

In coffee, an old-fashioned gentleman found romance

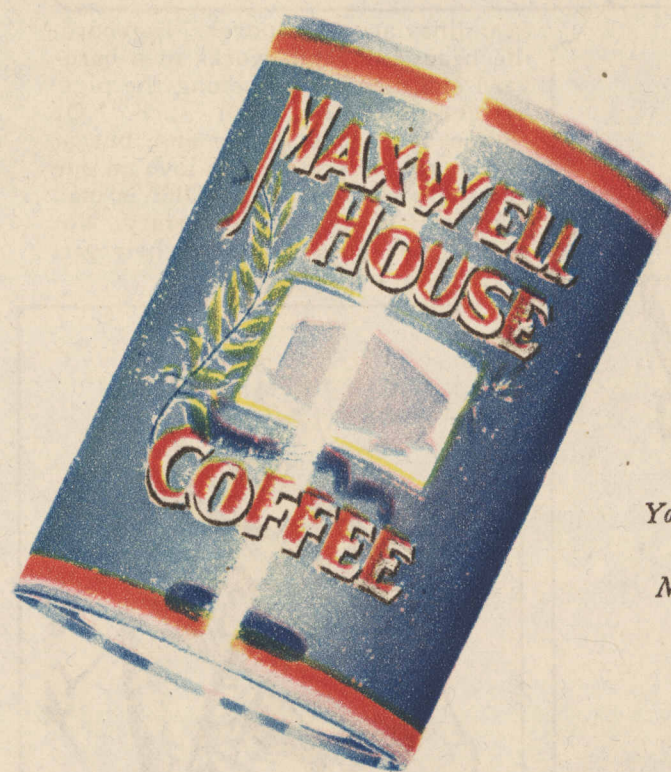


"Tune in" to the Maxwell House radio program every Thursday evening, at 9:30, Eastern Standard Time. Broadcast over WJZ and associated radio stations.

HIS FRIENDS left the sunny Southland to adventure in distant gold fields. But this young Southerner of the Old School chose to remain where the grass is blue, and to seek *his* fortune in a quest for coffee more delicious than any then known.

The exquisitely flavored blend which finally he discovered — has become known, praised and demanded around the world. Enclosed in a friendly blue tin, it stands upon your grocer's shelf. It is worth trying—Maxwell House Coffee—and worth trying *today*.

Its appetite-coaxing aroma, its rich and mellow flavor, its fragrant goodness will send you from the table not only conscious of having dined well, but with memories of a coffee which three Presidents thought deserving of their praise. Try it without risk of disappointment—your grocer will unhesitatingly return your money if you are not fully satisfied.



You will be delighted,
also, with
Maxwell House Tea

MAXWELL HOUSE COFFEE



GOOD to the LAST DROP