Parties to Remember

with

The Friendly Taste of Home
What turns a party into a party to remember?

The feeling that you and everyone there are sharing a special experience, a time of warmth and welcome... with good food, special friends and the great taste of MAXWELL HOUSE®!

Parties come in all sizes and at all times of the year, and they mark many occasions. MAXWELL HOUSE Coffee goes with all of them... whether it's just relaxing with a few close friends or celebrating an occasion you've been planning for a long time.
This booklet provides tips that will help you turn good parties into memorable ones. In it you’ll discover ideas that create more enjoyable parties for your guests and for you — little touches that enhance the occasion, suggestions about what and how to serve and, most importantly, hints that will help you to be even more gracious and welcoming no matter what the size or reason for your party.

When you invite your friends to your home to share good times and good food, you create the occasions for memorable parties. The ideas in this booklet and MAXWELL HOUSE Coffee — the coffee you can count on — combined with your specialness, will make your parties truly parties to remember.
How to Be Ready for an Unplanned Party

Gather up your friends for a spur-of-the-moment party—just because you haven’t seen each other for ages... just because right now you feel like having a party... just because at home you’ve got exactly the right things to serve.
The secret that makes a last-minute party memorable is planning ahead. Why not stock a shelf with canned ham, with corn for popping and with soups, both the condensed and the instant kinds. When you combine instant soup mix with yogurt or sour cream and a pinch of curry or your favorite herbs, you’ll be creating your very own instant party dips. (And do keep a supply of crackers or chips for dipping.) Two more good items you might keep on your Be Prepared Shelf are Minute rice and canned seafoods. Together they make Amazingly Quick Seafood Paella, the hearty dish you see pictured on this page.

A great way to begin a great party is with a great coffee. So how about starting your impromptu party with Coffee Mexico? It gives any get-together “instant” sparkle—doubly so because it’s made with our special do-it-ahead recipe featured in this section, plus MAXWELL HOUSE Instant Coffee and boiling water. This conversation piece in a cup is sure to get the good talk going. And for a little something to serve with the coffee, you might have on hand a homemade cake that keeps for weeks; it’s called Festive Fruitcake.

All of the recipes in this section are designed for advance planning. With just some of them ready and waiting in your kitchen, you can pull a party together in no time. What’s more, your friends will never forget how well prepared you were—and how good the food tasted—the time you asked everybody back to your house on the spur of the moment.

**AMAZINGLY QUICK SEAFOOD PAELLA**

3 cups Minute rice
1 medium onion, minced
2 tablespoons chopped pimiento
½ teaspoon saffron
2 cups chicken broth

| 2 cans (7½ oz. each) | minced clams, undrained |
| 2 cans (6½ oz. each) | small oysters, drained |
| 2 cans (4½ oz. each) | shrimp, drained |

Combine all ingredients in saucepan. Bring to a boil; cover and simmer for 5 minutes, stirring occasionally. Transfer to serving dish; garnish with parsley, additional pimiento or additional seafood, if desired. *Makes 6 to 8 servings.*
**Puffy Omelet**

- 6 eggs, separated
- 1/2 cup milk
- 1 teaspoon salt
- 1/4 cup (about) butter
- 1/2 teaspoon pepper or margarine

Beat egg yolks until thick and light colored. Add salt and pepper; beat in milk. Gently fold in egg whites until stiff but not dry. Add egg mixture and cook over medium heat until just set, about 3 minutes. Carefully place skillet in oven and bake at 375° for about 10 to 15 minutes, or until omelet is puffed and set and lightly browned. Serve at once. Makes 6 servings.

**Festive Fruitcake**

- 1 1/4 cups unsifted all-purpose flour
- 1/2 cup butter or margarine, softened
- 1/2 teaspoon Calumet baking powder
- 1/4 teaspoon salt
- 2 cups diced mixed candied fruits
- 1 cup chopped nuts
- 6 eggs, separated
- 1/2 cup brandy or rum
- Confectioners Sugar
- Sugar Glaze

Mix flour with baking powder and salt. Add fruits and nuts; toss to coat. Cream butter. Gradually beat in sugar; beat until light and fluffy. Blend in egg yolks. With a spoon, stir in flour and fruit mixture. Stir in brandy. Beat egg whites until stiff but not dry. Fold into batter. Pour into well-greased 9-inch tube pan, lined on bottom with waxed paper. (Place shallow pan of hot water on lower oven rack.) Bake at 275° for 2 1/4 hours, or until cake tester inserted in center comes out clean. Cool completely; store in airtight container. Before serving, spread with Confectioners Sugar Glaze; decorate, if desired.

