



A MAN SAYS . . .

Nescafe has a better flavour than even good ground coffee!

A WOMAN SAYS . . .

Yes . . . and Nescafe is so much more economical . . . so much more convenient.

Aa-a-ah . . . that's **REAL** Coffee!

The more you appreciate really good coffee . . . roaster-fresh, fragrant, faultlessly brewed . . . the more you'll like Nescafe — made in an instant, right in the cup without fuss or bother, grounds or waste. Nescafe is the kind of coffee which makes the coffee connoisseur, at his very first sip, nod his head wisely and breathe an ecstatic sigh. Mrs. Connoisseur sighs, too—but it's a sigh of satisfaction . . . because, compared with ground coffees of equal quality, Nescafe costs far, far less.

AVAILABLE IN 2 OZ. or 8 OZ. TINS.



1/2 PRICE ECONOMY

Women everywhere have proved that Nescafe (as well as having better flavour) costs approximately half as much as good ground coffee. Prove it yourself!

BACKED BY THE FAMOUS NESTLE'S NAME

ZNE 20.41