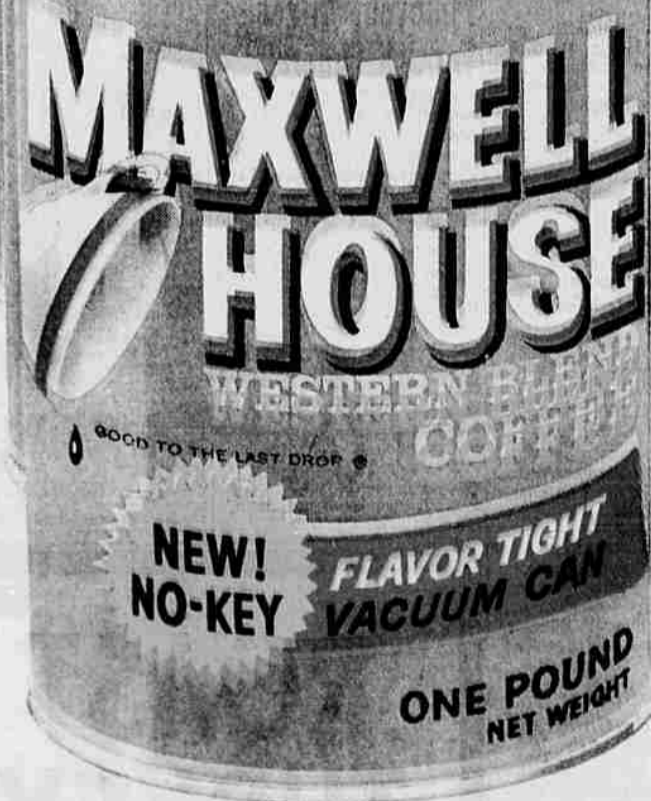




Same good coffee...
new blue can!

New no-key can, with the "Flavor-Tight Top"!



4 important facts about the new no-key can with the "Flavor-Tight Top"—from Maxwell House Western Blend



1 Clear, plastic "Flavor-Tight Top" lifts off quickly and easily. Has no sharp edges to nick your fingers.



2 No key to struggle with! Just once around on your can opener breaks the vacuum seal, opens the can.



3 "Flavor-Tight Top" snaps back on—helps keep that good-to-the-last-drop flavor fresh every scoopful.



4 Now in 3 sizes! Slender new one-pound can, familiar two-pound can and convenient new three-pound size.