IMPORTANT NEWS!

AND AN INVITATION FROM YOUR GROCER
There is nothing else quite as satisfying as a cup of coffee with its savory steam drifting waves of hospitality back and forth across the table. Coffee gives gray dawn a rosy hue, the hasty noon-time bite a touch of friendliness, the evening meal a mellow, fragrant cheer.

And now, thanks to Sanka Coffee, every one can enjoy the solace of coffee—without regrets—morning, noon, and night! May I introduce you to the delights of Sanka Coffee?

Your Grocer

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8339 Ptd. in U. S. A
THE STORY OF SANKA COFFEE

MILLIONS CALL IT THE MOST IMPORTANT NEWS OF THE DAY!

Despite the fact that its flavor and aroma, its fragrant cheer, have for centuries made coffee "the beloved beverage," the presence of caffeine has made coffee, for untold millions, the forbidden beverage. Many people have found that the caffeine in coffee robs them of
sleep, or affects their nerves, heart action or digestion.

But the time when people must forswear the solace of coffee is now past. A way has been found to rid coffee of caffeine's effects without robbing it of its old-time flavor and aroma. It is this discovery that millions will call the most important news of the day.

The pioneering and development of decaffeination is the work of Dr. Ludwig Roselius of Bremen. He, and generations of his family before him, were coffee importers. Trained in the blending and roasting of coffees with the sole object of producing the finest flavor, Dr. Roselius approached the problem of decaffeination not only as a scientist, but as a friend of all that was good in coffee. He realized that a process must be perfected that left the full flavor and aroma of coffee.

Dr. Roselius' belief in ultimate success was based on the fact that caffeine adds nothing desirable to the flavor of coffee. To that belief he clung through years of patient research and experiment—until final success.
A COFFEE BLEND
OF RARE EXCELLENCE

The coffee Dr. Roselius gave to the world is Sanka Coffee—genuine, delicious coffee, from which 97% of the caffeine has been removed. Nothing is added—only caffeine is removed. Sanka Coffee is a blend of the finest Central and South American coffees. And on the basis of flavor alone, coffee experts and connoisseurs recognize that no blend is finer.

Sanka Coffee has been accepted by the Committee on Foods of The American Medical Association with the statement: "Is free from caffeine effect and can be used when other coffee has been forbidden."

Sanka Coffee comes steel-cut or in the bean—in pound vacuum cans that preserve its freshness and its fragrance. And its price is only slightly higher than that of caffeine-containing coffees of comparative quality.

Sanka Coffee requires no special method of preparation. Simply make it the same way you do other coffees.
MAKE THE NIGHT-TEST

Buy a can of Sanka Coffee today—at your grocer’s. Drink your first cup at night. It won’t keep you awake. Next morning you’ll know from actual experience that you’ve discovered a delicious coffee that you can enjoy morning, noon and night—without regret!

ALWAYS FRESH

GROUND OR IN THE BEAN
SANKA COFFEE IS SOLD WITH THIS GUARANTEE

I am authorized to sell Sanka Coffee on this money-back basis: "Serve it for several days, judge it for flavor and aroma. Serve it at night. Then, if you are not fully satisfied on every score—if Sanka Coffee does not make good on every claim—simply return the coffee that is left and I will refund the full purchase price."

Your Grocer

Won't you take advantage of this money-back guarantee?