**Confectioners Sugar Glaze:** Blend 1 tablespoon (about) hot milk or water into 1 cup sifted confectioners sugar.

**Coffee Mexico**

- 1/2 cup instant cocoa mix
- 1 teaspoon grated lemon rind
- 1 drop aromatic bitters
- Coffee liqueur (optional)
- Boiling water

To prepare coffee base: Combine cocoa mix, lemon rind and bitters; mix well. Store in refrigerator in jar with tight-fitting cover. Makes about 1/2 cup, or enough for 16 servings.

For each serving: Place 1 tablespoon base mixture in coffee mug. Add 2 rounded teaspoons instant coffee and 1 tablespoon liqueur. Add boiling water to fill mug. Garnish with thawed Birds Eye Cool Whip non-dairy whipped topping, if desired.

**Party Cream Puffs**

- 1/2 cup butter or margarine
- 4 eggs
- 5 cups (about) thawed Birds Eye Cool Whip non-dairy whipped topping
- 1 cup water
- 1 cup unsifted all-purpose flour

Place butter and water in saucepan; bring to a boil. Reduce heat; add flour all at once, stirring rapidly. Cook and stir until mixture thickens and leaves side of pan, about 2 minutes. Remove from heat. Add eggs, one at a time, beating thoroughly after each. Continue beating until mixture looks satiny and breaks off when spoon is raised. Drop dough by tablespoonfuls into 1-inch mounds on ungreased baking sheets. Bake at 425° for 17 to 20 minutes. (For crisper puffs, cut off tops, remove any moist dough and bake 5 minutes longer.) Cool. Fill at once or place in airtight plastic bag or container and freeze. When ready to serve, fill without thawing. To fill, cut off a shallow top, spoon in topping, allowing about 1 tablespoon for each, and replace top. Store leftovers in refrigerator. Makes about 7 dozen.
How to Entertain
Friends without Fuss

Asking the neighbors to come over for a relaxed dinner—what a lovely thought for brightening up the middle of the week. A comfortable evening with a few special friends is a favorite way of entertaining and a pleasant time to catch up on what the group is doing.
So that the table setting echoes the mood of this casual evening, you can count on your everyday dishes and cutlery — they’re just right. With a colorful green salad as your centerpiece and cheerful place mats and napkins, your table will be warm and bright. The perfect main course for this relaxed evening is Veal Continental. It’s put together in advance, so that dinner’s ready whenever you decide to boil the noodles and heat the veal.

A party wouldn’t be complete without coffee. Top off this party with Irish Coffee, a surefire favorite made with MAXWELL HOUSE A.D.C. Brand Coffee. Then, bring out a bowl of colorful fresh fruits, almonds and walnuts. Your friends will linger over this delightful ending to a relaxed dinner. And they’ll always remember the ease and warmth of your hospitality.

**VEAL CONTINENTAL**

<table>
<thead>
<tr>
<th>2 cans (4½ oz. each)</th>
<th>2 cans (10⅛ oz. each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>mushroom caps</td>
<td>condensed cream of</td>
</tr>
<tr>
<td>4 tablespoons (about) oil</td>
<td>mushroom soup</td>
</tr>
<tr>
<td>3 pounds veal, cut in</td>
<td>½ cup white wine</td>
</tr>
<tr>
<td>1-inch cubes</td>
<td>1 teaspoon oregano</td>
</tr>
<tr>
<td>½ cup chopped onion</td>
<td>1 cup (½ pt.) sour cream</td>
</tr>
</tbody>
</table>

Drain mushrooms, reserving liquid. Add water to liquid to make 1 cup. Heat oil in large skillet and brown veal well. Add measured liquid, onion, soup, wine and oregano; bring to a boil. Reduce heat; cover and simmer about 1 hour, or until veal is tender, stirring occasionally. Cool and chill. Just before serving, stir in sour cream and the mushrooms and heat gently. Garnish with parsley and serve with hot cooked noodles. Makes 6 to 8 servings.

