Per lb. **29c**

The Utmost in Satisfaction Is Assured Those Who Use

OUR FAMOUS GREEN BAG COFFEE

Sold Only by Us in Our 149 Stores in Washington and Suburbs.

SANITARY GROCERY CO., Inc.

Stores Everywhere — *One Near Your Home*

Per lb. **29c**

A FACTOR One Should Know

USE

True Flavor — *Pure*

FACTOR BRAND COFFEE

Economical — *Full Bodied*

You Will Find Embodied in Factor Coffee

all that should reasonably be demanded from a blend of choicest coffees from a practical standpoint. Factor Coffee is packed in tins immediately after roasting, thus preserving its life, the aroma, giving you a true coffee flavor in the brew, and when measured quantities of coffee and water are used for strength of liquor desired its drinking quality will prove delicious.

Your Grocer Will Gladly Supply You, or Call Main 4708

D. STUART JONES

Roaster and Distributor of Better Coffee

621 Louisiana Avenue N.W.

Measure your COFFEE -don't guess!

EVEN a teaspoonful too much or too little may make all the difference between a good and a bad cup of COFFEE.

The amount of COFFEE to use depends upon the strength you like. Experiment until you find just the amount of COFFEE that suits *your taste*, then stick to it. Don't guess. Measure proportions carefully, both COFFEE and water.

Don't try to get more strength by letting the COFFEE pot stand on the fire and "over-draw". If you boil your COFFEE, let it boil for the briefest instant only. If you use a percolator, don't let it percolate too long. The result, if you do, will be a bitter, "woody" flavor — the commonest fault of badly made COFFEE.

For a drip (or filter) pot use a finely ground COFFEE as fine as corn meal. For percolating or steeping use a medium grind.

In brewing, the COFFEE grounds absorb about one-fifth of the water in the pot. Therefore, to make five cups of brewed COFFEE, use six cups of water—and in the same proportion for larger or smaller quantities. (See rules for making good COFFEE.)

COFFEE

-the universal drink

Six Rules for Making Good Coffee

1—Keep your Coffee fresh—preserve the aroma to the last. Fruit-jars are ideal for this purpose.
2—Measure proportions carefully, both Coffee and water.
3—When serving hot Coffee, serve it hot. Never recook.
4—Use water only at full boiling-point in making "drip" Coffee.
5—Strain or settle carefully. ALL Coffee is clear if properly made.
6—Keep Coffee-making utensils clean.

This is the sign of The Coffee Club. Look for it in dealers' windows. It will help you find good coffee.

This advertisement is part of an educational campaign conducted by the leading COFFEE merchants of the United States in co-operation with the planters of the State of Sao Paulo, Brazil, which produces more than half of all the COFFEE used in the United States of America.

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ASK YOUR DEALER ABOUT THE FREE BOOKLET ON "COFFEE AND COFFEE MAKING"

OLD DUTCH SPECIAL BLEND COFFEE

SATISFIED

Washington's Most Popular and Best Liked Coffee

¶ After several successful coffee-selling campaigns OLD DUTCH SPECIAL BLEND COFFEE has gained hundreds of new admirers who tried this wonderful blended coffee and now are fully satisfied of its exceptional fine quality and blend.

28c lb.

POPULAR PRICE

Popular Coffee at Popular Price

¶ A slight reduction in price makes this wonderful coffee still more popular. GUARANTEED FOR ITS QUALITY AND PERFECT BLEND, and RETAILED AT THE POPULAR PRICE OF 28c LB.

Buy a Pound Today and Satisfy Your Coffee Taste.

OLD DUTCH MARKET

Where Thrifty Housewives Save

It Hits The Spot!

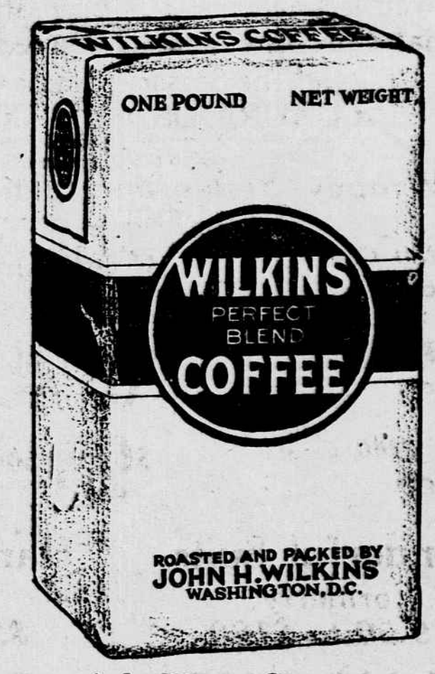
Wilkins Perfect Coffee

With Its Steaming Fragrance and Aromatic Flavor, Adds Zest to the Morning Meal

Roasted by

JOHN H. WILKINS COMPANY

WASHINGTON, D. C.



Ask Your Grocer