

Controlled Roasting gives *EVERY CAN*

# of Hills Bros Coffee

*a flavor no bulk-roasting method can produce*



*In mixing cake batter you add the ingredients a little at a time to insure a smooth, light consistency. Hills Bros. roast their coffee a few pounds at a time to insure an even roast and perfect flavor.*

**C** *FRESH from the original vacuum pack. EASILY opened with the key. LOOK for the Arab on the can.*

WHEN COFFEE is roasted in bulk, an even roast cannot be guaranteed. Flavor variation is therefore inevitable. That is why Hills Bros. originated their patented, continuous process—Controlled Roasting. By this method every berry of the famous Hills Bros. blend is roasted evenly.

roasters it is packed in vacuum tins. Air, which destroys the flavor of coffee, is completely taken out of the can and *kept out* by this vacuum pack. No matter when or where you buy a can of Hills Bros. Coffee it is roaster-fresh.

Prove for yourself that Controlled Roasting gives Hills Bros. Coffee a flavor such as you never tasted in any other coffee. Grocers everywhere sell Hills Bros. Coffee. Ask for it by name and look for the Arab on the can.

As fast as Hills Bros. Coffee comes from the Hills Bros. Coffee, Inc., 1130 Merchandise Mart, Chicago, Ill.

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