



A Common Error.

CHOCOLATE AND COCOA are by many supposed to be one and the same, ONLY that one is a powder (therefore more easily cooked) and the other is not

THIS IS WRONG -
Take the Yolk from an Egg,
Take the Oil from the Olive,
WHAT IS LEFT?

A RESIDUE. So with COCOA.

—IN COMPARISON—

COCOA is skimmed milk.
CHOCOLATE pure cream.
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12 and 14 St. John Street, - MONTREAL.

We should have a true
understanding of the
relative value of things.

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FIFTY TIMES

More nourishing than ordinary meat extract or home made beef tea and has no equal as a

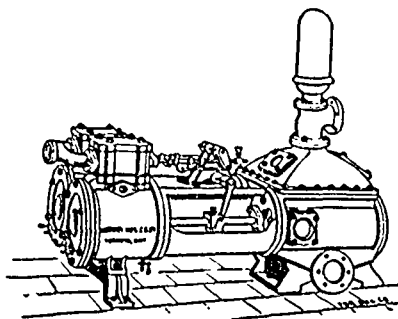
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AND INVIGORATING
BEVERAGE.**

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