**IRISH COFFEE**

Prepare coffee in automatic drip coffee maker, using ½ cup Maxwell House A.D.C. coffee and 3 cups water. Add 6 ounces Irish whisky and 1 teaspoon sugar to the brewed coffee; pour into 6 large heatproof goblets or stemmed coffee cups. Top with thawed Birds Eye Cool Whip non-dairy whipped topping. Makes 6 servings.

The Friendly Taste of Home
How to Celebrate a Milestone

A special birthday or wedding anniversary, a graduation, a promotion.... Share your joy on these milestone days by celebrating with your family and friends. To mark the occasion as truly special, why not give a simply elegant and elegantly simple dinner party.
Milestones are times for remembering how things used to be as well as for commemorating personal achievements. Among your old snapshots, try to find one that sparks the mood of the occasion; it would make the perfect invitation. Ask each of your guests to think back on the good times he shared with the guest of honor and even to bring a memento of those days, if he’s lucky enough to have saved one. Perhaps a scrap book, a graduation program, Golden Oldie records or snapshots from his own collection. The guests will love comparing reminiscences and seeing everybody’s treasures displayed around an enlargement of the invitation.

A celebration dinner party deserves a first course. You may decide yours should be a simple but elegant soup. Try Consommé Madrilene, chilled or hot depending on the season. Then choose a main course that will turn dinner into a banquet—Roast Beef Tenderloin, the filet mignon of roast beefs. You’ll probably want to add the guest of honor’s favorite side dishes as well. But it wouldn’t be a milestone without a picture-perfect cake for dessert: Celebration Chocolate Roll is bound to be a crowd-pleaser. The special coffee for this special occasion? It’s Demitasse, made with MAXWELL HOUSE of course, an elegant ending to an unforgettable meal. And for a party they’ll always remember, arrange for someone to bring a camera. Later, you’ll be able to send the guests a miniature album of this milestone occasion. What more thoughtful way to enhance their collection of memories.

**CHILLED CONSOMME MADRILENE**

Use 6 cans (13 oz. each) red consommé madrilene. Shake cans and chill 8 hours or overnight. Spoon consommé into chilled serving bowl or individual cups; garnish with lemon or lime slices.

*Makes 10 to 12 servings.*

*For hot consommé: Pour consommé into saucepan. Stir in ½ cup dry sherry wine, if desired. Heat, stirring occasionally; garnish with lemon or lime slices.*
ROAST BEEF TENDERLOIN

5 to 6-pound trimmed beef
Softened butter or oil
Flour

Trim off excess fat from tenderloin and place on rack in shallow roasting pan, folding thin end under to give even thickness. Brush with butter and dust with flour. Insert meat thermometer in center of thickest part. Roast at 450° for 45 to 60 minutes or to a temperature of 140° for medium rare. Let stand about 10 minutes; then slice. Serve with any pan juices and garnish with parsley. Makes 10 to 12 servings.

CELEBRATION CHOCOLATE ROLL

3 1/3 cup unsifted Swans Down cake flour
3/4 teaspoon Calumet baking powder
3/4 teaspoon salt
4 eggs, at room temperature

3/4 cup granulated sugar
1 teaspoon vanilla
2 tablespoons butter or margarine, melted
Confectioners sugar
Rich Chocolate Filling
Chocolate Frosting

Mix flour with baking powder and salt. Beat eggs in small mixer bowl at high speed of electric mixer, adding granulated sugar gradually and beating until mixture is thick and light colored, about 5 minutes. Gradually fold in flour mixture; add vanilla and butter. Pour into 15x10-inch jelly roll pan which has been greased, lined on bottom with paper and greased again. Bake at 400° for 13 minutes. Turn out onto cloth sprinkled with confectioners sugar. Quickly remove paper and trim off crisp edges. Starting with short side, roll cake with cloth. Cool on a rack about 30 minutes. Unroll, remove cloth and spread with Rich Chocolate Filling. Roll cake again, leaving end underneath. Spread with Chocolate Frosting. Garnish with slivered almonds, if desired.

