



Greetings of different Nations, one of a series of twelve.

Scotch.

# McLaughlin's XXXX Roasted Coffee.

### SOLD ONLY IN I POUND PACKAGES.

The glazing on this Coffee does the settling, and is made of Corn Starch and Reclarified Sugar, therefore perfectly healthful.

This saves you the cost of eggs, which is equal to from 5 to 10 cents for every pound used.

## McTaughlin's xxxxGerösteter Kassee

Mur in 1 Pfund Packeten verkauft.

Die Glasur dieses Kaffee's bewirkt das Setzen; dieselbe ist aus Kornstärke und abgeklärtem Zucker hergestellt und deßhalb der Gesundheit zuträglich.

Man erspart dadurch die Ausgaben für Gier, was gleichbedeutend ist mit einem Gewinn von 5 bis 10 Cents bei jedem verbrauchten Pfund.

## 1 Pound Coffee makes 30 Cups.

## 1 Doz. Eggs average cost 12 Cts.

It costs to settle a pound of Coffee as follows:

### A FAMILY USING AT A MEAL

2	Cups	Coffee,	-		15 C	ents	a	pound	1.
4	"	"	•		71/2	"		"	
6	"	"	-		5	**		"	
8	"	"	-	-	33/4	"		"	
10	"	"			3			"	
12	"			-	21/2	"		1 "	

The glazing on McLaughlin's XXXX Coffee does the settling the same as eggs, and saves you the cost of eggs as shown above. The glazing is made of Corn Starch and Reclarified Sugar, therefore perfectly healthful.

## W. F. McLAUGHLIN & CO.,

White and it was formulated from the showing

This card is one of a series of twelve, showing how the different Nations greet each other.



### GREETING.

We all rejoice at the great prosperity for our country; at the same time everybody admires economy, and desires the best things for the least money.

One of the most difficult things to supply and give satisfaction to a family is coffee. One purchase will please; another from the same barrel or bag will cause the greatest dissatisfaction. The reason is it is not uniform. No one is responsible for bulk roasted coffee. They all look alike, but no one can vouch for the drinking qualities, and coffee is to please the stomach, not the eye.

One pound of McLaughlin's XXXX Coffee will make thirty cups of choice coffee, or about one cent per cup. To an ordinary sized family, the advance will not cost to exceed five cents per day. How little do we think of spending ten times this amount on ribbons, candy, whisky or tobacco, and not say anything about it.

In recommending you to use McLaughlin's XXXX Coffee, in I pound packages, we do so knowing it must please you and give entire satisfaction, as every care is given it in blending the different coffees that compose it.

It is the strongest fine flavored coffee in market.

It is put up under our firm name, and depends upon itself to make friends with every family—(and it never fails), always uniform and reliable; try it.

Sold only in One Pound Packages.

### W. F. MCLAUGHLIN & CO.,

82, 84, 86, 88, 90 and 92 South Water St.,

IMPORTERS AND ROASTERS OF COFFEE.

CHICAGO, ILL.

One of these in Every Package of

## MELAUGHLIN'S XXXX Roasted Coffee.

### SOLD ONLY IN 1 POUND PACKAGES.

The glazing on this Coffee does the settling, and is made of Corn Starch and Reclarified Sugar, therefore perfectly healthful.

This saves you the cost of eggs, which is equal to from 5 to 10 cents for every pound used.

This card is one of a series of National Pictures. Any one sending us the fronts of twelve wrappers of XXXX Coffee, with a two cent stamp, to pay the postage, will be mailed a set without any printing, in shape of an album. This series is the finest in the United States, and will be an ornament in every house.

These twelve wrappers must be sent to us before July 1st, 1889.

W. F. McLAUCHLIN & CO.

Willie





It costs to settle one pound of coffee with eggs as follows:

### A FAMILY USING AT EACH MEAL

4 cups of coffee, ½ egg to settle, costs 3% cts. a pound.

6	"	46	1	"	"	"	21	"	"
8	"	"	1	"	"	. 66	33	"	"
10	"	"	1	. 16	"	"	3	"	"

This is figured at 12 cents a dozen for eggs and 30 cups coffee to a pound.

The glazing on McLaughlins XXXX Coffee does the settling and is made of Cornstarch and reclarified Sugar, therefore perfectly healthful.

Coffee is a vegetable fibre containing oil known as caffeine. This oil makes the taste and smell of coffee and evaporates quickly after the coffee is roasted. When the oil has evaporated nothing remains but a woody substance. The glazing on XXXX seals the pores of the coffee and prevents the oil from evaporating. If you wish to buy coffee, buy XXXX which is glazed. If you want to buy wood, ask for an unglazed coffee that has lost most of the oil.

## W. F. MCLAUGHLIN & CO., CHICAGO.

One of these Cards in Every Package.

THE MILWAUREE LITHO & ENGR. CO.

WILTE

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		"					
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## W. F. MCLAUGHLIN & GO., CHICAGO.

One of these Cards in Every Package.

THE MILWAUKEE LITHO & ENGR. CO.



