How to make Good Coffee
FRAGRANT, sparkling, amber-clear coffee is truly a drink of a thousand delights. Rare bouquet . . . pungent flavor . . . limpid, mellow smoothness . . . all in one glorious beverage!

Coffee belongs to so many occasions. The satisfying, homelike beverage of the family table. The savory zest of the campfire meal. The friendly glow of the cozy, intimate gathering. And the crowning touch of dignified drawing-room hospitality.

Small wonder that the secrets of making the perfect cup of coffee are so coveted and so well worth knowing!
YEARS ago in a famous hostelry of the old South, Maxwell House Coffee won its first renown. It was Joel Cheek who worked long and hard to perfect a coffee blend that would satisfy the discriminating coffee-lovers of old Dixie. He combined and recombined coffee beans of various flavors, tested and rejected, until he finally achieved the rich mellow blend he desired. His coffee was instantly popular when served to the patrons of the Maxwell House in Nashville. Soon Maxwell House Coffee—for such Joel Cheek named it—became the favorite coffee of the South. And then its fame spread over the whole United States until today its excellence is recognized from coast to coast.

Three things have placed Maxwell House among the finest coffees: the high-grade tested coffee beans from which it is made, skillful blending, and careful roasting.

Only the finest South American coffee beans are good enough for Maxwell House Coffee. After scrupulous cleanings, experts test these beans, matching flavor with flavor, to get the rich Maxwell House blend.

The green coffee beans are then run into the huge coffee roasters. This process is quite the most important one in
the manufacture, as roasting develops the aromatic oils which give coffee its rare bouquet and flavor. Great care and nicety of judgment are required in controlling the flame and the degree of roast.

Coffee which is insufficiently roasted has an unpleasant "grassy" flavor; while an overdone roast has a scorched flavor. Maxwell House Coffee is roasted just the length of time necessary for the full development of aroma and flavor.

Following the roasting process, Maxwell House Coffee is machine-ground into three different grinds: medium-ground (steel cut), fine-ground, and pulverized. In order to preserve the aroma before it can escape from the crushed beans, the ground coffee is immediately packed in the tins with the well-known blue Maxwell House labels. Maxwell House Coffee stays in the factory only a short time, so that each can comes to the grocer's shelf filled with freshly roasted, freshly ground coffee. Maxwell House Coffee best retains its aroma if kept in its own tin.

Maxwell House Coffee is also put up in the whole bean, for those who like to grind their own coffee as they use it.
GOOD coffee is a sparkling, 
golden-clear drink with 
delicate flavor and aroma, satisfying body, and mellow 
smoothness. A cup of excellent 
coffee may be made by any one 
of several methods—percolated, 
drip, steeped, or boiled. Direc-
tions are given here for making 
the best coffee by each of these 
standard methods. Your own 
taste, of course, determines 
which is your favorite method.

Use 1 heaping tablespoon medium-ground (steel cut) 
Maxwell House Coffee for each cup (½ pint) of cold water.

Pour water into pot. Set percolator basket in pot and 
put coffee in it. Cover. Let percolate slowly and gently 10 
to 15 minutes. (For a 4-cup percolator, use ¾ cup coffee.)

The amounts of coffee used in these recipes are for cof-
fees of standard strength. If you like your coffee stronger 
or weaker, vary the amount accordingly. Remember that 
coffee strength is a matter of individual taste.
Secrets about Percolated Coffee

1. Slow and gentle percolation over a period of 10 to 15 minutes, gives a beautifully clear, amber-colored coffee of mild flavor and delicate aroma. Slow percolation may be described as percolation in which the coffee bubbles up through the tube with such gentleness that the sprays rarely strike the glass. In rapid percolation the coffee comes up through the tube in a fast vigorous succession of sprays, most of which burst as they strike the glass. Coffee may be percolated rapidly for a shorter time (8 to 10 minutes), but it is apt to be slightly cloudy, with less body, and with less pleasing flavor than when percolated slowly. Rapid, vigorous percolation brings out the bitter qualities of coffee.

2. Use cold water, freshly drawn. Hot water makes satisfactory coffee, but one in which bitterness seems to have developed slightly.

3. Best results are obtained by making the full amount of coffee for which the percolator is designed. The water should come up over the base of the spout in order to have satisfactory percolation.

4. When making more than 1 quart of coffee, let percolate 5 to 10 minutes longer.
Correct Use of Different Types of Percolators

Generally speaking, there are two types of percolators: valve and valveless. In either type of percolator the time required for making the coffee is practically the same—it is the length of time of actual percolation that is different.

