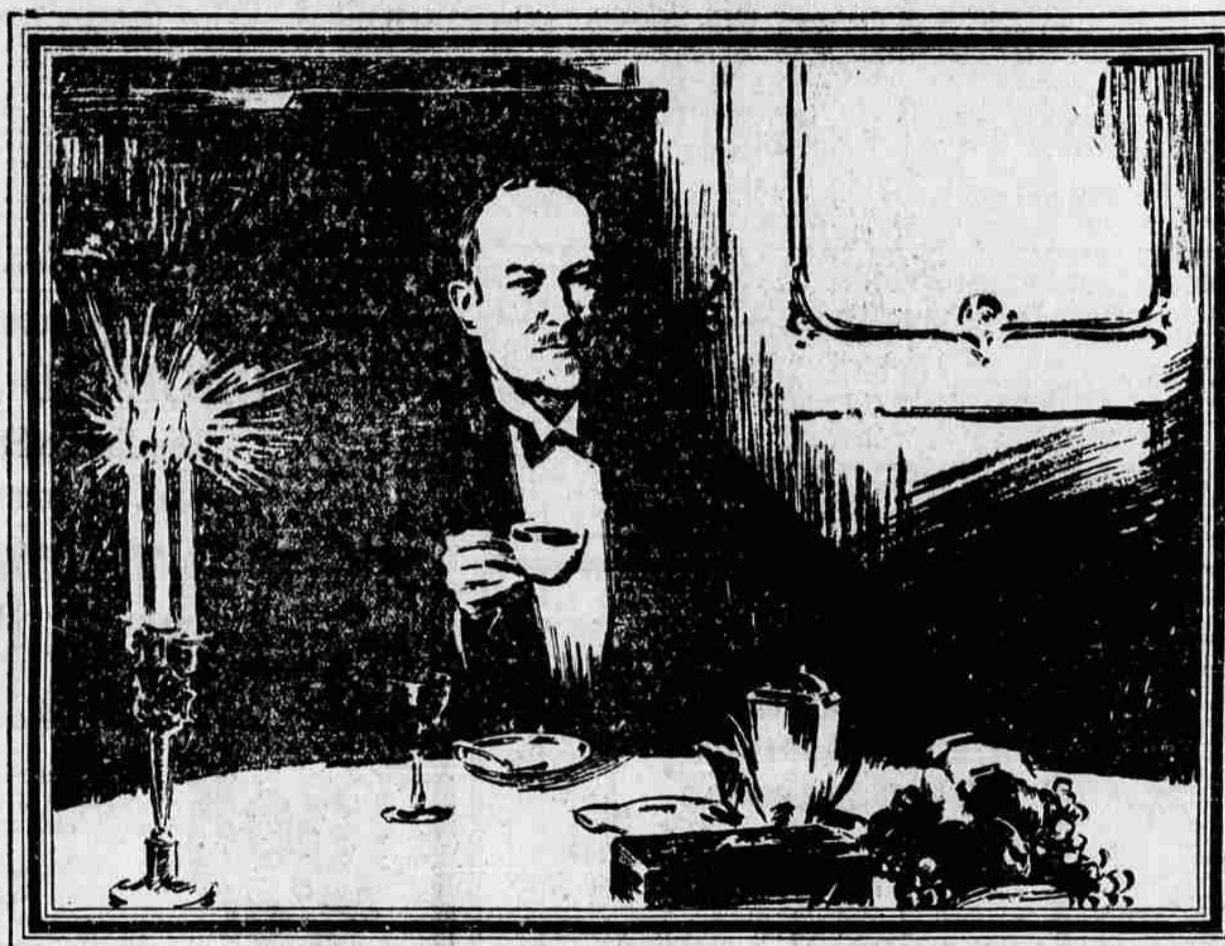




He created . . . a shade of difference in flavor

. . . that is changing the habits of a nation



Years ago Joel Cheek perfected this blend which today has won such fame as never before came to a coffee

NO OTHER MAN, perhaps, could have done it. A southerner of the old South, born with a genius for flavor. To his great work Joel Cheek brought something more than the usual traits which make men outstanding figures in industry.

Women who have dined at his own table, say that they learned the secret there: in his own exquisite knowledge of good things to eat and drink.

No task in the world of foods is more difficult than that to which he set himself years ago down in Tennessee. Hundreds of kinds and grades of coffee, each with its own distinct flavor, yet each lacking in something! Differences almost too fine

to taste to be studied and valued. The blended flavor that he dreamed of to be built up, step by step.

Finally, that shade of difference, that mellow richness which has now won for Joel Cheek's blend such fame as has never before come to a coffee.

It was the great families of the old South who first enjoyed this blend, so wonderfully full-bodied and smooth. Long ago Maxwell House Coffee became the first choice of the cities of Dixie.

Today it is pleasing more people throughout the whole country than

any other coffee ever offered for sale. The blend that Joel Cheek perfected in the old South years ago is swiftly changing the habits of a nation.

And now this same blend with the same touch of special richness that delighted the old South years ago, is offered to your family. Your first taste of its mellow liquor, your first breath of its fragrance will tell you why it has now so rapidly become the largest selling coffee in all America:

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

"Good to the last drop"



MAXWELL HOUSE COFFEE

It is pleasing more people than any other coffee ever offered for sale

Tune in every Wednesday

Weekly Radio program featuring noted singers, instrumentalists, orchestras from WJZ, New York; WBZ, Springfield, (Mass.); WBZA, Boston; KDKA, Pittsburgh; KYW, Chicago! Tune in every Wednesday from 9 to 10 P. M. (Eastern Time) for the Maxwell House Coffee program