



If a piece of bread isn't toasted **evenly**, it's charred in places, and streaked with white in other places. A piece of crisp, crunchy, golden-brown toast can be made only with an **even, steady heat all over both sides**. You couldn't get that with a match!

You can't toast
bread with a
MATCH!

Flawlessly cooked food and flawlessly roasted coffee get an even distribution of heat.

Few realize that the rare charm of Hills Bros. Coffee... its wonderfully exquisite flavor... its matchless uniform goodness... result from *perfect roasting of every berry*. This is accomplished because Hills Bros. Coffee is roasted *a little at a time*—as the blend flows evenly, continuously through the roasters. This process—Controlled Roasting—is exclusive to Hills Bros.

GROUND RIGHT TO TASTE RIGHT

No coffee, however good, can be uniform in taste unless uniformly roasted and uniformly ground. Hills Bros.' exclusive continuous process—Controlled Roasting—and correct granulation insure this uniformity. Hills Bros.' granulation will give best results by the drip process or any other method.

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HILLS BROS
Hills Bros. Coffee, Inc., 1130 Merchandise Mart, Chicago, Illinois

The ordinary method of roasting coffee in large batches does not insure the same uniform goodness as Controlled Roasting. There is no accurate way to roast each batch to the same degree. As a result, there is often disappointing variation in flavor.

Make some Hills Bros. Coffee. Pour a cup and get a whiff of that wonderful aroma... promising a more marvelous flavor to come! Eagerly you raise the cup to your lips. Who can describe the taste-thrill and constant satisfaction that this perfectly roasted coffee gives? You must drink Hills Bros. Coffee to know it! Order some today, by name, and look for the Arab trade-mark on the can.



FRESH ALWAYS!

The vacuum process of packing coffee, originated by Hills Bros. in 1900, is the only method that fully preserves coffee freshness—the air is removed from the can and kept out. There is no magic about a vacuum can—it will not make poor coffee good, but it will keep good coffee fresh. No can of Hills Bros. Coffee will ever "go stale." The vacuum can keeps it *fresh always!*

COFFEE
Telephone SUPERior 5116