


Partly because
the cocoa beans used for Lowney's are selected from the very finest beans to be found in the tropics. These beans command high prices. We pay them
SHormeip phow yon haw Cocoa ought to toste Partly because
-the beans, after thorough cleaning, are care ully roasted to bring out the full, rich flavor of the inest cocoa beans.

Cormenys phas you haw Cocos ought to taste Partly because
-cocoa beans from various tropical sections are combined and ground into an exquisite blend. Sarmeip phasen yoa how Cocoso ought to taste Partly because
-after excess cocoa butter is removed, the cocoa powder is reground and sitted through silk
This insures a fine powder that gives uu its sich flavor more quickly than would be posibible with a coarser powder.
 Because ou will find in Lowney's. Because it is impos sible to blend, roast and grind these beans with more experienced skill or greater care than we use at our factory in Montreal
Lowney's Cocoa gives you the very best flavor that the finest cocoa beans can yield. It simply shows you how cocoa ought to taste.

## bowlers

OWNEYS COCOA

The Walter, M. Lowney Co. of Canada, Ltd, Montreal

## Why Who's Who




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## Cable News.

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## A. \& S. RODGER.

 SPECIAL VALUES INFall Blouse Materials. EXCLUSIVE DESIGNS IN 'Golf,' 'Wipper' \& Plaid Blouse Flannelette, Special Lines Ladjes' Silk Bows \& Em'ery Peter Pan Collars 20C. and 25c.

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Worth $\mathbf{\$ 2 . 5 0}$ each
In Navy, Reseda, Sax, Myrtle, Brown and White. OUR SPECIAL PRICE: $\$ 1.50$ each. LADIES:
These are Excellent Value, and we would strongly advise you to see them without delay.

## S. MILLEY.



