

Breakfast

not only a breakfast cocoa making and cooking, too! The chocolate taste of the beverage is adapted to all sorts of cocoa pies, candies and ices with a cup of Runkel's

for Luncheon

el's Cocoa Pudding! Make your make chocolate pudding, only Runkel's needs no grating. It is perfect, all ready to use.

Dinner

Make a Runkel's Cocoa Cake! Our booklet, described below, gives a wonderful recipe, but your own recipe may be even better.

Where you have been both-ering to grate chocolate, simply use 3 level tablespoonfuls of Runkel's All-Purpose Cocoa for each square of cooking chocolate. This saves all the work of grating and one-fourth the cost; in addition to giving the finished cake and icing the wonderful Runkel flavor and appearance.

Parties, too!

For what to serve—try an All-Purpose Sundae with Runkel's All-Purpose pudding sauce, a convenient basic cocoa ice cream, cocoa icings, and many more delicious treats. Send for that booklet—it will send you a copy.

Runkel's

ARE YOU A CAN-OPENER COOK?

What Would Happen if the Delicatessen Wife Should Turn to Cooking as an Art

By Mary A. Wilson

I HAVE a position as executive assistant and I must have a clear head and steady nerves to be able to concentrate and work straight ahead for nine hours daily," said a young business man to me recently after he had listened to a talk I had given on food that nourishes. "I am completely fagged out," he added, "when I close my desk and relax at five-thirty in the afternoon. A few days ago my doctor told me that unless I took better care of myself I would break down, and I am in a quandary what to do."

That man had my heart-felt sympathy, but his wife had only my poor opinion, for I knew that with him often it was a toss-up when his wife was off motoring with women friends who drove their own cars whether he should go home to a delicatessen-bought supper which his wife had, of course, provided for him or stay downtown to a hot meal.

I suppose we shall always have with us the woman who, although able to go to two or three teas a week and to a movie matinee to relieve her from being bored to death, is almost "dead" from straightening up a five-room apartment or a two-story house, so that it eventually becomes necessary for the family to "take their meals out," or, what is more than likely, she becomes a delicatessen devotee and a can-opener cook.

Any housewife who wishes to do so may, without spending the entire day, do the work of caring for a home and family if she will but plan the time and her work. Do not put off selecting the food until the last minute and then decide, "Oh, well, I'm tired. As I come in from the movies, I'll bring in something from the delicatessen."

Have you ever thought whose hands, in many cases, have had a part in the preparing and cooking of these ready-to-eat foods? Most frequently they are foreigners living under unsanitary conditions and in unsanitary ways.



These three meals for four persons, purchased at a delicatessen shop, cost \$11.07, which averages 92½ cents a person, thus causing the housewife to cry out against the high cost of living. Rather, let us say the high cost of cookingless homes. Away with such pretense of feeding our families, and let us, like those sturdy ancestors of whom we so proudly boast, take up this task of cooking homy, palatable foods for the family, and then we may know that we are giving good food to our men-folks that will prevent physical breakdowns.

Try This at Home

THINK this over, and then try cooking at home one of the following dinners, really such dinners as the French folk would use. Serve as many vegetables as possible, in the form of appetizing braises and stews that are sustaining and nourishing.

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|--------------------------------------|------------------------------|
| Vegetable Soup | Radishes |
| Celery | Boiled Beef With Brown Gravy |
| Browned Potatoes | Mixed Vegetables |
| Cabbage Salad | Coffee |
| Apple Tarts | |
| Strained Vegetable Soup | Sliced Cucumbers |
| Reheated Beef With Horseradish Sauce | Tomatoes au Gratin |
| Boiled Macaroni | Lettuce |
| Old-time Bread Pudding | Coffee |
| Tomato Canapé | Chicken Fricassee |
| Potato Dumplings | Corn |
| Cabbage Salad | Apple Cake |
| Salted Nuts | Coffee |
| Chicken à la King | Celery |
| Watercress | Baked Potatoes |
| Fried Tomatoes | Lettuce |
| Coffee | Prune Mousse |

The "Ready Made" Average

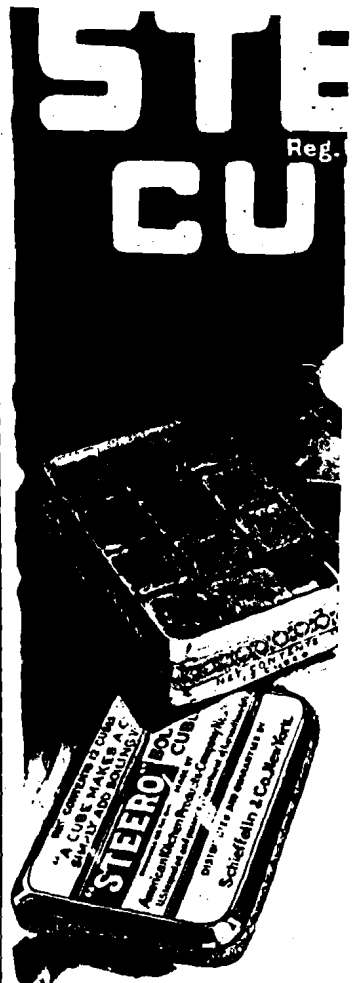
IF DELICATESSEN food were less expensive or cut down one's bills there might be some excuse, but it is costly. A survey of the food purchased by a housewife at the corner shop shows the following average for a family of four for one meal, based on the three menus given:

Cold Sliced Boiled Ham	Beans
Bread	Tomatoes and Lettuce With Salad Dressing
Potato Salad	Fruit
1 Pound of boiled ham	1.00
1 Loaf of bread	.12
1 1/2 Pounds of potato salad	.60
1 Can of beans	.20
2 Tomatoes	.15
1 Head of lettuce	.20
1 Bottle of salad dressing	.35
1 Can of fruit	.30
1 Box of cake	.20
Total	\$3.12
Deviled Crabs	Peas
Bread and Butter	
Potato Chips	
Pepper Salad	
Charlotte Russe	
8 Deviled crabs	2.00
1 Loaf of bread	.12
1/2 Pound of butter	.18
1/2 Pound of potato chips	.50
1 Can of peas	.25
1 Pound of pepper salad	.40
4 Charlotte russe	.50
Total	\$2.95

Marketing for the Above Four Menus

5 1/2 Pounds of beef, from neck	\$1.25
(Lamb or veal may be substituted)	
2 Stalks of celery	.20
1 Bunch of radishes	.05
1 Bunch of watercress	.05
1/2 Peck of potatoes	.60
1 Bunch of carrots	.10
1 Bunch of turnips	.10
1 Pound of cabbage	.10
1/2 Peck of apples	.50
1 Cucumber	.05
1/2 Pound of elbow macaroni	.10
2 Cans of tomatoes	.40
1 Small root of horseradish	.05
2 Heads of lettuce	.40
2 Tomatoes	.10
1/2 Pound of peanuts in shell	.20
One 4 1/2-pound chicken	1.80
1 Pound of prunes	.24
3 Eggs	.24
1 Pound of butter	.85
One 5-pound bag of flour	.50
Total	\$7.88
For seasonings, garnishings and other extras	1.00
Total	\$8.88

It is wise to allow this extra dollar for seasoning and garnishing and extras that are so necessary to make the food attractive. By purchasing according to the table above, you will have twice the amount of food by actual weight and about three times the food value of your purchases at the delicatessen shop. These all-home-cooked meals, providing



"A Cube Makes A Cup"

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