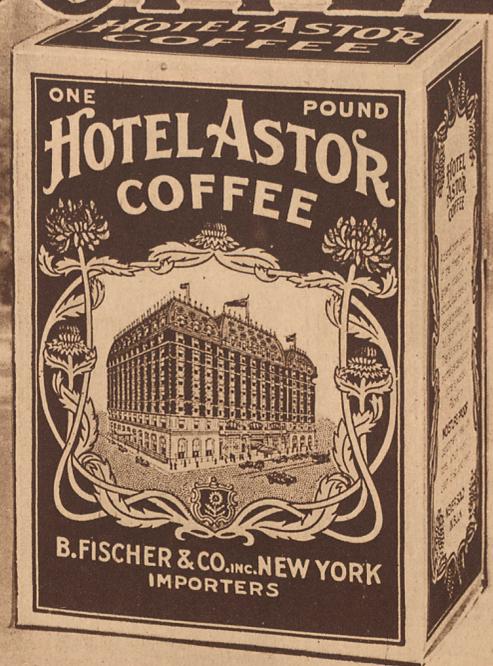


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HOTEL ASTOR COFFEE



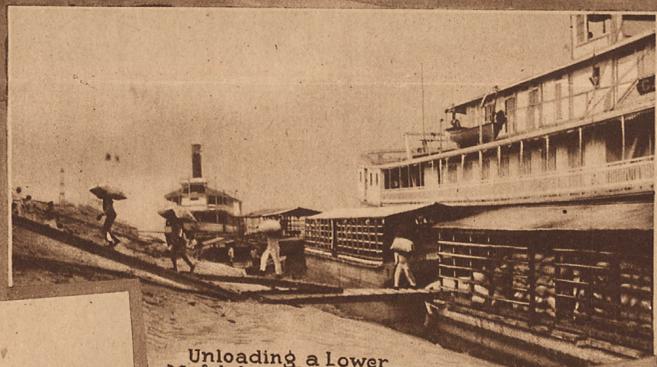
Coffee Transportation on the Upper Magdalena River



