

Here It Is!—It's Absolutely FREE!

The FREE COUPON Buys Your Family Dessert

Take the Coupon below to your grocer and get a package of our latest and greatest creation—Mooney's Sugar Wafers—Canada's finest delicacy—*absolutely free*. We will pay your grocer the full retail price of this delicious dessert.

So confident are we that you will be delighted with our latest confection—Mooney's Sugar Wafers—that we are willing to pay for the first package. When you taste them once, you'll buy them often. Never before has such a delicious dessert graced your table—never before has such an appetizing and toothsome delicacy been offered you. Mooney's Sugar Wafers are the last word—the best word in the bakers' art. Years of experiment—of unexcelled reputation—are back of this biscuit. Yet they cost no more than common kinds.

Mooney's Sugar Wafers are created by Canada's master bakers—of the finest and costliest materials—in an airy, sunlit, sanitary factory.

Your Meal is Incomplete Without Mooney's Sugar Wafers

It's interesting work—this Mooney Method of biscuit making. In making Mooney Sugar Wafers we use flour that is a special blend of hard spring wheat for nourishment and soft winter wheat for flavor. The most reliable dairymen in Western Ontario supply us with the purest and sweetest butter and cream daily. We get their best, because we pay top prices. We could pay a third less for these ingredients, but we couldn't keep the Mooney high quality standard intact. This would be poor economy—you know this.

When you get your first package of Mooney's Sugar Wafers you'll observe how crispy and flaky the double layers are—how snappy and enticing the exquisite cream between the layers is. Each wafer is a delicious sweetmeat sandwich that fairly melts in your mouth.

Mooney's Sugar Wafers are made in the largest and brightest bakery in Canada. Here we have over 200 trained employees—640,000 sq. ft.—3 miles of floor space. The single special equipment for producing Mooney's Sugar Wafers cost us over \$20,000. We even ship our products in our own specially built private cars, so they are of even temperature in transit. When you open the dainty, dust and damp-proof package, the biscuits are fresh, crisp and appetizing—just as they come from the ovens. No other biscuit manufacturer in the country goes to this trouble and expense—but it's part of the Mooney Method of biscuit making. When you taste Mooney's Sugar Wafers for the first time you will know how delicious they really are. The luscious cream centers are made in many flavors—from real fruits.

Try The Taste Test On Mooney's Sugar Wafers

Today at luncheon or dinner, instead of serving the usual dessert, try Mooney's Sugar Wafers. Let their exquisite taste today, decide your desserts of the future. As an adjunct to the social hour; as a delightful accompaniment to ices or beverages—no other dessert confection will prove so charming as Mooney's Sugar Wafers.

It is no longer necessary to spend much money and hours of time making desserts that "might be good," when you can spend little money and no time for a dessert that's always good—Mooney's Sugar Wafers.