Rich Chocolate Filling

3/4 cup sugar
3 tablespoons cornstarch
1 cup milk
2 squares Baker’s unsweetened chocolate

4 egg yolks, slightly beaten
1 teaspoon vanilla
1/4 cup butter or margarine, at room temperature

Mix sugar with cornstarch in saucepan. Gradually add milk; add chocolate. Cook and stir until mixture comes to a boil, about 5 minutes. (Mixture may appear curdled.) Remove from heat and beat until smooth. Quickly stir small amount of hot mixture into egg yolks; mix well. Return to saucepan and cook and stir over low heat 1 minute longer. Add vanilla. Chill. Cream butter. Gradually beat in chilled chocolate mixture and beat at high speed of electric mixer until smooth and fluffy.

Chocolate Frosting

2 squares Baker’s unsweetened chocolate
1 egg yolk, slightly beaten
1/4 cup butter or margarine, at room temperature
2 tablespoons (about) milk
1/2 teaspoon vanilla
1 cup sifted confectioners sugar

Melt chocolate in saucepan over very low heat. Remove from heat and cool. Cream butter; blend in chocolate, half the sugar and the egg yolk. Add remaining sugar alternately with milk, beating until smooth. Add vanilla.

DEMITASSE

1 cup Maxwell House A.D.C. coffee
1 quart water

Prepare coffee in automatic drip coffee maker, using amounts given above. Pour into demitasse cups. Serve with cream and sugar. Makes 10 to 12 servings.
How to Thank a Lot of People at Once

What kind of party says in the most meaningful way, “Thank you for all the fun we’ve had”? The answer is a weekend brunch. A brunch is the perfect time to introduce new friends to old ones. After all, the gift of new friendships is a delightful expression of your gratitude for past good times.
Even with a living room full of people, a weekend brunch is somehow intimate and informal. It's a great time to mix guests who haven't met before. A good idea is to think in advance about what interests your friends might share. Are they fans of the same team? Are there two couples who have children the same age? Do make a point of introducing people who would particularly enjoy each other.

Here's another idea that will bring your guests together: Have plenty of great-tasting MAXWELL HOUSE ready for them to help themselves. Then, for a change-of-pace menu, you might try your hand at Crepes filled with Turkey Curry and garnished with orange slices, strawberries or cherry tomatoes. For dessert, a variety of fresh fruits and coffee cakes is bound to please, especially with lots of good, hot MAXWELL HOUSE Coffee. The flourishing friendships sparked in your home over a cup of MAXWELL HOUSE guarantee that your brunch will always be remembered by everyone who was there.

**CREPES WITH TURKEY CURRY**

| 3/4 cup unsifted all-purpose flour | 6 eggs, well beaten |
| 6 tablespoons sugar | 1 1/2 cups milk |
| 1 1/2 teaspoons salt | Turkey Curry |

Mix flour with sugar and salt. Combine eggs and milk; add flour mixture slowly, beating with rotary beater until smooth. Pour batter into hot greased 6-inch skillet, allowing 2 tablespoons for each crepe and tilting pan to spread batter. When edges are lightly browned, turn and brown other side. Cool on rack; then stack with waxed paper between. Wrap and freeze. Reheat in single layer, loosely covered with aluminum foil, in oven at low temperature. Fill with Turkey Curry, using about 1/4 cup for each. Serve at once, or keep warm in chafing dish. Makes 24 crepes or 10 to 12 servings.

**Turkey Curry:** Combine 2 cans (10 1/4 oz. each) condensed cream of chicken soup, 1 cup milk and 2 teaspoons curry powder in saucepan. Add 3 cups diced cooked turkey and heat thoroughly. (Cooked chicken or seafood may be substituted for the turkey.)
How to Have a Holiday Open House

The holiday season inspires us all to reach out to one another in friendship. In the spirit of the season, why not invite the people you care for to share your family’s joy. To open your home and your heart is a wonderful way of celebrating the holidays.
For sharing the pleasures of your home, a bountiful buffet is ideal. It just naturally encourages guests to feel at home and to help themselves. Set out orange-glazed hams and Fruit-Cranberry Rings, a variety of cheeses and crackers, heaping platters of crisp, raw vegetables. For dessert, your guests will be delighted with favorite sweets like Brownies and Open House Coffee Cake. And don’t forget the very special goodness of MAXWELL HOUSE Coffee.

