

With new Maxwell House®
Master Blend® Coffee,
you'll enjoy delicious ground coffee.
And you can save money, too.

**New Maxwell House Master Blend
tastes delicious.**

Master Blend is 100% pure ground
coffee that's specially roasted and
ground, not concentrated or flaked.

You can save money, too.

We make it a special way, so 13 ounces
of Master Blend goes as far as 16 ounces
of ordinary coffee, but can cost you less.

And you make it your usual way.
Use the same number of scoops.

Available in 3 grinds.

New Maxwell House Master Blend
comes in three grinds: *Regular*,
Electra-Perk® and *Automatic*
Drip Blend, and it's always...
"Good to the Last Drop."



Introducing Maxwell House® Master Blend. Delicious ground coffee that can save you money.

Now Save 50¢ More!
On Any Size Can of Maxwell House® Master Blend.



To the retailer: General Foods Corp. will reimburse you for the face value of this coupon plus 7¢ for handling if you receive it on the sale of the specified product and if upon request you submit evidence of purchase thereof satisfactory to General Foods Corp. Coupon may not be assigned, transferred or repurchased. Customer must pay any sales tax. Void where prohibited, taxed or restricted by law. Good only in U.S.A. Puerto Rico and U.S. Gov. instants. Cash value: 1/10¢. Coupon will not be honored if presented through outside agencies, brokers or others who are not retail distributors of our merchandise or specifically authorized by us to present coupons for redemption. For redemption of properly received and handled coupon, mail to General Foods Corp., P.O. Box 103, Kansas City, MO 64101. This coupon good only on purchase of product indicated. Any other use constitutes fraud. LIMIT—ONE COUPON PER PURCHASE. Offer expires October 31, 1981.



50¢

STORE COUPON

50¢

©1981 General Foods Corporation