

AUGUST 26, 1923.

containers there is not a more sanitary product on the market.

### The Secret Is In Blend.

Coffees are blended to give the best results to the majority of people and so that a satisfactory, smooth beverage results. Owing to the fact that certain coffees are strong, others are weak yet of an excellent flavor, some are acidity and some are not, it is necessary to blend them together in order to obtain a medium beverage.

Individually, these coffees, in the majority of cases, would not give sat-

isfaction, but blended scientifically, they are excellent.

### Must Take Roaster's Word.

The roasters' blends are their stock in trade. They are the heart of their stock in trade. They are the heart of their business, that's why they do not make them public property, and you salesmen, as well as our own, must be content in knowing that our coffees are first class and take our word for it when we advise you they are excellent blends.

The Secret is in Blend

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