


## How to make GOOD COFFEE



**1 Keep Your Coffee Air-tight**  
Roasted Coffee Beans in Mason jars, preferably with airtight covers, are the best for storage. They should be stored in a cool, dark place, away from heat and moisture.

**2 Measure Carefully**  
The amount of coffee for a standard cup should be one heaping tablespoon. Use a standard measuring spoon. Do not use a kitchen spoon, as they vary in capacity.

**3 Use Grounds Only Once**  
Roast beans do not make good coffee the second time. The grounds are exhausted after the first use.

**4 Use Boiling Water**  
The best water for coffee should come to a rolling boil. Do not use soft water containing lime or soda.

**5 Serve at Once**  
When a cup of coffee has been brewed, it should be served at once. It is best when served within five minutes of brewing.

**6 Scour the Coffee Pot**  
If the pot is not properly cleaned, it will impart a bitter taste to the coffee. Scour it with a stiff brush and hot water.

The information in this advertisement is based on the findings of the Joint Coffee Publicity Committee in the United States.

Week Ending April 14



## Serve COFFEE when you entertain

At the afternoon card party or in the evening when good friends call, there is nothing quite so sure to please as Coffee. It is a beverage that every one likes.

For there is warmth and good cheer as well as good fellowship in a cup of Coffee.

Moreover, it may be served with equal propriety with the lowliest sandwich or the delectable roast. And it is always in good taste!

The phrase, "Essentially-difficult-to-prepare-a-good-thing," has a familiar ring to the hostess who serves—

## COFFEE - the universal drink

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Week Ending April 14

## Any Time is COFFEE-time



Make time, each time, for coffee—any time in Coffee-time is Coffee-time. It is a beverage that every one likes. It is a beverage that every one likes. It is a beverage that every one likes.

Moreover, it may be served with equal propriety with the lowliest sandwich or the delectable roast. And it is always in good taste!

## COFFEE - the universal drink

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Week Ending March 11th

## COFFEE - the universal drink



"I drink it every afternoon"

"I should about five weeks ago. Found of more suggested it. I wanted thing in the morning because, 'he said.' Coffee you over the area last of much attention."

"I thought I'd better try. I should 've got it. Coffee that afternoon at the time. I was sure from there to find that I need to be an attention. He said 'yes'."

"Remembered it to my wife. He thought it's great, too. Particularly on cold days. Always warm it when company comes. He said 'yes'."

"Better try it." That's a good suggestion to get down on your knees and tell the head of a family that you want which means "change to be done."

Always get the new and improved cup of Coffee. Coffee helps you to start the day right. Write your request on it along with the name of the advertiser.

The information in this advertisement is based on the findings of the Joint Coffee Publicity Committee in the United States.

COFFEE - the universal drink

Week Ending March 24th

EXCELLENT EXAMPLES OF EDUCATIONAL COFFEE PUBLICITY

These newspaper advertisements were published in 1921 as a part of the campaign of the Joint Coffee Publicity Committee in the United States, and illustrate the type of copy that fosters an interest in coffee, the beverage.

the healthful and refreshing quality of citrus fruit and other liquid foods or beverages one of which in particular contains very much the same elements as found in a cup of coffee. In this connection it is quite common to see small children with parental approval drinking of a well advertised beverage which is not considered as harmful in the same light as coffee although it contains the same substance caffeine. Is there nothing that can be done to stop this encroachment on the domain of coffee? In view of this condition shall we in the coffee trade continue to tolerate the yet to be proven contention of some physicians that coffee is harmful to the health of growing children? Must we pass our greatest opportunity for developing a generation of coffee lovers when the necessary evidence can be produced to explode this fallacy?

ACQUIRED DIETARY HABITS

"Dietary habits acquired in childhood very strongly influence us as adults. When we are too young to make our own selection of food and drink we have certain flavors introduced to our palate and through constant repetition not only learn to know but to have a real desire for them. In view of this our best efforts should be extended to convince doctors, nurses, teachers and parents that coffee though a mild stimulant is not harmful but rather healthful and wholesome especially when consumed at the first meal of the day and served with cream or milk and sugar.

"But we must not be content with building for

the future alone when there are millions of adults who are potential consumers to whose attention Coffee, the Beverage should be forcibly introduced through advertising by radio, in journals, newspapers and on billboards. We can capture their creative imagination and arouse their desire to drink coffee by using short snappy phrases and sound logic, praising and recommending coffee the healthful, palatable, refreshing, exhilarating drink as a necessary and most delightful part of the daily diet of every adult citizen.

"Research work by accredited Physiologists and Pharmacologists, with public pronouncement by them without relation to any coffee growing country, selling agency or association would also contribute strongly in convincing the public that coffee with its small caffeine content does not injure the human organism and especially does not by continued use cause any chronic form of illness, but rather promotes good health through regular assimilation and absorption by the muscles and nerves.

"Lack of necessary money has held back such a campaign to date but there should be enough interest in both the green and roasted coffee trade to make a start and I am of the opinion that the trade properly canvassed would respond in a surprising sum of money which without a doubt would encourage coffee producing countries to do their part.

"This must be a campaign controlled and directed by an organization not a part of nor within another but created and pledged to this sole purpose and managed by representatives of the roasting and green trade both Nationally and in local areas."