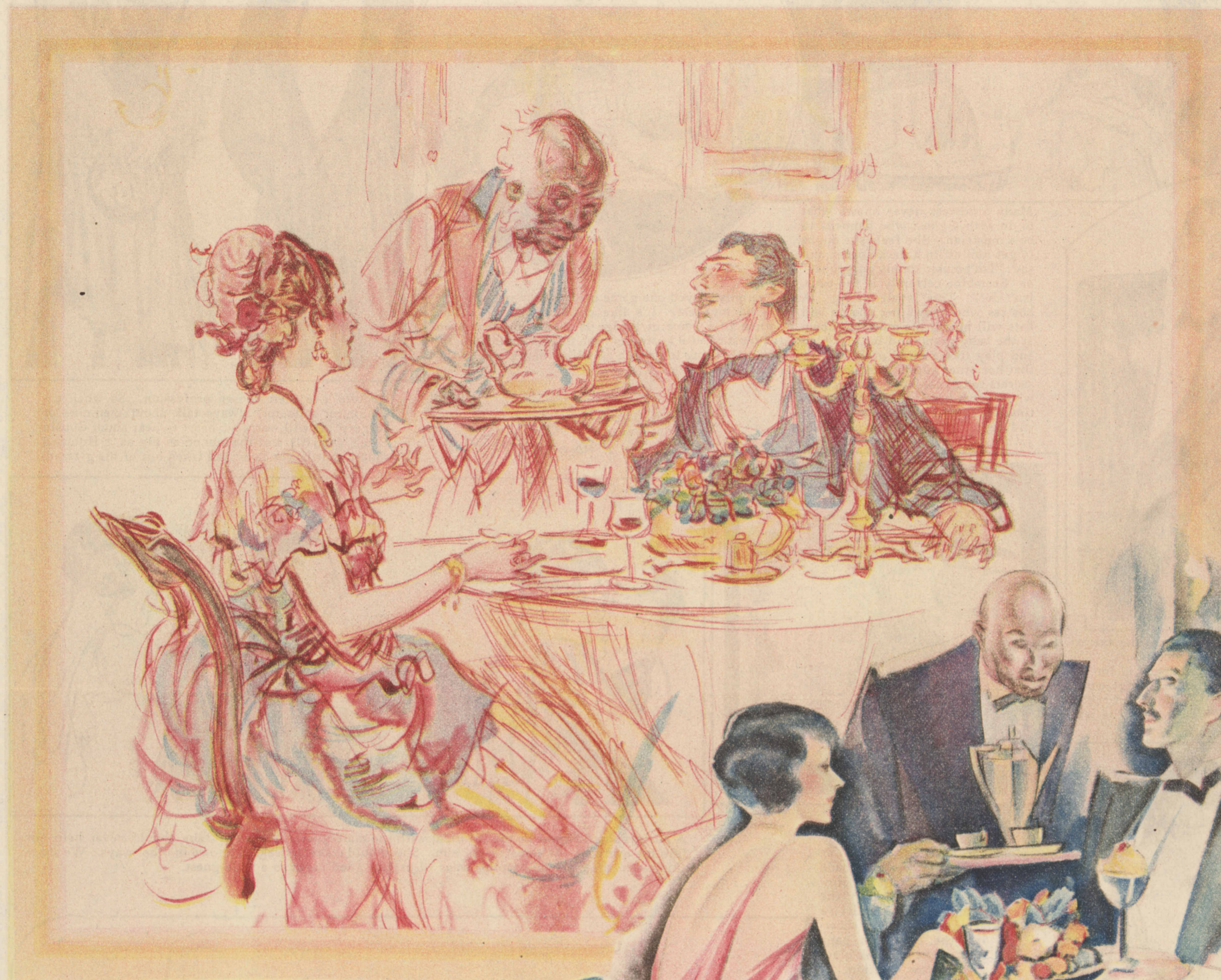


# Once a Southerner's private coffee -- now a nation's favorite



*Today, as in the courtly days of the Old South, Maxwell House Coffee provides the triumphant climax to a fine meal.*

**I**N the halls of his forefathers a Tennessee gentleman served a new blend of coffee to friends, who esteemed it as highly as rare old Tokay. Soon this same coffee was served at the old Maxwell House, and from then on dates its fame. Hardly a steamboat that churned to New Orleans, hardly a carriage that jounced over the Clinch Mountain Road, but contained passengers who spoke in praise of the coffee of the Maxwell House. More and more people sought its blend of rich and mellow flavor for their own tables, until today this coffee has become the largest selling packaged coffee in the world. Enclosed in a blue tin, Maxwell House Coffee waits for you at your grocer's. Try it—and you, too, will say appreciatively "Here is the fitting climax to a meal."

GOOD  
to the  
LAST  
DROP

# MAXWELL HOUSE Coffee