

Let's settle this  
question about  
**FRESH  
COFFEE**  
once and for all

For months we have been faced with staggering claims about fresh coffee! In the newspapers, over the radio, on the bulletin boards, we see new packages appearing and new claims for coffee freshness!

Science has definitely proven, and every coffee roaster agrees, that coffee flavor is at its highest peak immediately after it is taken from the roasters. Time does not improve the flavor of coffee; the longer a can of coffee remains on the grocer's shelf, the more its flavor deteriorates! You can be sure of full flavored, fresh coffee, only when you purchase it immediately after it is removed from the roasters and it is packed into its sealed package.

Mrs. Hunsawitz, there is only one way to be sure that you are securing FRESH, FINE, FLAVORFUL coffee in San Antonio. Purchase any of the coffees listed below, coffees that are blended and roasted right here in San Antonio, blended and roasted of the world's finest coffee beans and delivered FRESH each day to your favorite grocer.

The roasters of the coffees listed below serve you doubly. Not only do they offer you coffees that are DAYS FRESHER, but they are San Antonio firms who pay taxes here, aid in building schools, churches, libraries and playgrounds for you and your children. They actually support over 800 San Antonians.

This campaign is being sponsored by the roasters of the coffees listed below, for the purpose of telling San Antonians that their coffee, and only their coffee, are

**DAYS  
FRESHER**

TUCKER COFFEE CO., Roasters of  
**AVIATION**

BRENNARD COFFEE & TEA CO.,  
Roasters of  
**RED BIRD**

TRIS VANN, Roaster of  
**MANHATTAN**

BOFFMANN-HAYMAN COFFEE CO.,  
Roasters of  
**H AND H**

SAN ANTONIO COFFEE CO., Roasters of  
**ALL GOLD**

These Coffees  
are delivered to your  
grocer's—freshly roasted  
Every Day

1932 Fresh Coffee Ad

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