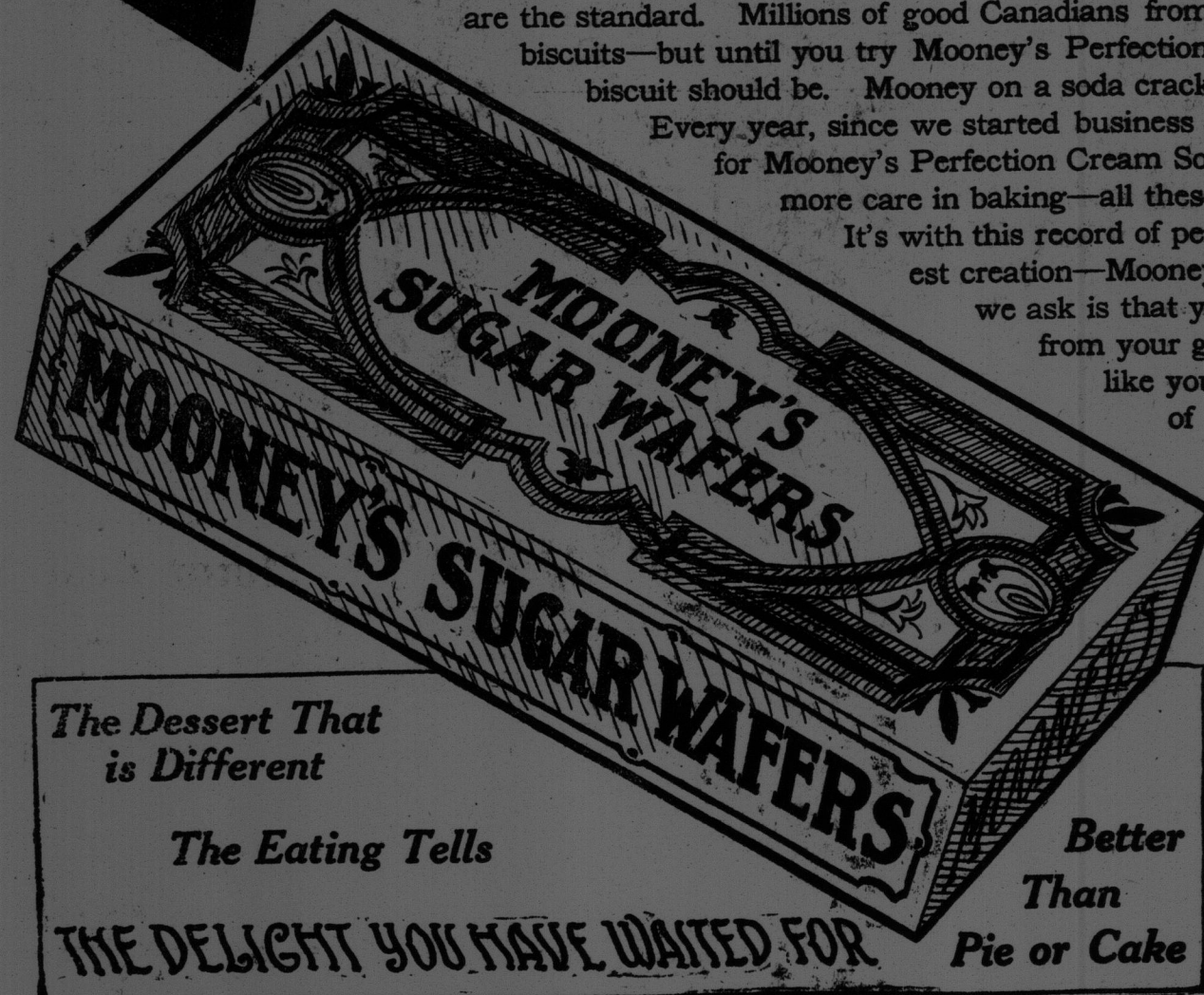
MOONEY'S SUGAR WAFERS

The Dessert Your Guests Will Like

Six years ago we gave to the Dominion a better Soda Cracker—better flavored—better made. Today Mooney's Perfection Cream Sodas are the standard. Millions of good Canadians from coast to coast eat them. You have heard of biscuits—read of biscuits—eaten biscuits—but until you try Mooney's Perfection Cream Sodas you don't know biscuits. They are everything that the ideal biscuit should be. Mooney on a soda cracker means "goodness."

Every year, since we started business in 1903, we have had to enlarge our factory to meet the increasing demand for Mooney's Perfection Cream Sodas. A little better flour—a little richer butter—a little finer bakery—a little more care in baking—all these are details of the Mooney Method of biscuit making.

It's with this record of perfection in biscuit production that we offer what we believe is our greatest creation—Mooney's Sugar Wafers. The coupon entitles you to a package FREE. All we ask is that you purchase a 25 cent package of Mooney's Perfection Cream Sodas from your grocer. This is to insure our new dessert reaching responsible people, like yourself, who are undoubtedly already acquainted with the high standard of quality maintained by us. The first package of Mooney's Sugar Wafers is "our treat." TRY THEM TODAY.



The Dessert That
is Different

The Eating Tells

THE DELIGHT YOU HAVE WAITED FOR

Better
Than
Pie or Cake

THE MOONEY
Biscuit & Candy Co. Ltd.
Stratford
Canada

Watch This Space

Free Dessert Coupon

Sign this coupon and present it to your grocer together with the regular price of a Package of Mooney's Perfection Cream Sodas. There are three priced packages of Perfection Cream Sodas, retailing at 25, 30, and 35 cents. With your purchase of any one of these Packages, you will receive, FREE, a package of Mooney's Sugar Wafers. To the grocer—We will redeem all coupons at their full retail value.

Name _____

Address _____

THE MOONEY BISCUIT AND CANDY COMPANY, LTD.,

STRATFORD, CANADA