

“*Superior to the great majority of coffees as ordinarily brewed*”

says Dr. Samuel C. Prescott

OF THE MASSACHUSETTS INSTITUTE OF TECHNOLOGY

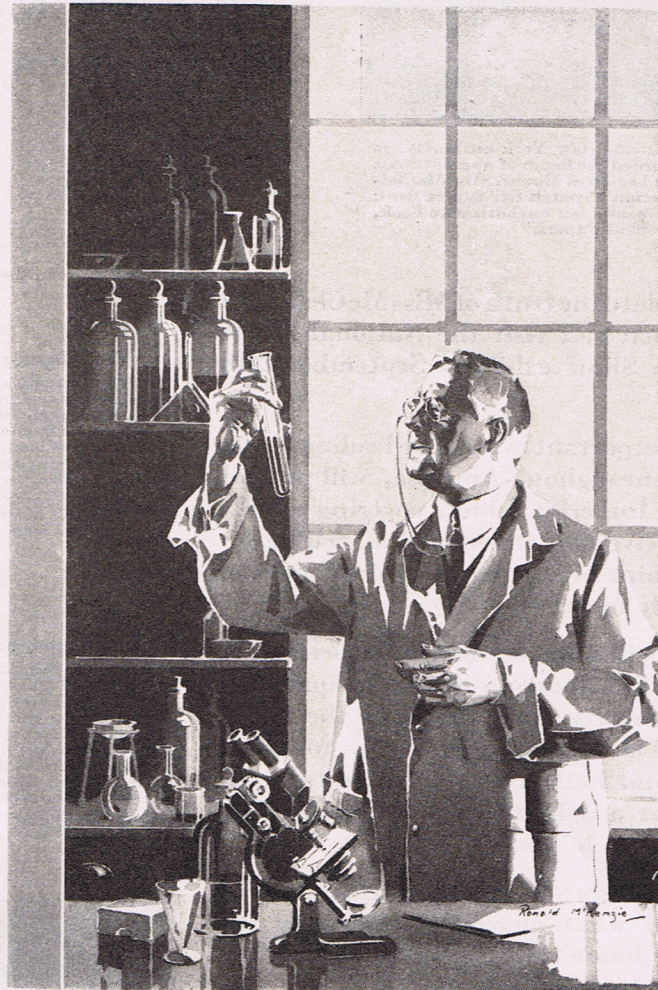
New G. Washington's Coffee

“**G** WASHINGTON'S is all pure coffee,” writes Dr. Samuel C. Prescott, the country's leading authority on coffee, in a recent article in the Tea and Coffee Trade Journal. “The product is properly made coffee infusion, reduced by vacuum apparatus to a solid form, without the addition of *any extraneous material whatever*.”

“The water is removed and nothing else added. There is produced real 100% coffee, which retains to a high degree the elusive substances so frequently lost in domestic or institutional operations, where boiling, long infusions or other details of preparation may not be so rigidly supervised. This coffee gives a beverage superior to the great majority of breakfast or after-dinner coffees as ordinarily brewed.”

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Think what it means to get better coffee this easy, certain way. With the new G. Washington's every cup is perfect, day in and day out, because every cup is fresh-made, in the cup, by merely adding hot water! G. Washington's is as easy to use as ready cooked cereals or



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Dr. Samuel C. Prescott is Professor of Industrial Microbiology and Director, Department of Biology and Public Health, Massachusetts Institute of Technology, and Director of Research of the Brazilian American Coffee Committee. He is the country's foremost expert on coffee and its physiological effects.

granulated sugar! No more waiting, no more cleaning out grounds. No risk of bitterness or coffee boiling over. “The product fills a real need and adds to the ease, the comfort and the happiness of life,” says Dr. Prescott in concluding his special article.

Try this modern cup-made coffee for your next meal. You will find it at your grocer's in a convenient

moisture-proof can that makes as many cups as a large can of ordinary coffee. Or send to G. Washington Coffee Refining Company, 403 Hanover Avenue, Morris Plains, New Jersey, for Free Sample can.

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G. Washington's
COFFEE
the coffee part of the coffee bean