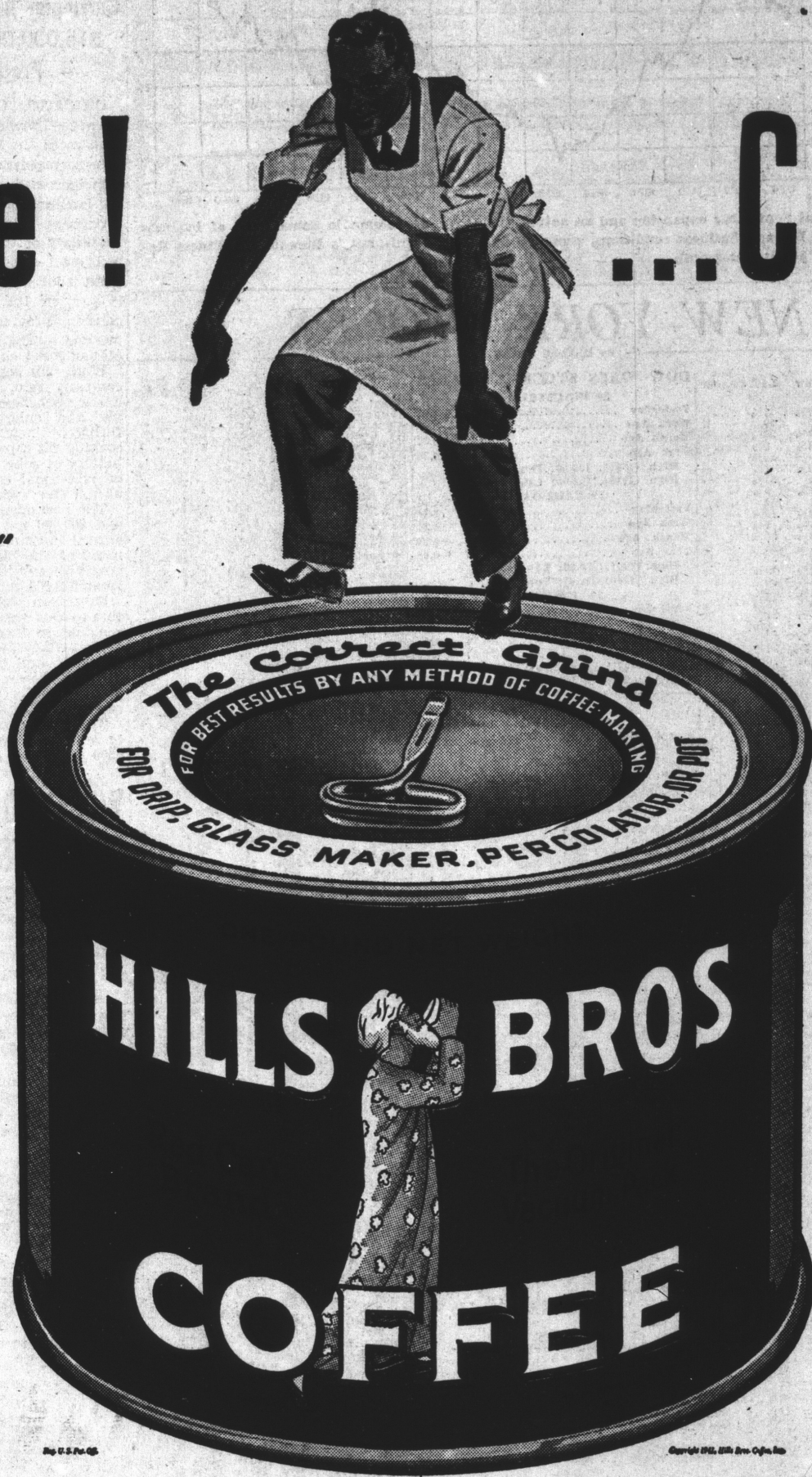


Come one !

...Come all !



Here's the wonderful thing about Hills Bros. Coffee. The *Correct Grind* will produce perfect results by any method of coffee-making—DRIP, GLASS MAKER, PERCOLATOR, or POT. Just follow the simple directions on the side of the Hills Bros. Coffee can.

"Now that's what I call good coffee!"



"The other day my wife bought a pound of Hills Bros. Coffee and made some for breakfast. Well sir, I never tasted such wonderful coffee in my life. It's so good I always want a second cup just to taste that swell flavor."

How pleasant it is to have your family or guests say, "Now that's what I call good coffee!"

It may be, however, that you have never received these words of praise. And, as a result, you may have been puzzled as to why your coffee was missing in flavor.

In such a case you'd find it worth while to try Hills Bros. Coffee. It has a flavor no other coffee has... a flavor that never disappoints your taste... a flavor that makes coffee-drinking really pleasant. Best of all, Hills Bros. Coffee is *The Correct Grind* for any kind of coffee-maker.

For more than 60 years Hills Bros. Coffee, Inc. has maintained a tradition for roasting and packing only the finest coffee obtainable. In countless families through these years, mothers, daughters, and granddaughters, have used Hills Bros. Coffee with confidence and continuous satisfaction.

And here's a promise—if you start using Hills Bros. Coffee today, and continue to use it, you are going to find that it will never vary in its high quality... it will always taste delicious in your cup.



"Yes, Mrs. Brown, this is Hills Bros. Coffee you've been hearing so much about. No, you don't need a special grind. Hills Bros. Coffee is *The Correct Grind* for any kind of coffee-maker—Drip, Glass Maker, Percolator, or Pot."

ESTABLISHED 1878, HILL'S BROS. COFFEE IS THE LARGEST SELLING BRAND OF COFFEE FROM HERE TO THE PACIFIC COAST