

Two great firms unite in service

—and you find at
your grocer's *this*
famous blend from
the old South.



"Good to the last drop"

*Allen & Lewis become exclusive
local wholesale distributors of
Maxwell House Coffee
receiving it fresh from our
new Pacific Coast Plant*

Over their coffee and cigars at the Maxwell House in Nashville of the old South, Statesmen gathered to discuss the new "Northwest territory," a vast wilderness with the village of Portland on its coastal fringe.

The coffee they drank was furnished by Joel Cheek, a young Tennessee mountaineer, who developed such a distinctive blend that the Maxwell House, always serving it, became famous for its coffee.

In Portland a small jobbing firm—Allen & Lewis, established in the '50s—was busy serving the pioneer merchants, many of whose early ventures afterwards developed into businesses of large magnitude. As the Northwest grew, so grew Allen & Lewis. The village of Portland became a great city, surrounded by fertile valleys and smaller cities, peopled by prosperous Westerners.



Center of the social life of the old South, stopping place of distinguished travelers, the old Maxwell House in Nashville, Tennessee, was wide fame for its food and especially for its coffee, a special blend full-flavored and mellow that guests would linger over and never forget.

And the fame of Maxwell House Coffee has spread throughout the Nation.

From a single roasting plant in Nashville has developed a mighty organization with great plants from Coast to Coast.

Now these two firms join hands to serve the Grocery trade, and through grocers the people of the Northwest, and offer you Maxwell House Coffee, fresh roasted from a Pacific Coast plant.

The Allen & Lewis who "started with Portland" three-quarters of a century ago; who call their own goods "Preferred Stock" and who go to the

ends of the earth to bring retail grocers the finest foods for your tables—

The Cheek-Neal Coffee Company, living up to the ideals of its founder, keeping the same fine blend that has made Maxwell House the largest selling high-grade coffee in the world.

These firms arrange to supply your grocer, where you may go today and find the blue tins of Maxwell House Coffee fresh roasted, fine—the kind that's chosen by great hotels, by particular people everywhere.

Cheek-Neal Coffee Company, Nashville, Houston, Jacksonville, Richmond, New York, Los Angeles.

MAXWELL HOUSE COFFEE

Roasted fresh for THE WEST in our Pacific Coast plant

—America's largest selling high grade coffee

ALLEN & LEWIS, exclusive wholesale distributors for Portland, La Grande, Astoria, Marshfield, Eugene, Oregon and Walla Walla, Washington