

**Van Houten's cocoa : best and goes farthest... : Bumble / C.J. van Houten & Zoon.**

**Contributors**

Van Houten (Firm)

**Publication/Creation**

Weesp : Van Houten, [between 1890 and 1899?]

**Persistent URL**

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# VAN HOUTEN'S COCOA.

Best & Goes Farthest.



"Confound those  
Boys! They are  
always asking  
for "more"  
Since the Board  
introduced  
Van Houten's  
Cocoa."

"Copyright by permission of Messrs. Chapman & Hall,  
London.

BUMBLE.

(OLIVER TWIST.)

Please turn over.



FOR RICH & POOR. -- MADE INSTANTLY, EASIER THAN TEA.

THE  
BEST AND CHEAPEST BEVERAGE  
in Existence is

# VAN HOUTEN'S COCOA

Rich yet Digestible,  
Stimulating yet Sustaining,

SAVING VITAL STRENGTH  
WHICH OTHER PROCESSES WASTE;  
developing the  
DELICIOUS FLAVOR and AROMA.

It is  
THE ORIGINAL  
PURE SOLUBLE COCOA  
Invented & Patented in Holland  
by the Founder of this Firm  
ALL OTHERS ARE IMITATIONS.

## The late King of Holland

WAS HIGHLY PLEASED WITH  
VAN HOUTEN'S COCOA  
and granted the firm (*unsolicited*) in Aug. 1889,  
the right of styling their works the Royal Cocoa Factory.

A DRINK FOR A PRINCE  
*at less than a farthing a cup.*

When made as weak as tea it is also delicious & re-  
freshing, much cheaper and more satisfying than tea  
or coffee in which there is no nourishment.

ROYAL COCOA FACTORY

C. J. VAN HOUTEN & ZOON — Weesp-Holland.

FOR RICH & POOR. -- MADE INSTANTLY, EASIER THAN TEA.