



Start him off with that **RUNKEL** smile---

**N**EVER was a man that didn't like a piping hot cup of cocoa on a winter's morning—if it's the kind that hits the spot and satisfies!

And **RUNKEL'S** Cocoa is just

that kind. It has a zip and a go in it—and a rich, gratifying, "chocolaty" taste that makes the cups come back for "more." Just try **RUNKEL'S** on Hubby tomorrow morning—see how fast he takes to that smooth, delicious taste. You only have to go to your grocer and

Runkel's Cocoa—being so much more finely powdered—dissolves more easily and completely, giving the full, natural "chocolaty" flavor of the rich cocoa beans. Food experts say a cocoa with 25% cocoa butter is too rich and indigestible and that a cocoa with only 20% is "too lean." Runkel's has 24%—just right to give maximum nutrition with complete ease of digestion. Try Runkel's—any good grocer's. Or a Family Taste Size for trial direct from us for 10c in stamps. Ask for our new Book of Tasty Things—FREE for your grocer's name. Runkel Brothers, Inc. 424 West 39th Street, New York.

Say **Runkel's Cocoa**—the **COCOA** with that "Chocolaty" Taste



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