

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

# THIS COFFEE



## OF COFFEES

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

*a little at a* **T**ime

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—*evenly*—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

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