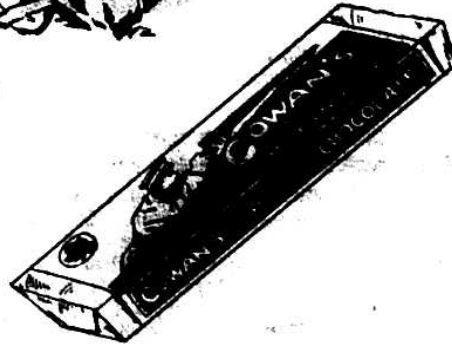




A strong concentrated Chocolate specially prepared in our factory for overseas forces. It is an ideal food for soldiers subject to the trials and privations of trench life.

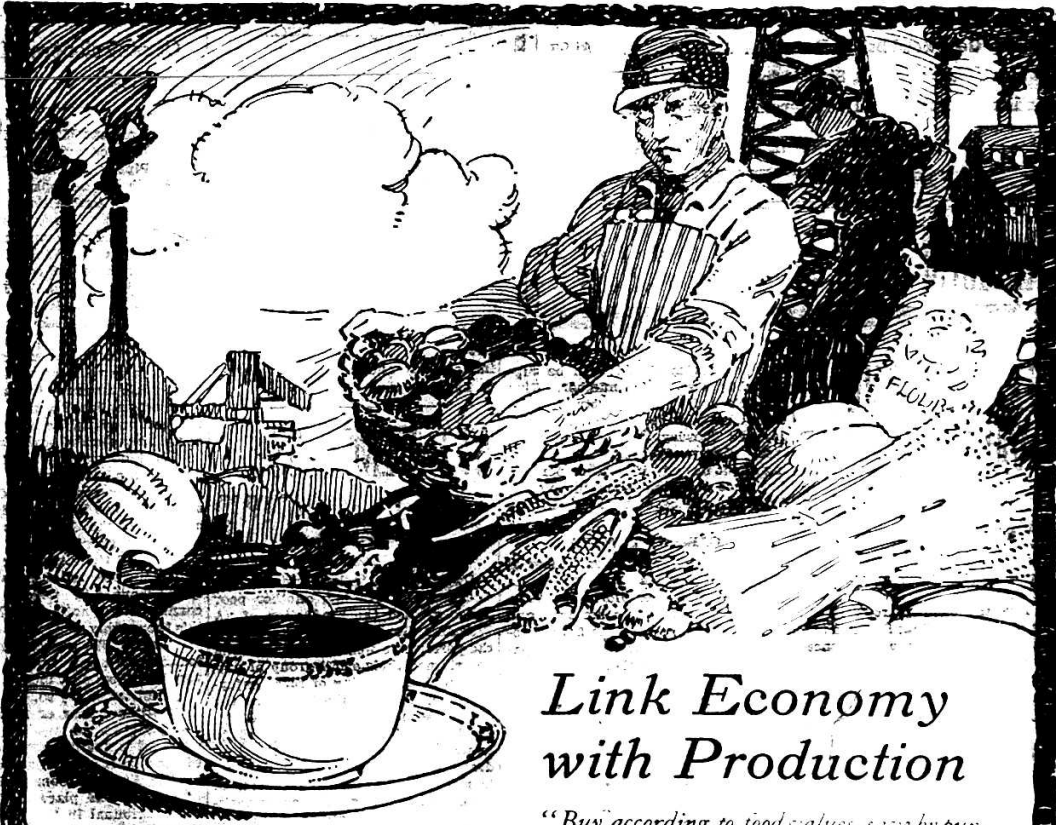
There will be times, when food is unprocurable, that a Chocolate such as this will be a veritable life saver. It may be obtained anywhere in 5c. and 25c. packages. The 25c. package is specially wrapped for immediate mailing.



This Chocolate also makes a very nourishing and palatable drink when mixed with hot water. Explain this when writing to your friends.

