

# "Exclusive" is the word

to describe the exhilarating  
aroma and full-bodied flavor  
of Hills Bros Coffee which is  
roasted evenly... continuously



## ... a little at a time

AND "EXCLUSIVE" DESCRIBES HILLS BROS' CONTROLLED ROASTING PROCESS. NO OTHER METHOD ROASTS COFFEE SO UNIFORMLY. TRY HILLS BROS COFFEE, AND SEE HOW CONTROLLED ROASTING DEVELOPS A FLAVOR NO OTHER COFFEE HAS.



CONTROLLED ROASTING—invented and patented by Hills Bros., is radically different from any other method of roasting coffee.

Here's the reason: Hills Bros. roast their rare blend by a continuous, exact process—a few pounds at a time. The common method is to roast coffee in bulk. The difference in results is obvious—Hills Bros. are able to roast every berry to uniform perfection, while the bulk-method

cannot prevent variation in the roast.

No matter when or where you buy Hills Bros. Coffee, it is always fresh because it is packed in vacuum. By this process, air, which destroys the flavor of coffee, is taken out and kept out of the can. Coffee packed in ordinary cans, even if air-tight, does not stay fresh.

Grocers everywhere sell Hills Bros. Coffee. 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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