



Start him off with that RUNKEL smile---

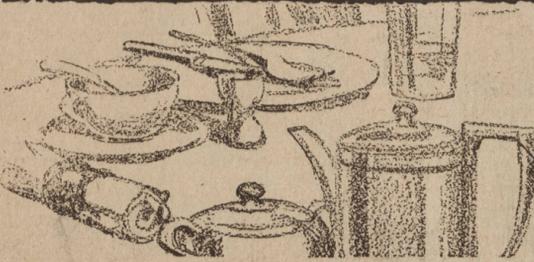
NEVER was a man that didn't like a piping hot cup of cocoa on a winter's morning—if it's the kind that hits the spot and satisfies!

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

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Say Runkel's Cocoa

—the COCOA with that "Chocolaty" Taste



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