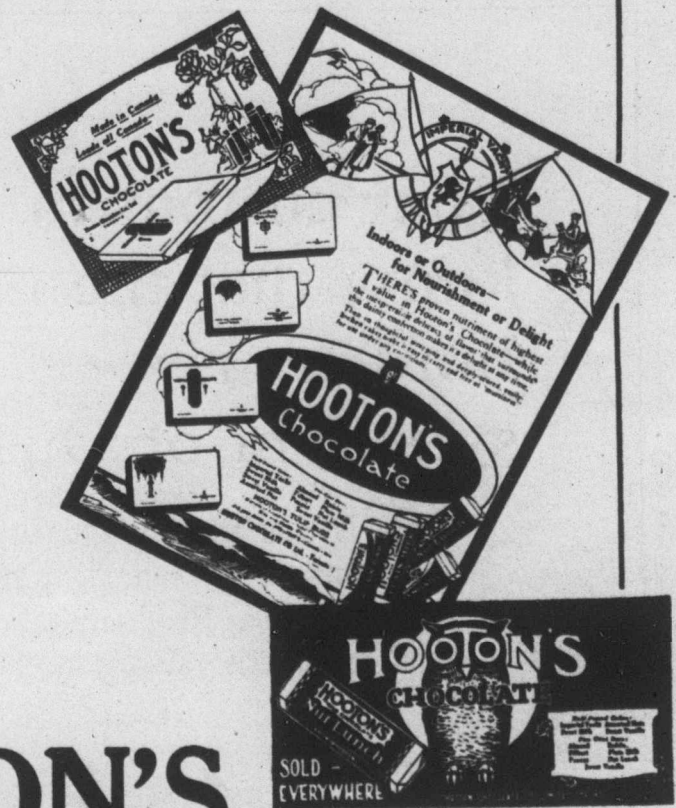


Only QUALITY

will build up a satisfied and permanent clientele. Business invariably suffers where this fact is overlooked.

To the merchant who appreciates **QUALITY** at its true value as a trade-getter and business-builder



HOOTON'S CHOCOLATE

makes strong appeal—for Hooton's Brands, comprising four varieties of Half-Pound Cakes, seven varieties of Five-Cent Bars, and the famous Hooton "Tulips," will satisfy the most discriminating taste. These products have our sole attention, and combine careful manufacturing processes with the choicest of pure food materials—thus we are able to absolutely guarantee Hooton's Chocolate to be free of all adulteration. We invite your inspection, for we want your cooperation. The more you, as a dealer, know about Hooton's, the more strongly you can recommend it to your customers as *the* Quality Chocolate.

To bring home to the *public* what we are now telling *you*, we are conducting a spirited campaign in Newspapers, Illustrated Weeklies, and other publications, all over Canada, of which the advertisements here shown are but the advance guard.

In addition, to link your store directly with this effort, we have prepared window trims, show cards, display cartons, etc., of a most attractive nature, which you may have for the asking.

Think this over, Mr. Dealer, and if you are not already a customer of ours *investigate* our proposition through our representative or direct.

HOOTON CHOCOLATE CO., LIMITED

60-76 Duchess Street

TORONTO, ONT.