



WILBUR'S
AMERICAN
MILK
CHOCOLATE



AND
CHOICE CHOCOLATE
SPECIALTIES

1905

Our Reputation

as manufacturers of cocoa and chocolate rests firmly and securely upon the

Quality of Our Products

No other firm maintains so high a standard. We believe that there are people enough in this country who appreciate *the best* to make it worth our while to cater exclusively to their trade. This idea we have steadily maintained through the many years of our business life, and that it has not been a mistaken policy is shown by the extensive growth of our business.

No American products to-day stand higher in the public estimation than *Wilbur's*.

H. O. WILBUR & SONS

Cocoa and Chocolate Makers

New York

Philadelphia

Chicago





Wilbur's American
Milk Chocolate

Rich, Creamy, Delicious

A taste tells the tale.

Wilbur's is a real milk chocolate, rich and creamy; the first genuine milk chocolate made in this country, manufactured by an original process according to the latest, most scientific and hygienic principles.

Its high quality is best appreciated by comparing it with the ordinary so-called milk chocolates. As a delicate confection and sustaining food that is delicious, highly nourishing and palatable, it stands unrivaled.

The reason is simply told.

For a long time a high grade of milk chocolate has been manufactured by the Swiss, who alone knew the best recipes and methods of manufacture. In the

better grades of these foreign products unskimmed milk is used.

It is a far cry to Switzerland, however, and all American products in imitation of the Swiss fell far short of the mark, either in quality or blend of cocoa used, the kind and quality of milk, or the process of manufacture.

It remained for *Wilbur*, after patient study and experiment, not only to equal, but to improve upon foreign methods, and to retain in the finished product, by a special process and the use of special machinery, all the delicious, valued and nutritive properties.

Milk and chocolate are two of the commonest articles of food the world over, chocolate being second to no edible substance in point of nutritive value.

Only in *Wilbur's American Milk Chocolate*, however, will the two be found combined in the most perfect and agreeable form. Made from a very superior blend of the finest cocoa beans, refined cane sugar and pure, fresh cow's milk con-



taining all its natural cream, it easily surpasses all other brands. No other milk chocolate possesses the rich, creamy flavor and keeping qualities in equal degree.

Wilbur's American Milk Chocolate

is not only pleasing to the taste, nourishing to the system and quieting to the nerves, but is the most agreeable and acceptable substitute for a hasty lunch. It takes the place of unwholesome forms of confectionery, and is in fact a wholesome confection and food, which can be enjoyed anywhere and under any circumstances.

Made in flat cakes, three sizes, and carefully wrapped in pure tin foil and dainty white paper.

Price
5 cts., 10 cts. and 25 cts.
a package



Wilbur's Milk Chocolate Croquettes

*A very handy form of Milk
Chocolate*

These croquettes are made of Wilbur's American Milk Chocolate.

The convenient size and shape in which they are put up has made them especially popular.

Each croquette is carefully wrapped in tin foil, and a goodly quantity will be found in each carton.

The cartons are daintily wrapped and sealed at both ends.



Price
per carton
15 cts.



Wilbur's Milk Chocolate "Cupidos"

