

No can of Hills Bros.
Coffee will ever "go stale."
The vacuum can keeps it
FRESH ALWAYS!

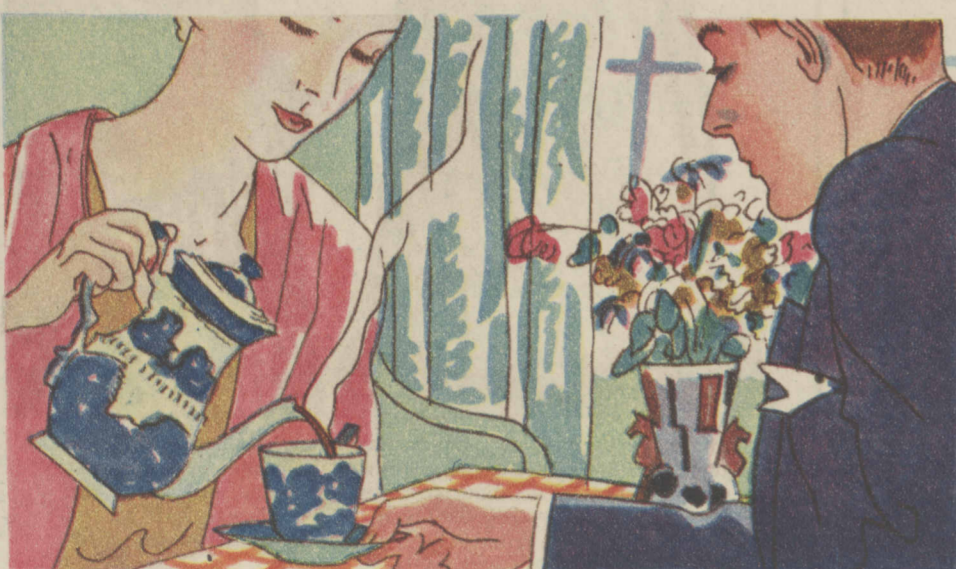


A new standard

of coffee goodness was set when Hills Bros discovered their revolutionary method of roasting coffee...evenly...continuously

... a little at a time

IN NO OTHER COFFEE BUT HILLS BROS CAN YOU BE SURE OF SUCH UNCHANGING STANDARDS OF AROMA AND FLAVOR. HILLS BROS' PATENTED PROCESS... CONTROLLED ROASTING... IS THE REASON. TRY A POUND TODAY.



IF YOU haven't opened a can of Hills Bros. Coffee and breathed the wealth of rare aroma that fills the air—if you haven't tasted a cup freshly made—don't put off these experiences any longer.

Controlled Roasting, Hills Bros.' patented, continuous process of roasting coffee a few pounds at a time, develops a matchless uniform flavor that no other coffee has. An even roast of the famous Hills Bros. blend is assured by this exact process—

something virtually impossible when coffee is roasted in bulk.

As fast as Hills Bros. Coffee comes from the roasters, it is ground and packed in vacuum cans. By this process, air, which destroys the flavor of coffee, is completely removed from the can and kept out. Ordinary cans, even if air-tight, do not keep coffee fresh.

Ask for Hills Bros. Coffee by name and look for the Arab—the trade-mark—on the can. Sold by grocers everywhere.

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HILLS BROS COFFEE

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