1. Valveless type. This is the more generally used type of percolator. In the majority of these percolators, the water has reached or nearly reached the boiling point before the first spray of liquid comes over the grounds. Count time from this moment, then reduce the heat (to prevent rapid boiling) and let percolate slowly 10 minutes.

2. Valve type. In this type of percolator, the first spray of liquid comes over the grounds almost immediately. Begin to count time when the sprays are steady. At this point the liquid is slightly discolored. Let the coffee percolate slowly 15 minutes; a shorter period gives an infusion lacking in flavor.
How to Make Good Drip Coffee

Drip coffee is the clearest infusion, with the deepest amber color. Use 1 heaping tablespoon medium-ground (steel cut) Maxwell House Coffee for each cup (½ pint) of boiling water.

Preheat the pot. Put coffee in upper compartment of pot. Pour boiling water over it. Cover and let stand in warm place until all water has dripped through once. Remove upper compartment and cover pot.

Secrets about Drip Coffee

1. Use fresh water, briskly boiling.
2. To preheat the pot, fill it with boiling water and let stand a few minutes. Pour off just before making the coffee.
3. Allow liquid to drip through only once. Pouring the coffee through the grounds more than once tends to extract unpleasant flavors.
4. The upper compartment should be removed at once as the grounds absorb aroma and flavor.
How to Make Good Steeped Coffee
(An improved "boiled" coffee)

Steeped coffee has a mild delicacy of flavor with none of the bitter qualities that are extracted by actual boiling. Steeped coffee is made at a temperature just below boiling.

Use 1 heaping tablespoon medium-ground (steel cut) Maxwell House Coffee for each cup (1/2 pint) of boiling water.

Put coffee in pot. Pour water over coffee, cover tightly, and let stand in a warm place 3 to 5 minutes. Strain from the grounds through a fine wire strainer, muslin, or cheesecloth.

Secrets about Steeped Coffee
1. Use fresh water, briskly boiling.
2. Steep—do not boil—the desired length of time.
3. To prevent a strong, unpleasant flavor, drain coffee from grounds as soon as steeped.
How to Make Good Boiled Coffee
(Cleared with egg)

COFFEE made with egg is golden, clear, and deliciously fragrant. Use 1 heaping tablespoon medium-ground (steel cut) Maxwell House Coffee and ¼ tablespoon beaten egg for each cup (½ pint) of cold water.

Combine coffee and egg in pot and mix thoroughly. Pour in water and bring slowly to a boil, stirring coffee down occasionally. Remove from fire immediately and let stand in warm place 3 to 5 minutes. Pour ¼ cup cold water into pot to settle. Strain from the grounds through a fine wire strainer, muslin, or cheesecloth.

Boiled coffee, without egg, may be made in exactly the same way, by omitting the egg.

The pot should be removed from the fire as soon as the coffee boils, since continued boiling develops bitterness.

Boiled coffee is slightly cloudy, even when clarified.

A cheesecloth or muslin bag is convenient for making coffee in both small and large amounts. The bag should be large enough to hold twice the amount of coffee enclosed, in order to allow for swelling of the grounds.
For Good Coffee Every Time

1. Sparkling, fragrant coffee may be prepared in several ways, but whatever method is used—percolated, drip, steeped, or boiled—there is a right way. On pages 6–11 are directions for making good coffee by each of these methods.

2. Excellent coffee of mellow smoothness, delicate fragrance, limpid clearness, and desirable body can be made from the finest coffee beans only. Maxwell House Coffee, a choice blend of these high-quality beans, is the first step toward making the perfect cup of coffee.

3. Always use fresh water for making coffee.

4. Do not allow coffee to boil, as actual boiling develops bitterness and destroys both flavor and aroma. The volatile oils, which give coffee its delicate fragrance and flavor, escape as coffee boils, and changes take place which bring out a bitter or sour taste. The best temperatures at which to make coffee are below boiling (185°F to 203°F). Coffee boiled for so short a time as one minute is more bitter than coffee made at a temperature of 203°F, just 9°F below boiling.
5. Extremely hard and very alkaline waters have an unfavorable effect upon coffee.

6. Glass, porcelain, stoneware, enamel, and other vitrified wares have less influence upon the flavor of coffee than do metals.

7. Serve coffee immediately if possible. Or, keep hot for service by placing it on an asbestos mat over a low flame, or over hot water. Coffee should not be allowed to stand on the grounds, as they absorb the delicate flavor and elusive aroma.

8. Do not reheat cold coffee. The resulting beverage is flavorless and disappointing.

9. Scour the coffee pot to keep it clean—not to get it clean. The sediment which collects on the inside of the pot affects the delicate flavor of coffee.

