

Discover the Deeper, More Delicious Flavor of McLaughlin's MANOR HOUSE Coffee!

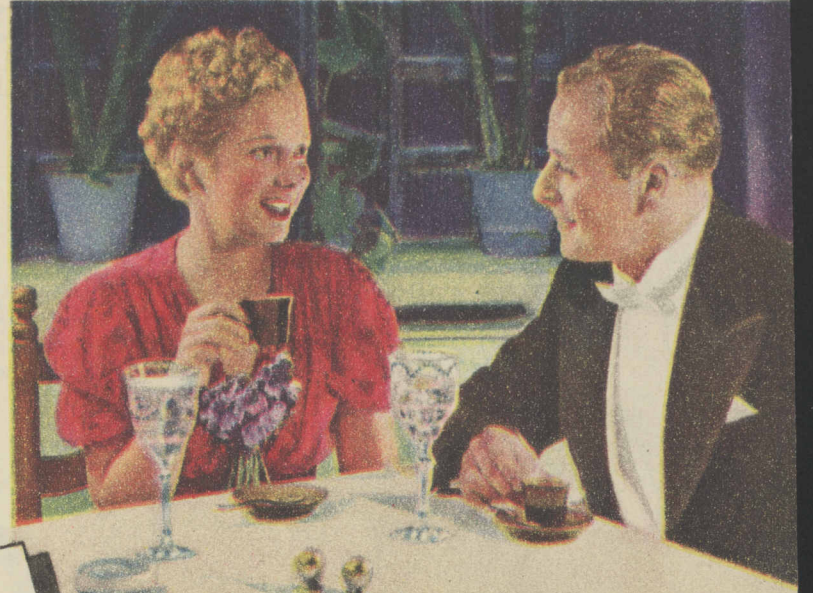


*And feel like
A MILLIONAIRE
Every Day*

THEY DO!

As you enjoy the mellow flavor, the richer aroma, and the extra lift of the world's finest blend of first choice coffees!

SO DOES HE!



MANOR HOUSE IS THE FIRST CHOICE of people who really appreciate fine coffee. They know that you can't match the delicious flavor, the rich fragrance, or the full-bodied strength of Manor House for many times its cost. So don't be satisfied with second best! Treat yourself to Manor House and feel like a millionaire every day.



HE'S AS RICH as any millionaire when it comes to enjoying the finest coffee because Manor House costs only 1/4 of a cent a cup more than the cheapest coffees. Enjoying the world's most delicious coffee is just a matter of good taste, not of money. And Manor House gives you the extra lift that starts you out smiling, eager, alive, every day.

