

Cowan's Perfection COCOA

Most Important
of all

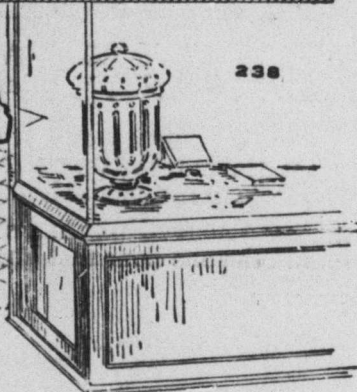


MAPLE
LEAF
LABEL

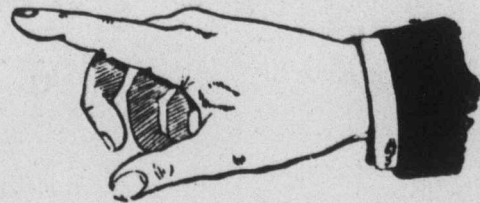
A food that is at once
appetizing, nourishing
and easy to digest.

Do you sometimes
overlook this impor-
tant purchase?

COWAN'S
PERFECTION
COCOA



We Introduce It
You Display It
It Sells Itself



The accompanying advertisement illus-
trates how we introduce Canada's leading
beverage to the people. This and other
Cowan advertisements go into every
Canadian home and pave the way for a
big Cocoa business for you.

The Cowan Co., Limited
Toronto, Canada