For the children, the best part may well be the surprise! When you’re getting ready for the party, why not bake extra cookies so that you can give each family “a little something to take home,” packed in a decorative MAXWELL HOUSE Coffee container. (For the holiday season, a special edition of cans and jars from MAXWELL HOUSE Coffee has been designed to be refilled with holiday sweets.) What a warm and loving way to say “Happy Holidays.” With treats like these, your Holiday Open House will surely be a never-to-be-forgotten occasion.

**ORANGE GLAZE FOR BAKED HAM**

Combine 2 cups orange juice, 2 cups firmly packed brown sugar and 2 tablespoons grated orange rind; heat until sugar is dissolved. Spoon mixture over two 5- to 6-pound clove-studded, fully cooked or canned hams a little at a time during the last 30 minutes of baking.

**FRUIT-CRANBERRY RINGS**

| 4 packages (3 oz. each) or 2 packages (6 oz. each) Jell-O brand orange flavor gelatin | 2 cans (16 oz. each) jellied cranberry sauce |
| 3 cups boiling water | 1 cup diced celery |
| 4 teaspoons grated orange rind | 2 cans (8 1/4 oz. each) crushed pineapple in syrup, drained |

Dissolve gelatin in boiling water. Add orange rind; blend in cranberry sauce, mixing until smooth. Chill until thickened. Fold in celery and pineapple. Pour into two 5-cup ring molds. Chill until firm, 3 to 4 hours. Unmold. Makes about 20 servings.
OPEN HOUSE COFFEE CAKE

1 package (4 oz.) Baker's German's sweet chocolate, chopped (optional)
1/2 cup chopped nuts
1/2 cup sugar
2 teaspoons cinnamon
3 1/2 cups unsifted all-purpose flour
1 teaspoon Calumet baking powder
1 teaspoon salt
2 cups (1 pt.) sour cream
2 teaspoons baking soda
1 cup butter or margarine
2 cups sugar
4 eggs
1 teaspoon vanilla

Combine chocolate, nuts, 1/2 cup sugar and the cinnamon; set aside. Mix flour with baking powder and salt. Combine sour cream and soda. Cream butter and 2 cups sugar until light and fluffy. Add eggs, one at a time, beating well. Add vanilla. Gradually add flour mixture alternately with sour cream mixture. Spoon a third of the batter into greased 10-inch tube pan. Top with a third of the chocolate-nut mixture, spreading carefully with spatula. Repeat layers. Bake at 350° for about 1 hour and 15 minutes or until cake just begins to pull away from side of pan. Cool in pan 15 minutes. Remove from pan and finish cooling on rack.
JAM-FILLED FLAKIES

1/2 cup milk
3 cups unsifted all-purpose flour
1 tablespoon granulated sugar
1/2 teaspoon salt
1 cup shortening

1 package active dry yeast
1 egg, slightly beaten
1 teaspoon lemon rind
2 cups (about) unsifted confectioners sugar
1/2 cup (about) raspberry or apricot jam

Scald milk; cool to lukewarm. Combine flour, sugar and salt; cut in shortening. Add yeast to milk; stir to dissolve. Blend in egg, the flour mixture and lemon rind. Divide dough into 4 equal parts; sprinkle with confectioners sugar. Roll each part about 1/8 inch thick on board sprinkled with confectioners sugar. Cut with 2 1/2-inch round cutter. Place about 1/2 teaspoon jam in center of half the rounds on ungreased baking sheets. Cut small hole in center of remaining rounds; place over filled rounds. Moisten edges; press together firmly, sealing with fork. Bake at 350° for 12 to 15 minutes. Remove at once from sheets; sprinkle with more confectioners sugar. Cool. Makes about 5 dozen cookies.