Receiving Station on Plantation



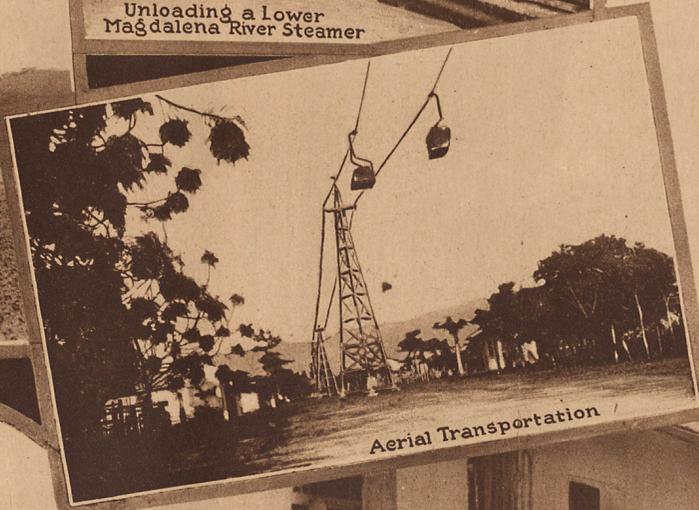
Loading Coffee on Cánoes



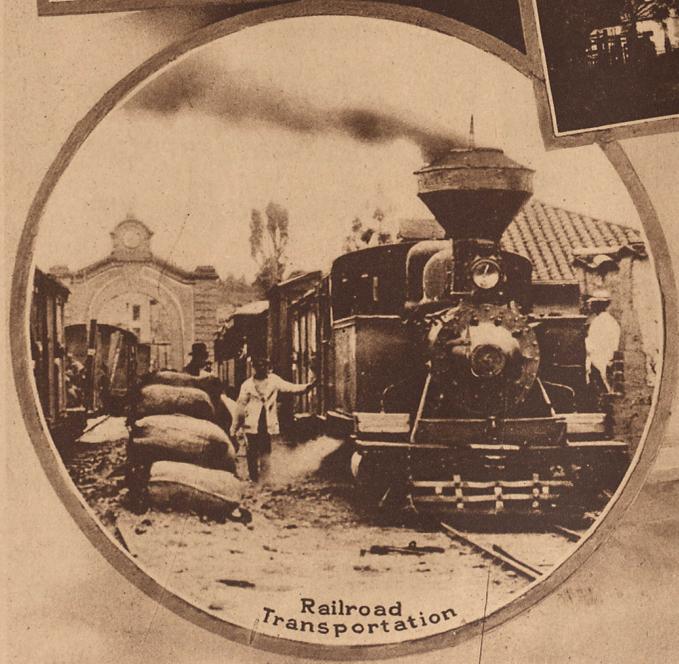
Unloading a Lower Magdalena River Steamer



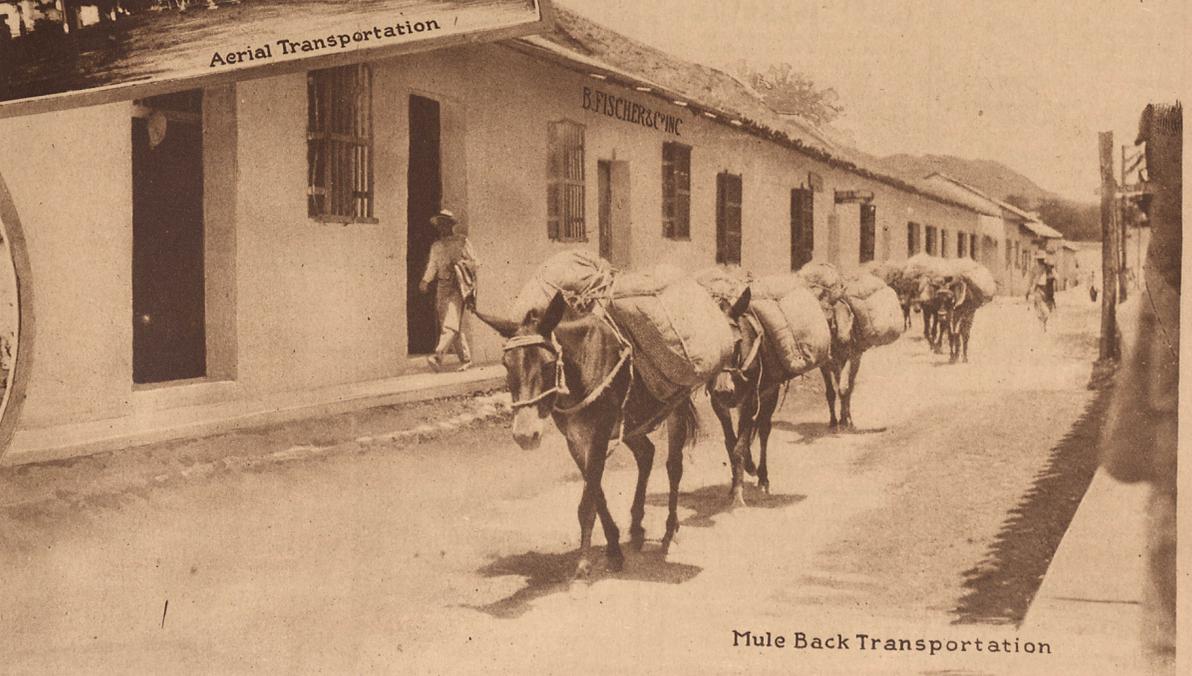
Drying Coffee



Aerial Transportation



Railroad Transportation



Mule Back Transportation

MANY many miles by steamer, and before that by raft and by mule transportation, does HOTEL ASTOR COFFEE come to you. All the way from the slopes of the Andes, where the finest coffee grows, it is conveyed with great difficulty until it finally reaches the homes of the people of America who want *good* coffee.

Serve HOTEL ASTOR COFFEE at your Xmas dinner. Its rich flavor, from careful blending and roasting, will add the completing touch.

It is economical, too, because its goodness means that there are

"More Cups to the Pound"