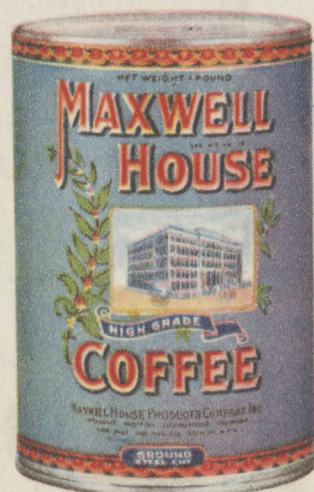


FLAVOR, *not words, has made it* LEADER



Words cannot deceive the palate.
Advertising cannot put flavor in a coffee cup.
The drinking thereof is the proof of the coffee. The flavor must be there or you will not buy again.
That's why the outstanding leadership of Maxwell House Coffee seems to us, frankly, to be proof positive of its superiority.



More people drink it than any other fine blend because more people prefer its rich and mellow flavor.
Think of this fact when next you order coffee.
What better pledge of satisfaction can you get than the constant promise —
Good to the last drop!

Maxwell House Coffee is today's expression of the good living of the Old South

GOOD to the LAST DROP

MAXWELL HOUSE COFFEE

A PRODUCT OF GENERAL FOODS CORPORATION