

# 4500 Families

by tests in their own homes

choose a

## COFFEE for CHICAGO



*The Coffee of  
Chicago's own choice*

SOLD AT JEWEL FOOD STORES ONLY

FOR three weeks one of the most novel tests ever made with a food product has been going on in Chicago. More than 4500 Chicago families have been choosing the blend and roast of Royal Jewel Coffee they prefer.

Millions of pounds of Jewel Coffees are sold every year in the United States. California drinks huge quantities of one blend and roast of Jewel Coffee. Ohio and Indiana prefer a slightly different blend and roast. Georgia and Florida have still another "coffee taste." And so on.

Chicago now has a coffee of its own choice . . . a blend and a roast which suits its own "coffee taste."

For years, coffee experts have known that the public's taste in coffee differs in the various sections of the country, and even in different cities,

depending on the chemistry of the local water, the climate, and the living habits of the people.

Which blend and roast would Chicago prefer? Instead of guessing, this great popular "taste test" was undertaken. Generous samples . . . sufficient for more than 200,000 cups of coffee . . . were distributed, and 4500 families were asked to vote for their preference.

The choice of these 4500 families has been adopted as Chicago's standard of Royal Jewel Coffee. The first shipments, freshly roasted, have just arrived from the great Jewel roasting plant at Barrington. Stop in at your neighborhood Jewel Food Store for a package of Royal Jewel Coffee and try for yourself this special blend and roast of Chicago's own choice.



JEWEL TEA CO., INC.