

LANNY, I HEAR  
WE'RE HELPING  
TO SELL A LOT OF  
MAXWELL HOUSE  
COFFEE

MORE THAN THAT,  
MARY LOU—WE'RE  
HELPING TO MAKE A  
GOOD CUP OF COFFEE  
MORE POPULAR  
THAN EVER

*Lanny's Right!* BY TELLING  
MILLIONS HOW GOOD A CUP OF FRESH COFFEE  
CAN BE, THEY'RE HELPING TO KEEP IT THE MOST  
POPULAR DRINK IN THE COUNTRY.

LANNY ROSS is right when he tells Mary Lou that the Maxwell House Show Boat is helping to make coffee more popular.

Because Captain Henry and his lively entertainment crew are telling millions of people every week how good fresh coffee can be... how coffee warms their souls and cheers their hearts... how it makes their days start briskly and end peacefully.

Every Thursday night the Maxwell House Show Boat reaches one of the great air audiences. And in presenting the three-point Maxwell House quality story to this audience, General Foods is stressing the very factors that make more coffee customers because they are the three points that guarantee a good cup of coffee: (1) Fine coffees well blended. (2) Roaster freshness. (3) A new, improved grind for making coffee by any method.

Lanny Ross and Mary Lou, radio's famous sweethearts, are two of the many stars on Captain Henry's Maxwell House Show Boat, heard every Thursday evening over an N. B. C. coast-to-coast network.

**MAXWELL HOUSE COFFEE**  
GOOD TO THE LAST DROP

WHEN WRITING TO ADVERTISERS PLEASE MENTION THE TEA AND COFFEE TRADE JOURNAL