

**MAXWELL HOUSE**

**ONE THING ABOUT RUNNING A COUNTRY STORE IS THAT THERE ISN'T  
MUCH ROOM.**

**SO YOU STOCK ONLY WHAT'S BEST:**

**PRODUCE IN SEASON, HOME-BAKED CAKES...WHEN I GET 'EM.  
EVEN COFFEE.**

**I ONLY SELL ONE KIND.**

**MAXWELL HOUSE.**

**IT'S ALWAYS GOOD – I THINK IT TASTES BEST.**

**THEY'VE BEEN MAKING GOOD COFFEE FOR SO LONG, THEY DON'T  
KNOW ANY OTHER WAY.**

**WHEN YOU'VE ONLY GOT ROOM FOR ONE BRAND, IT'S A MIGHTY EASY  
CHOICE.**

**MAXWELL HOUSE.**

**LIKE THEY SAY, GOOD TO THE LAST DROP.**