10. Scald the coffee pot just before using it in order to remove any stale odors which may impair the flavor of the coffee.
Coffee-making Devices to Suit Every Taste

[ 14 ]
 WHAT a joy coffee making becomes with this interesting assortment of utensils from which to choose! Perhaps you will select a percolator because you prefer percolated coffee—for, of course, different utensils make coffees of different taste. Or, it may be one of the fascinating drip pots because you like drip coffee above all others.

Illustrated on the opposite page are various devices for making coffee. Upper row, left to right:

1. porcelain electric percolator, dainty in coloring and design, which would grace any table.
2. old-fashioned coffee pot, for steeped or boiled coffee.
3. enamel percolator—valveless type—in which percolation does not begin, as a rule, until the water is boiling.

Lower row, left to right:

4. aluminum percolator—valve type—in which percolation begins almost immediately when heat is applied.
5. metal filter with china pot, for drip coffee (filter fits any coffee pot).
6. French coffee biggin—earthenware pot and filter, for drip coffee.
7. siphon-type coffee-maker with alcohol lamp, for drip coffee.
Care of Coffee Equipment

REMEMBER that scrupulously clean equipment is necessary for making good coffee. Wash the pot in clean, hot, soapy water, using a slender brush for the spout and any crevices or grooves that cannot otherwise be reached. Then rinse with boiling water, drain, and dry thoroughly before putting the pot away.

Keep the coffee pot bright and free from any stain or discoloration. The sediment which collects on the inside of the pot should be removed by scouring. Even in small amounts, this sediment affects the delicate flavor of coffee. Use a scouring material suitable for the material of which the pot is made—washing with soap and water is not sufficient.

If a cloth filter or bag is used, it should be kept clean by washing it thoroughly each time it is used and by keeping it submerged in a bowl of clean, cool water. Hot water sets the stains. Do not dry bag or cloth between the times it is used.

Before using a new cloth bag rinse it in clear, cool water to remove any sizing.
Delightful Recipes from Other Countries

Café au Lait
(Coffee with Milk)
Use 1 1/2 heaping tablespoons medium-ground (steel cut) Maxwell House Coffee to each cup (1/2 pint) of water. Have ready a pot of hot milk. When serving, pour milk and coffee together into cup in equal amounts.

Vienna Café au Lait
Use 1 1/2 heaping tablespoons of medium-ground (steel cut) Maxwell House Coffee to each cup (1/2 pint) of water. Have ready a pot of hot milk. Pour coffee and milk together into the cup in equal amounts. Top with a teaspoon of unsweetened whipped cream.

Italian Café au Lait
Use 1 1/2 heaping tablespoons of medium-ground (steel cut) Maxwell House Coffee to each cup (1/2 pint) of water. Have ready a pot of hot milk and pour coffee and milk together into a china pot containing a beaten egg yolk.

Creole Café Noir
Make coffee by the drip method, using 1 cup of medium-ground Maxwell House Coffee to 4 cups of freshly boiling water. Put the coffee in the upper compartment of the pot and pour the boiling water over it, a little at a time. Cover and let stand in a warm place, or, keep hot for service. Serve black, with loaf sugar if desired.
Coffees—Formal and Informal

After-dinner Coffee or Demi Tasse
(Extra Strength)

Use 1 1/2 heaping tablespoons medium-ground (steel cut) Maxwell House Coffee for each cup (1/2 pint) of water. Make by any method desired.

Iced Coffee

Pour freshly made after-dinner coffee over cracked ice. The extra strength is necessary on account of the melting ice. Left-over cold coffee makes a most unsatisfactory beverage.

Iced Mocha Chocolate

Melt 2 squares Baker’s Unsweetened Chocolate in 1 cup strong Maxwell House Coffee infusion, stirring until blended. Add dash of salt and 3 tablespoons sugar and boil 4 minutes, stirring constantly. Place over hot water and add 3 cups milk, stirring constantly. When hot, beat with rotary egg beater until light and frothy. Cool. Pour over cracked ice in tall glasses. Top each glass with 1 tablespoon sweetened whipped cream. Makes enough mocha chocolate for six glasses.

Coffee to Serve 40 Persons

Put 1 pound medium-ground (steel cut) Maxwell House Coffee in a cheesecloth or muslin bag, which is large enough to hold twice that amount. Drop bag into large kettle or boiler containing 2 gallons boiling water. Cover tightly, reduce heat, and let stand 6 to 10 minutes. Remove bag and keep hot for service.
“Good to the last drop”

MAXWELL HOUSE
HIGH GRADE COFFEE
GROUND STEEL CUT