*A superfine Milk Chocolate in
novel form*

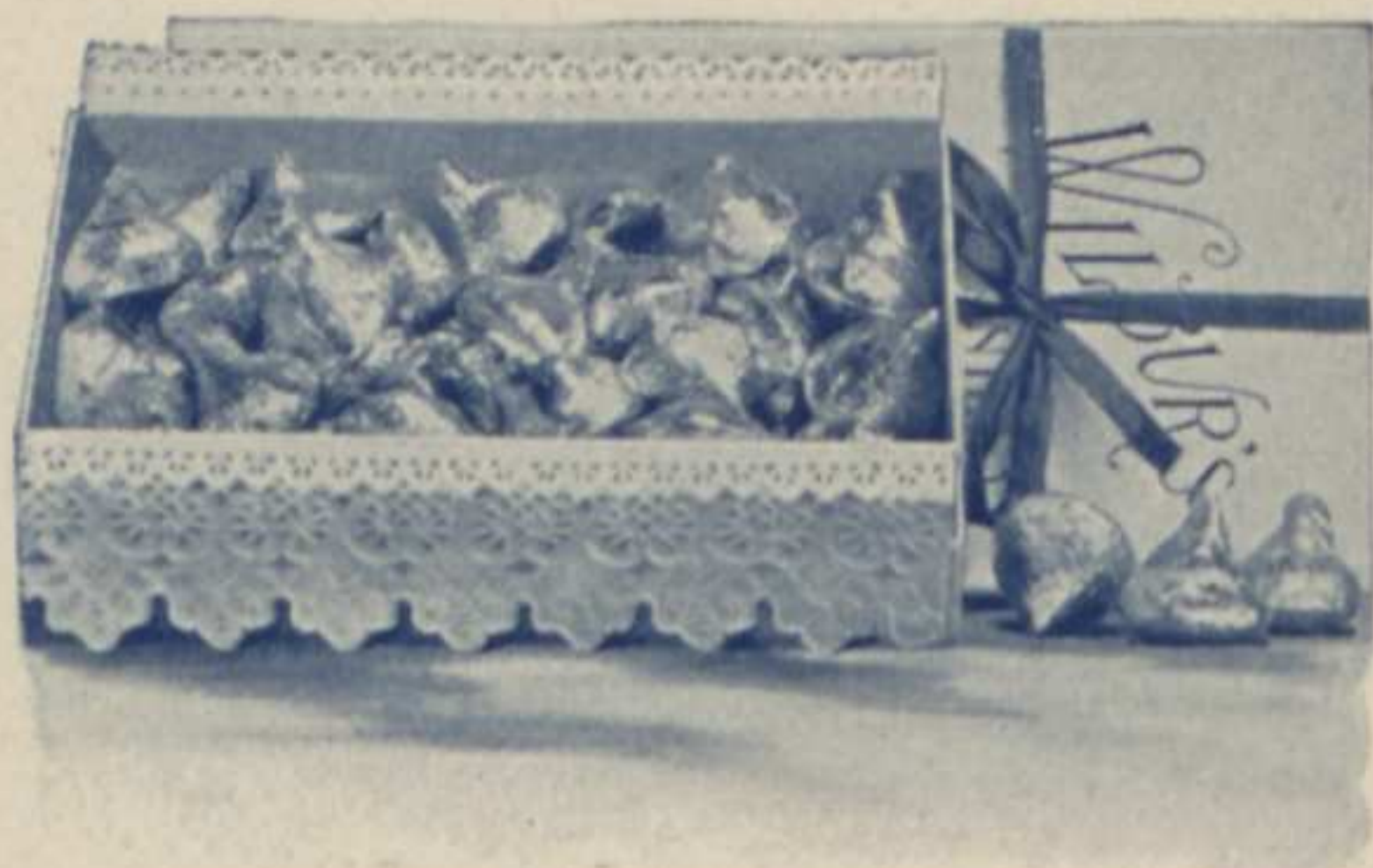
The "Cupidos" are triangular-shaped tablets of American Milk Chocolate.

Special machinery is necessary for their manufacture and they are made according to the Wilbur recipe. They easily surpass all other forms of milk chocolate made in the United States.

Each tablet is wrapped in pure tin foil, two dozen in each box.

Price, per box
25 cts.





Wilbur's Vanilla Chocolate Buds

*The choicest of all chocolate
confections*

Delicious morsels of pure chocolate, vanilla-flavored, intended for those with a discriminating taste. Each bud is a solid cone of chocolate made from the choicest Caracas cocoa, imported for our exclusive use. With this is combined the best vanilla and sugar, the whole being brought to the point of perfection by skilled labor and the most modern and improved process of manufacture, insuring absolute cleanliness.

Inferior imitations, closely resembling our product in everything except quality and flavor, have made their appearance. That our patrons may be protected we ask



that they look for the *Wilbur name*—*now imprinted on each genuine bud.*

The fame of the Wilbur buds has even spread to Europe—the home of the chocolate industry—and as a consequence we make regular shipments abroad.

We ask only a fair comparison of these buds with any other make of sweet chocolate to convince you of their choice character.

