



TODAY~ in 29 states - Lovers of Good Coffee will celebrate a Diamond Jubilee

Just seventy-five years ago (*May 12, 1850*)—four months before California became a state—James A. Folger established in San Francisco the Pioneer Coffee and Spice Mill of the Pacific Coast.

A fragrant cup of Folger's Coffee greeted many a hardy settler. In the homes of the Western pioneers, in the coffee houses of the early Fifties, Folger's Coffee was the "cup that cheered."

And these pioneers did not forget the folk back home. They *liked* Folger's Coffee—Tea, Spices and Extracts, and they knew the folk back home would like them, too. So the liking for these products spread to the East, North and South, with the result that today people are demanding Folger's Golden Gate Products in twenty-nine states.

On the label of our first package of roasted coffee were printed the words, "Our success is dependent upon quality." This holds good today.

On this our Diamond Jubilee we make this promise: that Folger Quality and Folger Service shall never change from the high ideals set by our founders; that products bearing the Folger name shall always be of the highest quality—just as they have been for these seventy-five years.

J. A. FOLGER & CO.

San Francisco Kansas City Dallas Shizuoka, Japan

Folger's
GOLDEN GATE
Unusually good

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COFFEE · TEA · SPICES · EXTRACTS