



HISTORICAL

IN 1886 the late John W. Cowan began in a small way the manufacture of cocoa and chocolate, thus laying the foundation for the great Cowan chocolate industry of to-day.

At the period when this business was started the Canadian market in cocoa and chocolate was largely dominated by imported goods, and only the optimism and persistency of its founder made possible this Company's wonderful success. It was largely due to the high standard of manufacture maintained by Mr. Cowan and other industrial pioneers that the phrase "Made in Canada" became a slogan that sells goods.

Upon the death of Mr. John W. Cowan, the Company was re-organized and Mr. H. N. Cowan, son of the founder, became General Manager. Under his guidance tremendous strides were rapidly made, and by extensive advertising Cowan's name became a household word throughout Canada, standing for the highest grade cocoa and chocolate products.

Visitors will find a cordial welcome awaits them at the spotless home of the Cowan Company, where they will be afforded an opportunity of seeing the various interesting operations in the manufacture of cocoa and chocolate.