This coffee of coffees is outstanding in fragrant aroma and delicious flavor because Hills Bros roast it evenly...continuously...

a little at a Time

Only Hills Bros can roast coffee by the controlled roasting process, because they invented and patented it. This method assures unvarying flavor for every ounce of Hills Bros coffee.

To understand the value of roasting coffee a little at a time, think of it this way: You get far better results cooking small quantities of food than huge amounts, because you can control the smaller volume ever so much better.

That's why Hills Bros', patented, continuous process—Controlled Roasting—is far superior to bulk-roasting methods. A matchless uniform flavor is developed because Hills Bros. Coffee is roasted a little at a time—evey even—continuously. Exact control prevents any variation.

Hills Bros. Coffee is always fresh because it is packed in vacuum. Air, which destroys the flavor of coffee, is taken out and kept out of the can. 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.

Hills Bros Coffee
Hills Bros. Coffee, Inc., 1130 Merchandise Mart, Chicago, Ill. Telephone, SUPerior 5116