

PART OF THE AMERICAN SCENE

Maple Sugaring in New England



"Maple Sugaring," by Paul Sample, artist-in-residence at Dartmouth College. This painting is included in the Encyclopaedia Britannica Collection of Contemporary American Painting.

and it's Maxwell House wherever you go

LIKE maple sugaring in New England, when winter snow is on the ground and spring sap in the trees, Maxwell House Coffee is part of the American scene.

For generations the mellow richness of this famous coffee has been making friends everywhere in this nation of coffee lovers. Today it is enjoyed by more people than

any other brand of coffee in America for its friendly stimulation . . . its *extra* flavor!

Experts blend many choice Latin-American coffees to give Maxwell House its *mellowness*, its *vigor*, its *richness* and *full body*—then "Radiant Roasting" develops the full flavor goodness. That's why coffee time is Maxwell House Time wherever you go!

Tune in . . . Maxwell House Coffee Time . . . starring George Burns and Gracie Allen, NBC, Thursday night

*Good to the Last Drop... No wonder it's bought and enjoyed
by more people than any other brand of coffee in America*



MAXWELL HOUSE, TOO, IS PART OF THE AMERICAN SCENE

A Product of General Foods