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## HILLS BROS MADE COFFEE-ROASTING

 AN EXACT SCIENCE WHEN THEY INVENTED CONTROLLED ROASTING
## Under-roasting and over-roasting prevented by

 Hills Bros' patented continuous roasting processRoasts "a little at a time," instead of in bulk . . . resulting flavor is simply superb
to the right degree required bring out the finest flavor: Hills Bros. Coffee is packed in vacuum cans, and cant go
stale. The vacuum process of Coffee can easily be under-ronsted and over- packing coffee it the only method that fully Coffee can easily be under.ronsted and over-
rousted by the ordinary, bulk method. That's why Hills Bros. invented and patented Con. trolled Roasting . . . a foolproof process. Instead of roasting in bulk, Hills Bros. roast a little at a time ... as the coffee flows
evenly, continuously through the roasters.
A continuous flow of small quantities permits A continuous flow of small quantities permits
every berry to be perfectly done . . . roasted packing coffee is the only method that fully
preserves coffee freshness - the air is represerves coffee freshness - the air is re-
moved from the can and kept out. It was moved from the can and kept out. It was
originated by Hills Bros. over thirty years originated by Hills Bros. over thirty years
ago. There is no magic about a vacuum can ago. There is no magic about a vacuum can

- it will not make poor coffee good, but it - it will not make poor coff
will keep good coffee fresh.
Order Hill
Order Hills Bros. Coffee by name, and

RINGS Watches



HILLS BROS COFFEE


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