BLONDE BROWNIES

2 cups unsifted all-purpose flour
1 teaspoon Calumet baking powder
1 teaspoon salt
1/4 teaspoon baking soda
2/3 cup butter or margarine

2 cups firmly packed brown sugar
2 eggs, slightly beaten
2 teaspoons vanilla
1 cup Baker’s semi-sweet chocolate flavored chips
1/3 cup chopped walnuts

BROWNIES

2 squares Baker’s unsweetened chocolate
1/3 cup butter or margarine
2/3 cup unsifted all-purpose flour
1/2 teaspoon Calumet baking powder

1/4 teaspoon salt
2 eggs
1 cup sugar
1 teaspoon vanilla
1/2 cup chopped nuts

Melt chocolate with butter in saucepan over low heat. Mix flour with baking powder and salt. Beat eggs well; gradually beat in sugar. Blend in chocolate mixture and vanilla. Add flour mixture and mix well. Stir in nuts. Spread in greased 8-inch square pan. Bake at 350° for 25 minutes (for moist, chewy brownies) or 30 minutes or until cake tester inserted in center comes out clean (for cakelike brownies). Cool; cut in squares. Makes about 20 brownies.

COCONUT DREAM SQUARES

1 cup unsifted all-purpose flour
1/4 cup firmly packed brown sugar
1/3 cup butter or margarine
2 eggs
1 cup firmly packed brown sugar

1/4 cup unsifted all-purpose flour
1/2 teaspoon Calumet baking powder
1 1/3 cups (about) Baker’s Angel Flake coconut
1 teaspoon vanilla
1 cup chopped walnuts

Combine 1 cup flour and 1/4 cup brown sugar. Blend in butter. Press into ungreased 9-inch square pan; bake at 350° for 15 minutes. Meanwhile, beat eggs until thick and light colored. Gradually beat in 1 cup brown sugar; beat until light and fluffy. Mix 1/4 cup flour with the baking powder; fold into egg mixture. Mix in coconut, vanilla and nuts. Spread over baked crust. Bake 20 to 25 minutes longer or until lightly browned. Cool; cut in squares. Makes about 2 dozen cookies.
Special Offers
from the Parties to Remember Collection

A NORELCO DIAL-A-BREW®
Filter Coffee Maker with Brew Miser™.
Brews up to 12 cups. Dial-A-Brew control
for strong, medium or light coffee
according to taste. Warming plate.
Illuminated signal light. Paper filters
included.

B-C WEST BEND® INSULATED PERK
12 to 30 cup percolator with double-wall
insulation. "Cool-tip" basket for easy
removal. Two-way, no-drip faucet. Serve
light. Durable enameled steel exterior
available in either (B) customized or
(C) almond.

D WEST BEND® HOT POT™
2 to 6 cup Hot Pot™ Heat and Server
enameled pot. Automatic temperature
control keeps water serving hot as
long as unit is plugged in. Available in
butterscotch color.

E WEST BEND® QUICK-DRIP®
2 to 10 cup Automatic Drip Coffeemaker
with on-off switch. Built in temperature
control. Brews coffee in just minutes.
Keep warm plate keeps coffee serving
hot. Paper filters included.

---

STORE COUPON

30¢

save 30¢
WHEN YOU BUY ANY SIZE CAN
OR JAR OF
MAXWELL HOUSE
Ground or Instant

LIMIT ONE COUPON PER PURCHASE
This coupon good only on purchase of product indicated. Any other use constitutes fraud.
Parties to Remember Offers from Maxwell House® Coffee

Please indicate below the item(s) from our Parties to Remember Collection that you would like to order.

- Please send me ______ (A) Norelco Dial-A-Brew® Filter Coffee Maker(s). Enclosed is 1 proof of purchase* from Maxwell House® Coffee and $29.99 for each pot ordered.
- Please send me ______ West Bend® Insulated Perk(s). Enclosed is 1 proof of purchase* from Maxwell House® Coffee and $20.99 for each percolator ordered. ______ (B) Customized ______ (C) Almond.
- Please send me ______ (D) West Bend® Coffee Hot Pot™(s). Enclosed is 1 proof of purchase* from Maxwell House® Coffee and $8.99 for each pot ordered.
- Please send me ______ (E) West Bend® Quik-Drip Automatic Filter Drip Coffeemaker(s). Enclosed is 1 proof of purchase* from Maxwell House® Coffee and $21.99 for each coffeemaker ordered.

*Proof of purchase is the inner seal from any 6, 10, or 14-oz. size jar of Maxwell House® Instant Coffee or a 2" square cut from the plastic lid of any size can of Maxwell House® ground coffee, plus the code number from the bottom of the can.

