

(cheerful music) ♪ You get a cup and-a-half of flavor ♪ ♪ A cup and-a-half of flavor ♪ ♪ A cup and-a-half of flavor ♪ ♪ In every cup of Instant Maxwell House ♪ (cheerful music)

- All right, why is there so much more flavor in a cup of Instant Maxwell House?

Narrator: Because this coffee is made from beans fresh-hot from the roasting oven, when they're bursting with rich coffee flavor. Imagine this flavor in your cup, the flavor of coffee beans fresh-hot from roasting. Now, Instant Maxwell House captures it for you in this beautiful, new, flavor-tight jar, so that when you pick out Instant Maxwell House, ♪ You get a cup and-a-half of flavor ♪ ♪ In every cup of Instant Maxwell House ♪