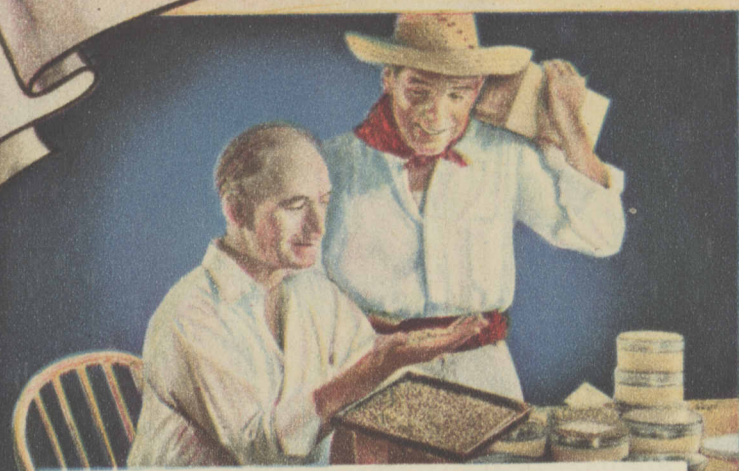


Fine Coffee

Like rare vintage wine, fine coffee is the achievement of skilled, experienced men — not machines. It is the skill and years of rich experience that maintains the high standard of this truly FINE COFFEE—MCLAUGHLIN'S MANOR HOUSE COFFEE.



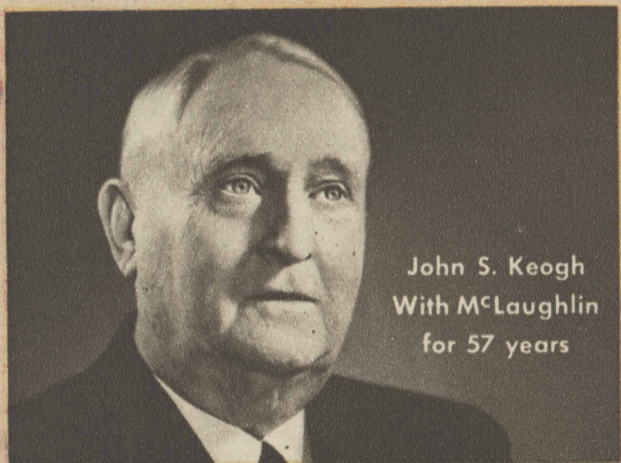
FOR 35 YEARS, Edward A. Hinsberger has been our head buyer in Brazil. He is typical of McLaughlin coffee experts. All our buyers the world over know good coffee the minute they see it, and even more important, they know exactly where and when to look for the choicest crops.



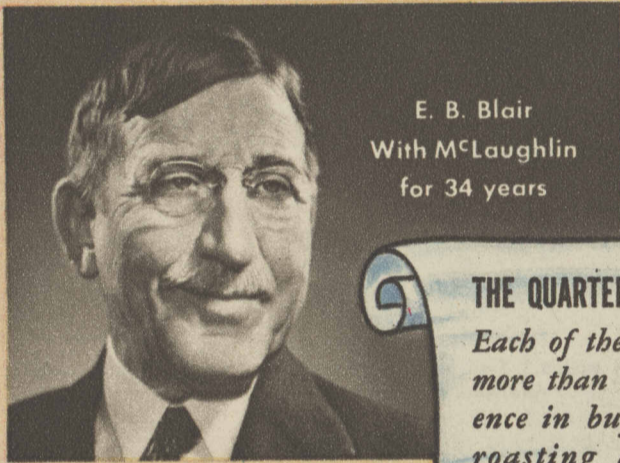
FOR 52 YEARS, John McGuire has been roasting McLaughlin coffees! An old hand at the game, but no stand-patter, John has kept up with every new roasting method and improvement. But it is his own personal skill and experience, his own expert knowledge of coffee that insures that every pound of Manor House is roasted so that all the rare delicate flavors of the selected coffees are brought to you.



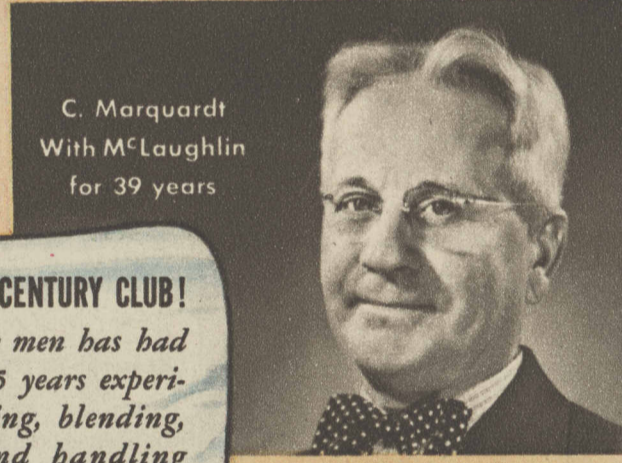
SINCE 1852, McLaughlin has been blending fine coffees according to a secret formula which has been handed down in the family for three generations! Today, such men as John S. Keogh (a loyal employe for over 50 years) with officers of the company, carry on the McLaughlin tradition.



