

Patented roasting process develops coffee to its fullest and finest flavor . . .

*Hills Bros Coffee flows through the roasters
evenly, continuously, a little at a time*

Every berry receives the right amount of heat

Marvelous flavor never varies!



As the accuracy of the hour-glass depends upon an even, continuous flow . . .

a little at a time

. . . so the uniform flavor of Hills Bros. Coffee is produced by Controlled Roasting—the patented process that roasts evenly, continuously . . . a little at a time.

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

"air-tight" cans won't keep coffee fresh. But you cannot buy stale Hills Bros. Coffee . . . the vacuum can keeps it fresh always!

Hills Bros. Coffee has a flavor no other coffee has. Controlled Roasting makes and keeps that flavor—*without variation*. You'll never be disappointed in Hills Bros. Coffee. Order some today. Ask for it by name, and look for the Arab trade-mark on the can.

You have been satisfied with some coffees for a month or so. Then the flavor changed. You probably got part of a batch that wasn't roasted right. It was underdone or overdone—either affects the flavor.

Bulk-roasted coffee often varies in flavor. But the patented Controlled Roasting process prevents Hills Bros. Coffee from ever varying! It passes through the roasters evenly, continuously, *a little at a time*. The heat and flow of coffee are held in

control. Each berry gets just the amount of roasting it needs to develop its most delicious flavor!

When Hills Bros. Coffee comes from the grinders, it is immediately packed in vacuum cans. Air, which destroys the flavor of coffee, is removed and kept out of these cans! Ordinary,

HILLS BROS COFFEE

Hills Bros. Coffee, Inc., 1130 Merchandise Mart, Chicago, Illinois

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