

Only this coffee

can be so rich, so fragrant, so satisfying, because no other coffee is roasted the way Hills Bros is roasted... evenly... continuously



... a little at a time

HILLS BROS COFFEE WOULD NEVER HAVE THE FLAVOR THAT MAKES IT SO WELCOME IF IT WERE ROASTED BY ORDINARY METHODS... THE SECRET IS HILLS BROS' PATENTED, CONTINUOUS PROCESS—CONTROLLED ROASTING

Coffee drinking became a new joy when Hills Bros. discovered the perfect way to roast their famous blend. For by their continuous process of roasting a few pounds at a time instead of in bulk, rare aroma and delicious flavor are developed, such as no other coffee has.

As a cook, you can see the value of Hills Bros.' patented process. It is in harmony with your rule of preparing your choicest food. When you handle small quantities you can keep everything under control—

mixing, seasoning, cooking. And likewise, Hills Bros. can control the roasting of every berry.

When you open a can of Hills Bros. Coffee it is as rich in aroma and flavor as when it came from the roasters. The vacuum can in which it is packed excludes air which destroys the flavor of coffee. Ordinary cans, even if air-tight, will not keep coffee fresh.

Try Hills Bros. Coffee. It is sold everywhere. Ask for it by name and look for the Arab—the trade-mark—on the can.

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HILLS BROS COFFEE

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