

THE SAN ANTONIO LIGHT

## Master Chef

# Color Provides Key

Home-produced Master Chef coffee and tea last week licked of an impressive advertising schedule pointing up new decorator packages for tea and color-keyed cans for fool-proof grind selection of coffee. Said Jack Moore, president of Master Chef Food Products, in San Antonio for the campaign announcement:

"Master Chef coffee is available in both drip and regular grinds and the color-keyed can makes it almost impossible to carry home the wrong grind." He further explained that Master Chef is also available in popular three-pound decorator cannister cans.

Moore continued:

"Our coffee is a choice blend

of the world's finest and rarest coffees from Mexico, South America and high in the Andes mountains,

"A sister product of Master Chef coffee is Master Chef tea, a combination of extra-rich, aromatic orange pekoe and pekoe cut black teas."

The coffee and tea packages both carry the famous Master Chef insignia . . . the chef's hat, moustache and most important, the monocle."

Master Chef coffee and tea are available at leading stores in the San Antonio area.

Do you need a good yard man? See the listings under Yard Service in The Business & Service Directory.



**COLOR-KEYED** cans is Master Chef's answer to easy grind selection, making it almost impossible to carry home the wrong grind. Here is the Master Chef himself, Jordan Sawyer, and Jack Moore, president of Master Chef Food Products Corp., displaying the new color-keyed cans.

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