

# Why run out?



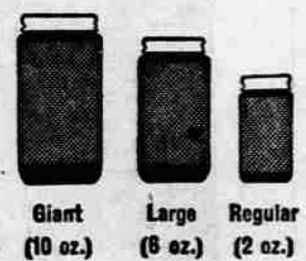
## New Instant Maxwell House now comes in a GIANT size

You won't have to run out of the coffee brewed from beans still warm from roasting—when you buy it by the giant. The new giant economy size of Instant Maxwell House is ten full ounces big. Dozens and dozens of extra cups of the freshest-tasting coffee you can buy. Good way to save money, too!

**NOW, BUY IT BY THE "GIANT"...**  
coffee brewed from beans still warm from roasting



Introductory Offer! →



A Product of General Foods