WHY MANOR HOUSE IS THE WORLD'S MOST DELICIOUS COFFEE



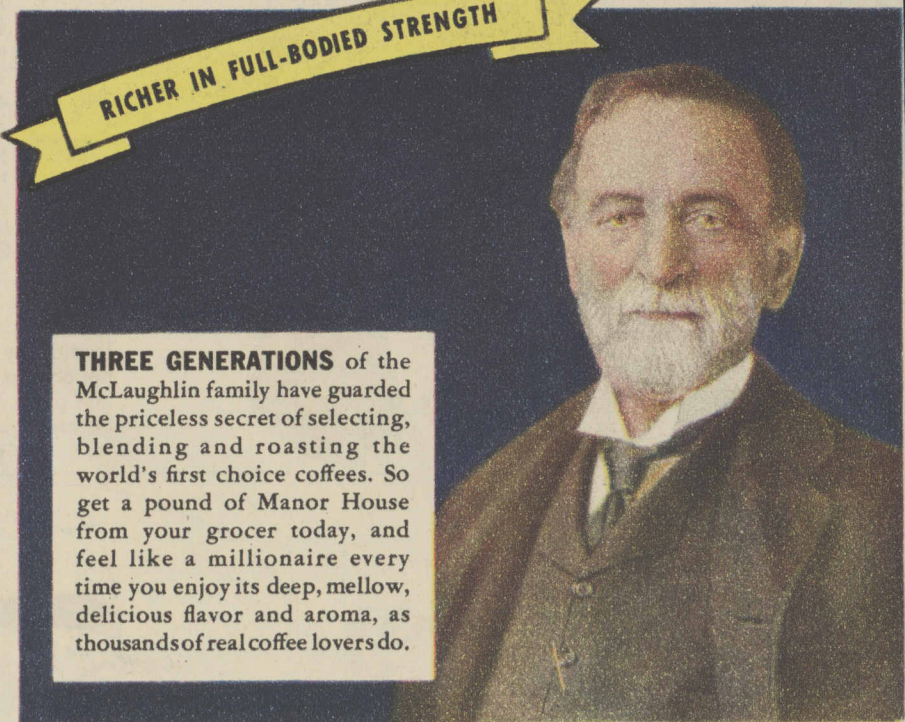
RICHER IN DELICIOUS FLAVOR

ONLY McLAUGHLIN, and one other American coffee roaster, have expert coffee buyers in Brazil. Just a fraction of the coffee grown is really first grade coffee. And McLaughlin's man has been in Brazil for 35 years to make sure that McLaughlin gets the first choice coffees for Manor House. That's why you can only buy Manor House within 200 miles of Chicago.



RICHER IN FRAGRANT AROMA

McLAUGHLIN DOESN'T want to sell all the coffee in the world. Just the finest, most delicious, fragrant blend of coffee. And Manor House must measure up to those requirements in a rigid series of tests by McLaughlin's staff of coffee experts. Every man must be completely satisfied as to the flavor, aroma and strength, when the coffee is blended and roasted, or it never reaches you.



RICHER IN FULL-BODIED STRENGTH

THREE GENERATIONS of the McLaughlin family have guarded the priceless secret of selecting, blending and roasting the world's first choice coffees. So get a pound of Manor House from your grocer today, and feel like a millionaire every time you enjoy its deep, mellow, delicious flavor and aroma, as thousands of real coffee lovers do.

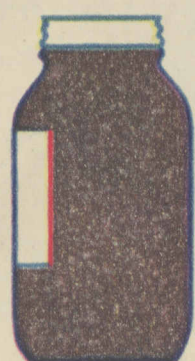
Look for This Complete McLaughlin Coffee Service at Your Grocer's



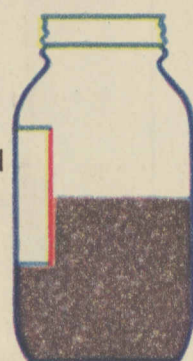
YOU GET FINER, fresher, more fragrant, delicious coffee from the grocer who specializes in the complete McLaughlin line of the world's finest coffees. The entire McLaughlin staff of experts are at his service in giving you the grade, and grind of coffee you prefer, in every price range. So for greater coffee enjoyment, look for the McLaughlin Coffee Department for

- McLaughlin's Manor House Coffee
- McLaughlin's Kept Fresh Coffee
- McLaughlin's Old Colony Coffee
- McLaughlin's 333 Coffee

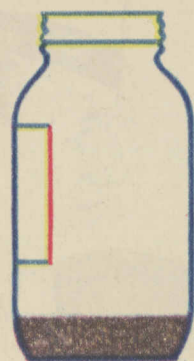
FRESH to the Last Cup!



FRESH when you buy it



STILL FRESH and full-flavored



STILL AS FRESH as when you bought it



McLaughlin Gives You the **Magic Flavor Guard**

You re-seal all the deep, rich flavor and aroma in the jar every time you close it. That's why the last spoonful of coffee from your jar of Manor House is as fresh and delicious as the first. You get all the flavor, fragrance and strength of this perfect blend in every cup.

1852

W. F. McLAUGHLIN & COMPANY

Importers and Blenders of the World's Finest Coffees

1938