

Mr. E. A. Journeay, Manager of the Fleetwood Coffee Company, says, "We have built up a very good trade on our 'La Roma' and 'Saturday Special' brands. We

use SAO PAULO coffees exclusively in these two packages. If a roaster will carefully select this type of coffee and not deviate from a chartered course, by adding 'price' coffees, he is bound to develop a clientele."



One of the brands of the Fleetwood Coffee Co., illustrating how roasters in the United States are featuring SANTOS COFFEE on their packages and thereby profiting by the prestige SANTOS COFFEE enjoys.

It will pay you to join the growing group of roasters who are displaying the words "SANTOS COFFEE" on their packages and in their advertising.

SÃO PAULO COFFEE INSTITUTE
SÃO PAULO, BRAZIL