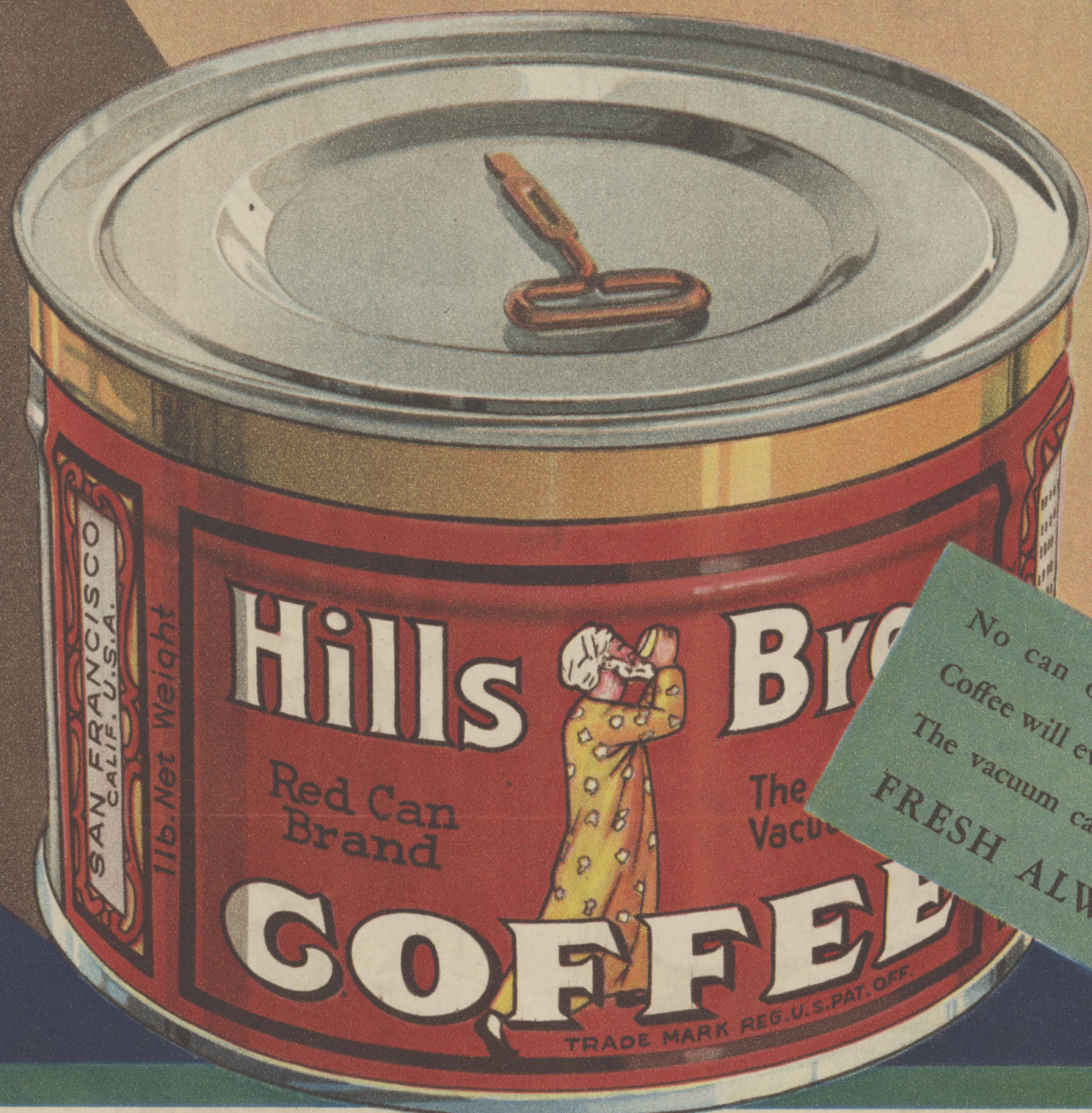


It is important

to remember that the distinctive flavor of Hills Bros Coffee is the result of roasting the blend evenly . . . continuously . . .



. . . a little at a time

YOU'LL NEVER TASTE THIS RARE FLAVOR IN OTHER COFFEES BECAUSE THIS CONTINUOUS PROCESS THAT ROASTS A LITTLE AT A TIME INSTEAD OF IN BULK IS HILLS BROS' EXCLUSIVELY



There's an irresistible invitation in those wisps of fragrance that rise from a cup of Hills Bros. Coffee. Eagerly you reach for that cup to drink it down. And you come back for more!

No other coffee tastes like Hills Bros. Coffee because no other coffee is roasted the same way. Hills Bros., by their patented, continuous process—Controlled Roasting—are able to roast every berry evenly. Such exactness cannot be maintained by the ordinary method of roasting coffee in bulk.

You get all the rich aroma and wonderful flavor created by Controlled Roasting because Hills Bros. Coffee is packed in vacuum. By this process, air, which destroys the flavor of coffee, is completely removed and kept out of the vacuum can in which Hills Bros. Coffee is packed. Coffee packed in ordinary cans, even if air-tight, does not stay fresh.

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

Hills Bros. Coffee, Inc., 1130 Merchandise Mart, Chicago, Ill. Telephone SUPERior 5116

HILLS BROS COFFEE