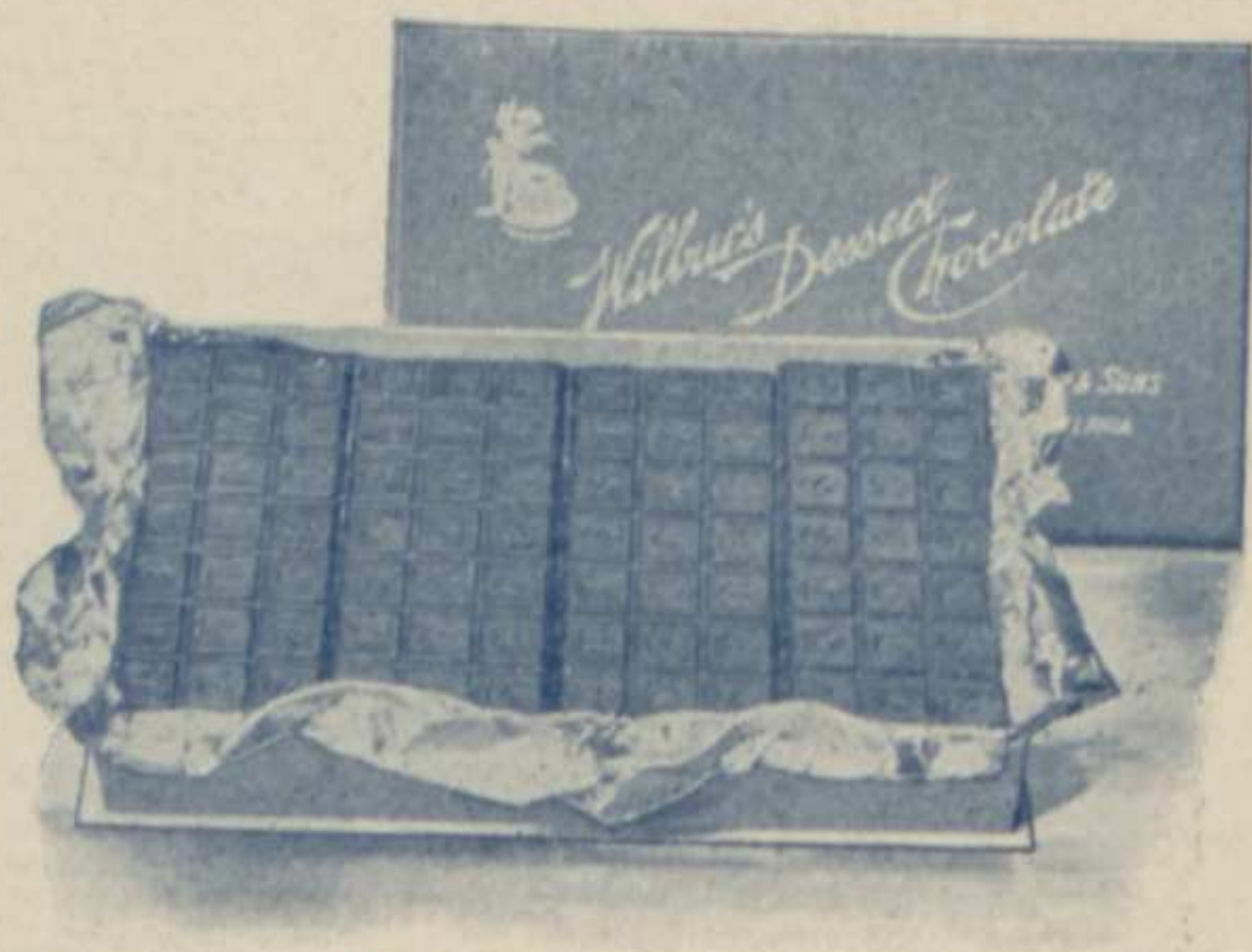
Each bud is carefully wrapped in pure tin foil.

Sold in fancy boxes, tied with silk ribbon, daintily wrapped and sealed.

Price, per box, 30 cts.

Also put up in $\frac{1}{2}$ - and 1-lb. boxes

The Wilbur products are handled by leading confectioners, druggists and fancy grocers. If your dealer does not handle them, write us direct.



Wilbur's Dessert Chocolate

*An especially prepared
after-dinner confection*

This chocolate contains a much smaller percentage of sugar than is used in our Vanilla Chocolate. It is consequently more digestible and to many more palatable.

The daintiest and most delicious form of dessert confectionery imaginable. The tablets are wrapped in tin foil and packed in very attractive boxes, tied with silk ribbon, daintily wrapped and sealed.

Each box contains about $\frac{1}{2}$ lb.

Price, per box
50 cts.



WILBUR'S BREAKFAST COCOA

is the favorite with judges of good cocoa for drinking. Unsurpassed in quality and flavor, it supplies all the health-giving nutritive elements of the choicest cocoa beans.

In $\frac{1}{4}$ - and $\frac{1}{2}$ -lb. tins

WILBUR'S PREMIUM BAKING CHOCOLATE

commends itself to every cook or housewife for its superior quality, strength and smoothness. It is invaluable for all culinary purposes.

In $\frac{1}{4}$ - and $\frac{1}{2}$ -lb. cakes

WILBUR'S VANILLA CHOCOLATE

The same high quality that makes Wilbur's Cocoa the favorite marks Wilbur's Vanilla for the discriminating user of chocolate.

Triple strength vanilla in $\frac{1}{4}$ -lb. cakes

Double strength vanilla in $\frac{1}{2}$ -lb. cakes

Vanilla sweet in $\frac{1}{4}$ -lb. cakes

WILBUR'S SWEET CLOVER CHOCOLATE

the 5c. vanilla chocolate par excellence; much better than the usual kind selling at this price.

Originated and introduced by us a generation ago, it has easily held its position as the choice of those who desire something better than the cheaper and adulterated kinds.