

WHEN IT'S "Coffee Time"

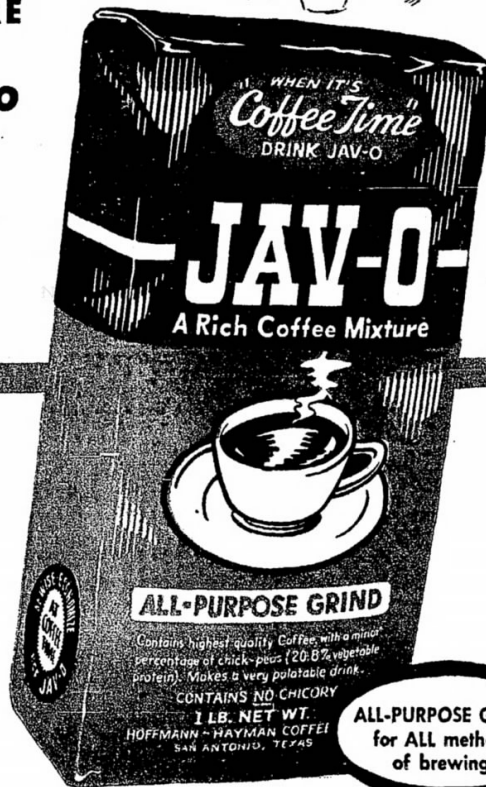
Drink the NEW

JAV-O

RICH COFFEE MIXTURE

...and SAVE up to

35¢
LB.



Try this new way
to economize—
and enjoy the rich
flavor of JAV-O®
at "Coffee Time"

Buy a pound of JAV-O today — and see how much you save on family budgets. And see, too, how much your family enjoys the wonderful, satisfying, real coffee flavor of JAV-O—a rich coffee mixture! It's a blend of highest grade coffees—mixed with a neutral, healthful ingredient that protects the

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flavor and aroma of the fine coffees in JAV-O. So, if you're looking for new ways to save—try switching to JAV-O. Ask your grocer for it today! All grocers now have JAV-O at prices that save you up to 35c per pound! Be wise! Economize! Drink JAV-O and save!

ALL-PURPOSE GRIND
for ALL methods
of brewing

HOW TO USE JAV-O

DO NOT MIX JAV-O with coffee. Simply use JAV-O as it comes from the bag. Use JAV-O in exactly the same way—and in the same amounts—as you have been using your favorite brand of coffee.

HOFFMANN-HAYMAN COFFEE CO., SAN ANTONIO, TEXAS
Fifty Years of Roasting the World's Finest Coffees for Texans