MAIL TO: Parties to Remember Offer
General Foods Corporation
Can P.O. Box 1134, Kankakee, IL 60901 code #_______

NAME _____________________________
ADDRESS __________________________
CITY ____________________________ STATE ______ ZIP ______

Please allow 6-8 weeks for processing request. Offer good only in U.S.A., Puerto Rico and U.S. Government Installations. Offer expires 12/31/81. Offer void where prohibited, taxed or otherwise restricted. No proof of purchase required in Wyoming or Puerto Rico. Certificate must accompany request.

30¢ STORE COUPON

save 30¢
WHEN YOU BUY ANY SIZE CAN OR JAR OF MAXWELL HOUSE COFFEE®
Ground or Instant
LIMIT ONE COUPON PER PURCHASE

To the retailer: General Foods Corp. will reimburse you for the face value of this coupon plus 5¢ for handling if you receive it on the sale of the specified product and if upon request you submit evidence of purchase thereof satisfactory to General Foods Corp. Coupon may not be assigned, transferred or reproduced. Customer must pay any sales tax. Void where prohibited, taxed or restricted by law. Good only in U.S.A., Puerto Rico and U.S. Gov't. Install. Cash value: 1/20¢. Coupon will not be honored if presented through outside agencies, brokers or others who are not retail distributors of our merchandise or specifically authorized by us to present coupons for redemption. For redemption of properly received and handled coupon, mail to: General Foods Corp., P.O. Box 103, Kankakee, IL 60901. Offer expires December 31, 1981.

GENERAL FOODS CORPORATION
Maxwell House Coffee, for Parties to Remember.

When you get together with friends, turn the party into a party to remember with MAXWELL HOUSE Coffee. It’s the sociable beverage with the friendly taste of home. To help you make every cup of coffee memorable, follow these directions:

**COFFEE-MAKING TIPS**

**For instant coffee by the potful:** For each serving, use 1 teaspoon MAXWELL HOUSE Instant Coffee (more or less to taste) and 3/4 measuring cup (6 ounces) fresh boiling water; stir. For best results, add boiling water to the coffee. For 12 servings, 6 ounces each, use 1/4 cup MAXWELL HOUSE Instant Coffee and 2 1/4 quarts water.

**For your automatic drip coffee maker:** Use MAXWELL HOUSE A.D.C. Brand Coffee and water in the proportions suggested by the manufacturer of your coffee maker. Or use 1 level tablespoon coffee and 3/4 measuring cup (6 ounces) fresh water per cup. Distribute the coffee evenly in the basket. As soon as you’re sure all the water has come through the grounds, remove the basket. For best results, use at least three-quarters of your coffee maker’s capacity, unless the manufacturer’s directions suggest greater flexibility.

**For your 30-cup automatic percolator:** For 30 servings, 6 ounces each, measure 5 1/2 quarts cold water into the percolator. Measure 1 3/4 cups MAXWELL HOUSE Coffee, regular grind, into the basket and set in percolator. Replace lid and plug in. For best flavor, always brew at least three-quarters of pot capacity.

**BE A COLLECTOR**

“Parties to Remember with the Friendly Taste of Home” is the second in a series of Coffee Times booklets brought to you by the makers of MAXWELL HOUSE Coffee. Each booklet is full of good recipes and good ideas. The first booklet is called “Coffee Breaks with the Friendly Taste of Home,” and it gives you lots of delicious recipes to make your coffee breaks something special — any time of the day.

If you missed “Coffee Breaks with the Friendly Taste of Home,” you may order it free by sending your name, address and proof of purchase to: Coffee Breaks Booklet Offer, General Foods Corporation, P.O. Box 6067, Kankakee, Illinois, 60901. For proof of purchase, cut a 2-inch square from the plastic lid of any size can of MAXWELL HOUSE Ground Coffee and write the code numbers from the bottom of the can on a piece of plain paper. Or remove the inner seal from any size jar of MAXWELL HOUSE Instant Coffee.

Be sure to watch for each MAXWELL HOUSE Coffee Times booklet in the series, so that your collection will be complete.

Please allow 6 to 8 weeks to process request. Good only in U.S.A., Puerto Rico and U.S. Government Installations. Offer expires 12/31/83. Offer void where prohibited, taxed or otherwise restricted.