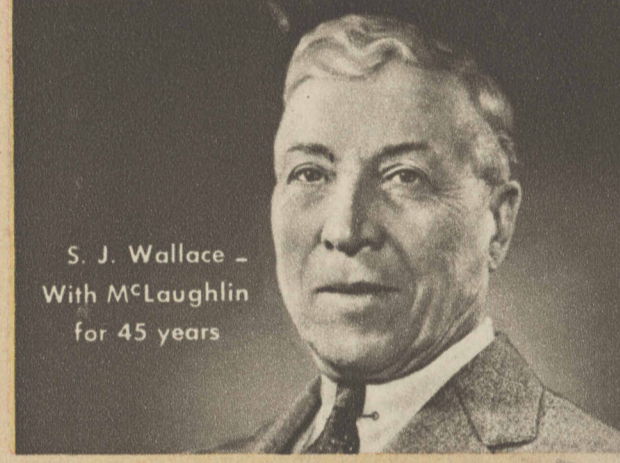
John S. Keogh
With McLaughlin
for 57 years



E. B. Blair
With McLaughlin
for 34 years



C. Marquardt
With McLaughlin
for 39 years

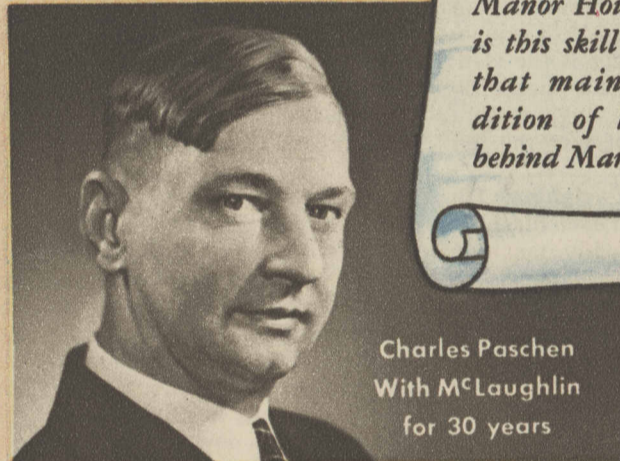


S. J. Wallace -
With McLaughlin
for 45 years

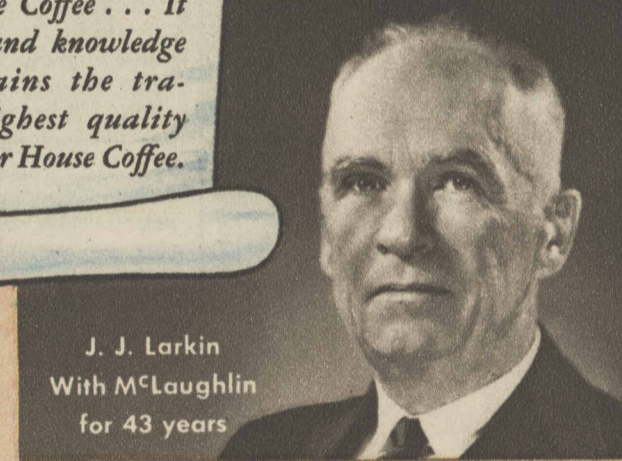
THE QUARTER CENTURY CLUB!
Each of these men has had more than 25 years experience in buying, blending, roasting and handling Manor House Coffee... It is this skill and knowledge that maintains the tradition of highest quality behind Manor House Coffee.



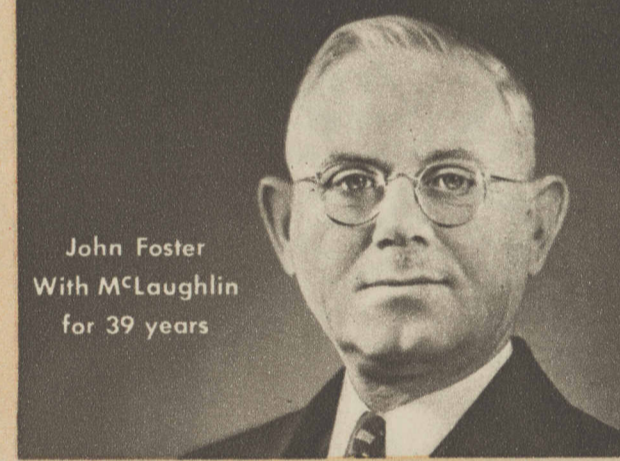
John McGuire
With McLaughlin
for 52 years



