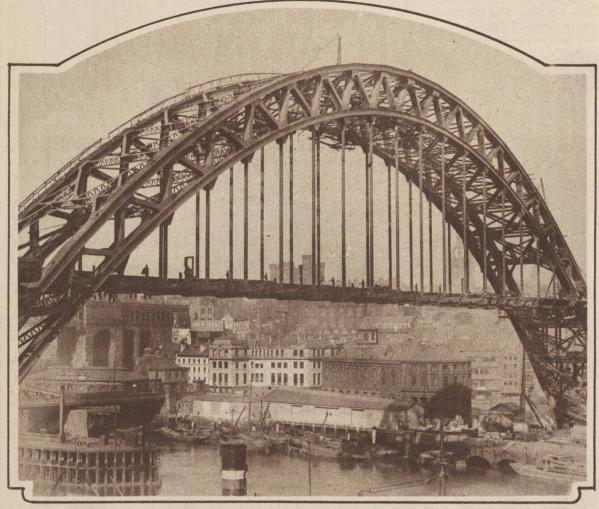
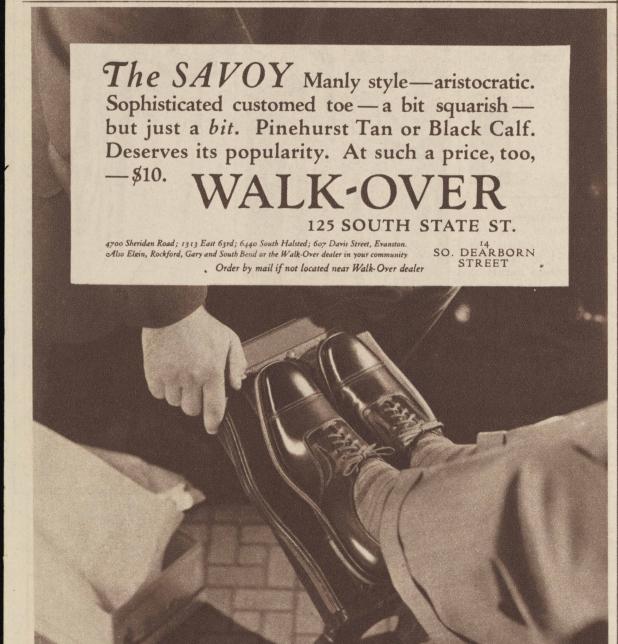


"A HOT TIME IN THE OLD TOWN" probably was the favorite tune of the village cutups of 1898 who put on this wild party at Mill Shoals, Ind., with a shirt sleeved fiddler and a behatted pianist. Kathryn G. Cox of Peru, Ind., provided the photograph from among her souvenirs.



ENGLAND'S \$5,000,000 BRIDGE, the new Tyne span which stretches 500 feet between Newcastle and Gateshead. It is said to be the largest bridge in England. It is expected to be opened to traffic in September. (Photograph from Pacific and Atlantic.)





## Created from many coffees ...this special blended richness

Tune in every Thursday

WEEKLY RADIO PROGRAMS featuring noted singers, instrumentalists, orchestras from WJZ, KYW, WTMJ, WOC, WHO, WOW, KOA, WRHM, KSD, WDAF, KVOO, WBAP, KPRC, WJR, KDKA, WHAM, WBZ, WBZA, WSB, WSM, WMC, WHAS, WLW, WBAL, WRVA, WBT, WJAX. Tune in every Thursday, 7 to 8 P. M., Central Standard Time, for the Maxwell House Coffee program

"Good to the last drop"



No single coffee grown can yield it—this special richness, built up step by step. For your breakfast cup, a hundred distinct kinds of coffee are brought from the tropics of four continents. And there are various grades of each kind—a vast number of natural coffee flavors. Yet no one of them by itself has ever pleased those Americans who love to linger over their morning cup.

It is a mingling of many coffees—a special blend perfected years ago in the South, that has now won the first real nation-wide fame that ever came to a coffee.

A shade of flavor no one had ever tasted—that was what Joel Cheek created years ago in old Tennessee. Long ago the extra richness in his blend found favor with the great families of Dixie.

Today the mellow smoothness of Joel Cheek's blend has brought a new adventure to millions of men and women. Known to the South alone a few years ago, Maxwell House has swiftly become by far the largest selling coffee in the United States. In its blended richness, the critical men and women of the whole country have for the first time found a flavor on which they can agree.

When you pour your first cup of Maxwell House Coffee, when you first taste its full-bodied mellow liquor, you will know why it is now so famous. Your grocer has it in sealed blue tins.

## Maxwell House Coffee

Now roasted fresh for this city in our new Chicago plant—this blend that is pleasing more people than any other coffee ever offered for sale