

Uniformity

whenever fighting planes
roar in flight formation



Successful flying maneuvers depend upon the absolute uniformity of action of every plane

UNIFORMITY . . . whenever you open a can of Hills Bros Coffee



FRESH ALWAYS!

The vacuum process of packing coffee, originated by Hills Bros. in 1900, is the only method that fully preserves coffee freshness—the air is removed from the can and kept out. There is no magic about a vacuum can—it will not make poor coffee good, but it will keep good coffee fresh. No can of Hills Bros. Coffee will ever “go stale.” The vacuum can keeps it *fresh always!*

It's not alone the thrilling flavor of Hills Bros. Coffee which makes it the most popular from Chicago to the Pacific. It's the *uniformity* of that flavor, as well. The certainty of the same fragrant mellowness in *every* pound, week after week, month after month.

Remember this about coffee: If the roasting varies, then the flavor varies! Controlled Roasting—Hills Bros.' exclusive process—roasts the selected blend evenly, continuously, *a little at a time*. Every single berry is “done” to perfection. None are ever over-roasted—none ever under-roasted. Such uniformity can't be achieved by ordinary

bulk roasting. Because big batches of coffee don't permit an even spread of heat. Flavor-variations result. When you drink your first cup of Hills Bros. Coffee you'll say, “The flavor seems too good to be had again.” Yet, pound after pound still comes to you with the same delicious richness! Order some today, and look for the Arab trade-mark on the can.

Ground Right to Taste Right

No coffee, however good, can be uniform in taste unless uniformly roasted and uniformly ground. Hills Bros.' exclusive, continuous process—Controlled Roasting—and correct granulation insure this uniformity. Hills Bros.' granulation will give best results by the drip process or any other method.

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HILLS BROS COFFEE

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