

- Now, there's a picture of contentment. A good dinner, well-served. It all adds up to satisfaction. There's only one thing needed to make it perfect. (short beep) Ahh, need I say more? There's coffee in store. Rich, delicious, good to the last drop, Instant Maxwell House. The amazing coffee discovery. You know, all across America, you'll find it on millions of mealtime tables because this is rich, real coffee in a revolutionary new form. Now, you can see it's not a powder, not a grind either, but millions of tiny flavor buds of real coffee, ready to burst instantly into that wonderful, good to the last drop flavor, the moment that you add hot water. Mm-hmm, you're looking at the most delicious coffee that ever went into a cup. So, at breakfast, lunch or dinner, for coffee that's good to the very last drop, reach for the jar with the stars on top. Instant Maxwell House, the amazing coffee discovery.