



**CUSTOMER BONUS ADDED**—Gus P. Menger, right, Hoffman-Hayman Coffee Co. chairman of the board, adds the first appreciation certificates to the Master Chef Coffee two-pound can as Albert G. Menger, left, president, and R. W. Menger, center, executive vice president and director of advertising-merchandising, look on. The certificates, two in the two-pound vacuum can and one in the one-pound size, are redeemable for any trading stamps the customer prefers.

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