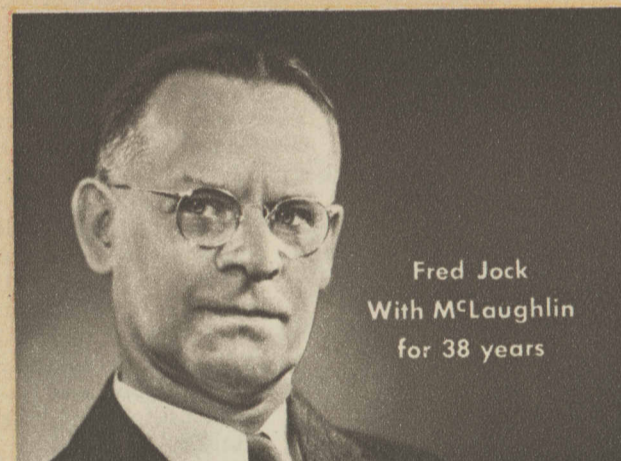
Charles Paschen
With McLaughlin
for 30 years



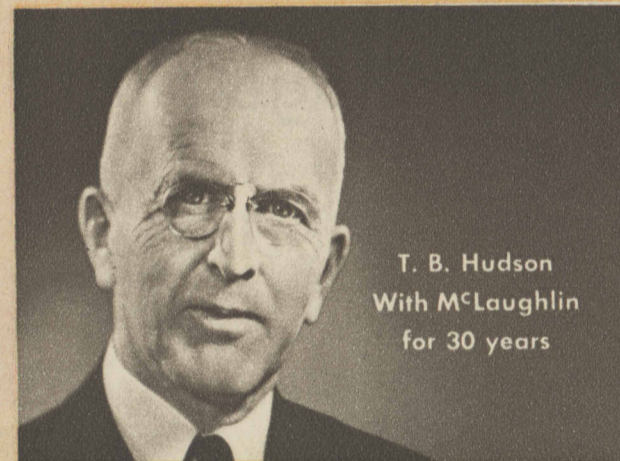
J. J. Larkin
With McLaughlin
for 43 years



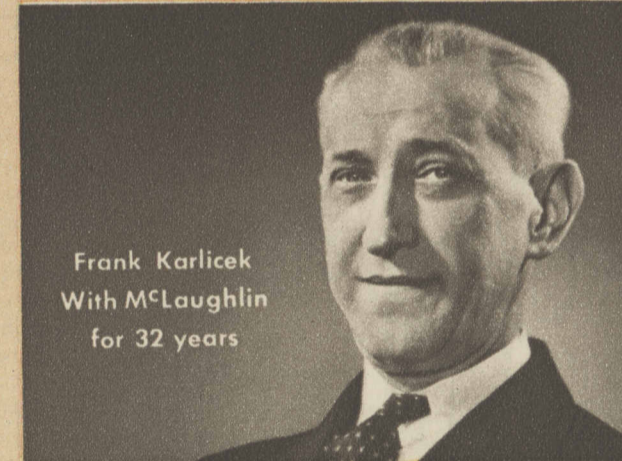
John Foster
With McLaughlin
for 39 years



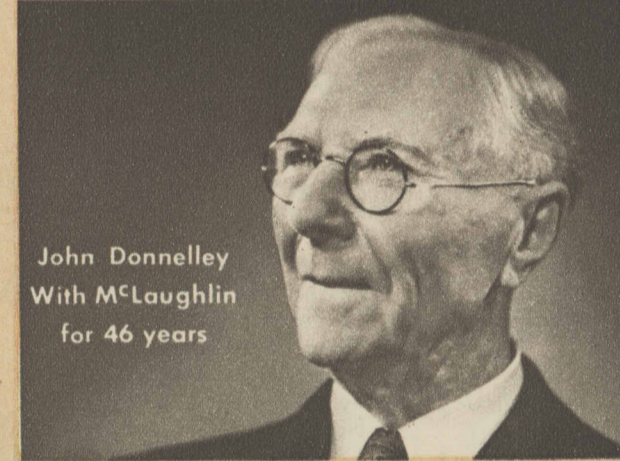
Fred Jock
With McLaughlin
for 38 years



T. B. Hudson
With McLaughlin
for 30 years



Frank Karlicek
With McLaughlin
for 32 years



John Donnelley
With McLaughlin
for 46 years



Enjoy the Smooth, Rich Flavor of
MCLAUGHLIN'S MANOR HOUSE COFFEE
and Feel Like a Millionaire Every Day!

You enjoy good coffee, don't you? Your good taste appreciates that smooth, creamy, full bouquet of flavor that wakes you up—picks you up—peps you up—and starts your day off right... Now, the cheapest... or the best coffee... costs less than a cent a cup. Think of that!... So, why not enjoy the smooth bouquet and delicious flavor of Manor House—a truly fine coffee... Delicious! Yes, because Manor House quality starts with the selection of the finest coffees, through careful blending, to skilled hand-controlled roasting by experienced MEN WHO CARE... And... we guard its extra goodness in McLaughlin's flavor-sealed jar, so that all its fresh flavor is yours today and tomorrow—down to the last cup... Get a jar of Manor House Coffee from your grocer tomorrow—and feel like a millionaire every day!



1852 W. F. MCLAUGHLIN & COMPANY 1939
Importers and Blenders of the World's Finest Coffees