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SAD SCENES AMONG SUFFERERS IN ITALIAN EARTHQUAKE.



HOMELESS WOM EN AND CHILDREN POUND SHELTER IN TENTS.

Left homeless by the destructive earthquake throughout Italy that carried death and destruction many women and children found sheiter in tents provided by willing hands, who did everything to relie ing of the people in the earthquake region. The soldiers have been very kind and many a hardened vet moved to tears by the sad scenes.

The Real Question

---is not "Is it Made in Canada?" but "Is it made as well in Canada?"

No person could be expected to buy Cowan's Perfection Cocoa simply because it is "made in Canada" if other cocoas offer better

In quality and selection of the cocoa beans, in flavor and richness and in wholesome food-value Cowan's Perfection Cocoa is as good as we know how to make it ----and that's pretty good.

After you have satisfied your-self as to its excellence is time enough to be glad that it is "made in Canada".

Good cocoa is "great stuff" for winter weather. Just try the best



Quarter-pound Half-pound & one-pound tins



Bringing Up Father