Made by
The Cowan Company
Limited, Toronto

COWAN'S ACTIVE SERVICE CHOCOLATE



Link Economy with Production

"Buy according to food values, save by purchasing economically, and to do this study food values"—National Service Board.

This illustrates the unusual amount of sediment of ordinary Co-cos unboiled, Sediment of Cowan's Co-cos when boiled from 1 to 3 minutes.



Always boil your cocoa, it brings out the true flavor of the Cocoa Bean.

These great fertile lands of Canada are playing and will play an enormous part in winning this world war. With their wonderful production and resources the Allies are dependent on them to a large extent for food supplies. Be careful then and economise while you produce. Buy for your table suitable economical articles full of food value. Eliminate waste and study thrift. Don't overlook the fact that Cocoa has great body-building propensities. It is nourishing and sustaining and within the reach of every purse. For the best results be sure to ask for this great food drink.



Sold also in attractive round 10-cent and half pound containers. Every can is filled with the same high grade Cocoa

Made by
The Cowan Company Limited
Toronto

COWAN'S COCOA

"Perfection Brand" Purest and Best



Don't Grit Your Teeth! Put **WRIGLEYS**

between them and bite on it! Your determination will be just as strong—stronger in fact, for you gain pluck, perseverance, renewed vigour, from this great pick-me-up.

Do as the soldiers in the trenches are doing—chew **WRIGLEYS** to get a fresh grip on yourself.

It helps teeth, breath, appetite and digestion while it soothes your throat and steadies your nerves. It comforts and sustains.

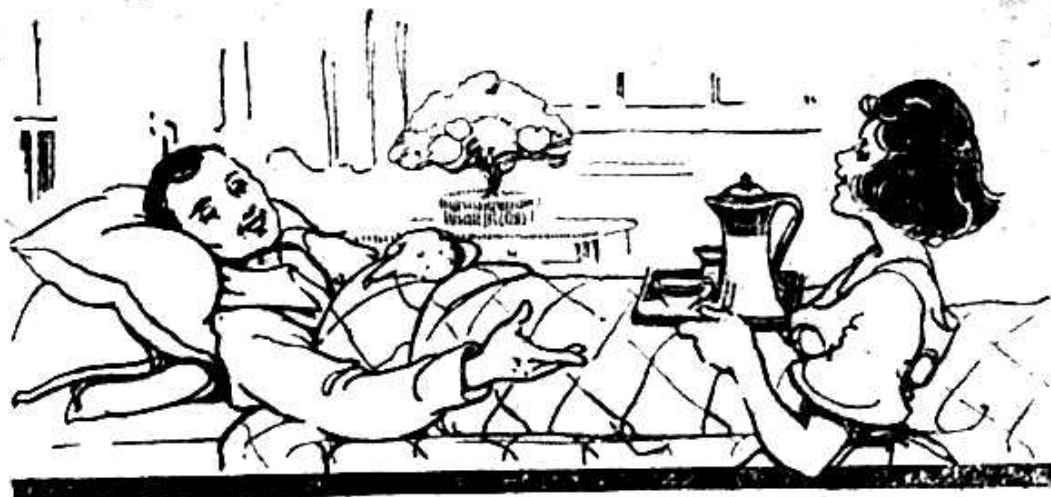
Keep **YOUR** boy
supplied with

WRIGLEYS

The Flavour Lasts!

MADE IN
CANADA





Little
Miss
MAIDEN
CANADA
Registered

Nourishment!

During the convalescent stage after sickness, the body is craving for wholesome nourishment. There is nothing more soothing to the nerves or agreeable to the digestion than Perfection Brand Cocoa. It is, in itself, a splendid food and next time there is any body-building to be done, try it.

Good at all times

COWAN'S COCOA—

A-63 "Perfection Brand" Purest and Best.

Canadian WWI Ads from Nova Scotia

Amherst Daily News: Nov. 2, 1917

Amherst Daily News: Nov. 4, 1918

Amherst Daily News: Feb. 5, 1918

Amherst Daily News: Sept. 6, 1917