Willie

## IMPORTANT TO GOFFEE DRINKERS.

From 3 to 5 cents a pound saved by buying Mc-LAUGHLIN'S XXXX Roasted Coffee (sold only in I pound packages). You cannot get as good drinking Coffee, loose, for less than the above difference in price. All enterprising merchants know this and offer it freely, considering the best interests of their customers and knowing that its merits will increase their sales and in the end make them more money. Some dealers look only at the immediate results and urge you to buy bulk Coffee, on which they can make large profits. Do not be influenced by any interested party, but judge for yourself. Give our Coffee a chance on its merit as a drink, and you will admit it is better than any other package Coffee and as good as you can buy loose, for the above difference. Sold by the principal grocers of the city.

W. F. McLAUGHLIN & CO.,

Importers, Jobbers and Roasters of Coffee,

82, 84, 86 and 88 South Water St.,

CHICAGO.

One of these in Every Package of

## MELAUGHLIN'S XXXX Roasted Coffee.

### SOLD ONLY IN I POUND PACKAGES.

The glazing on this Coffee does the settling, and is made of Corn Starch and Reclarified Sugar, therefore perfectly healthful.

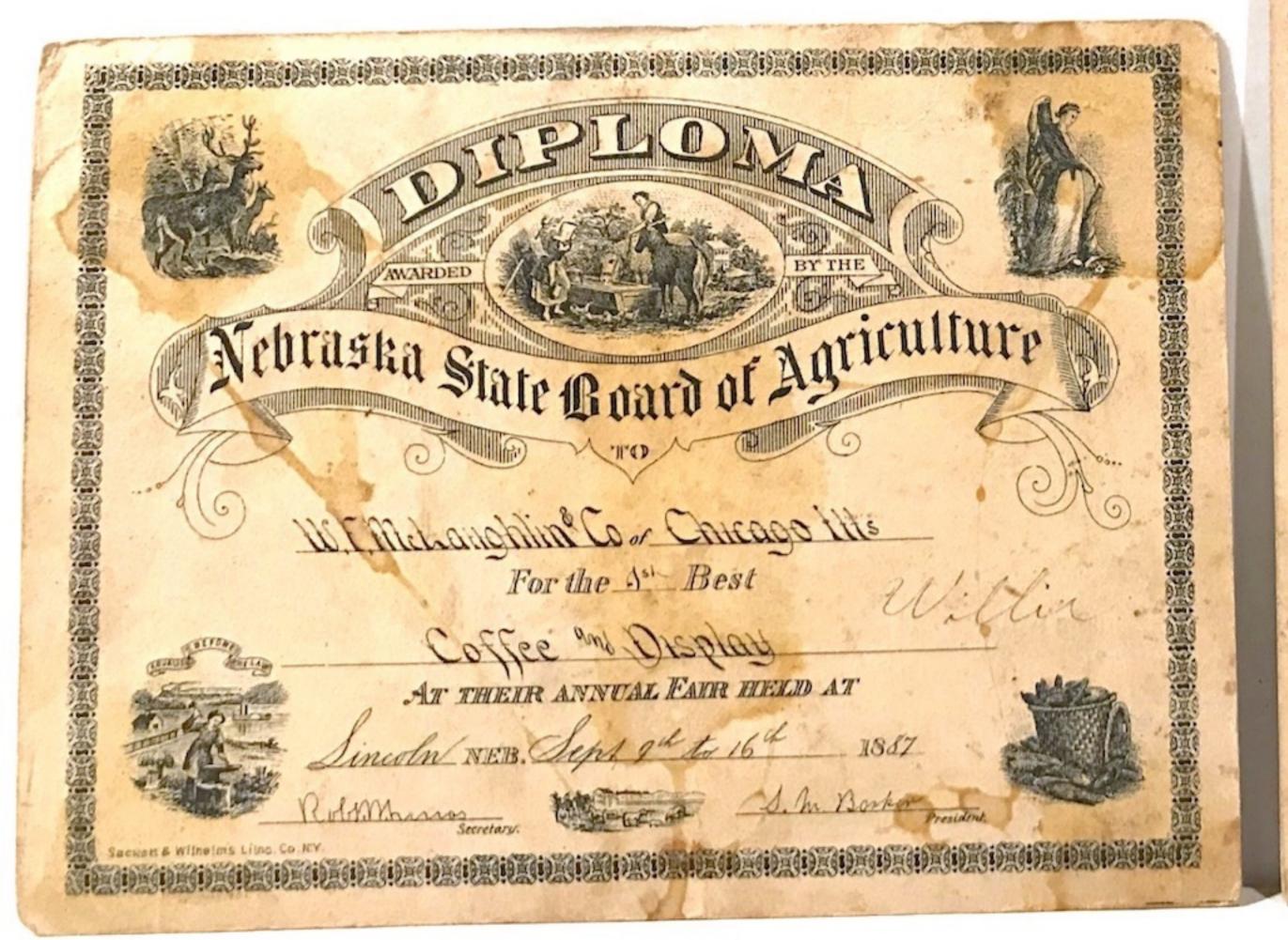
This saves you the cost of eggs, which is equal to from 5 to 10 cents for every pound used.

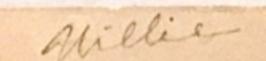
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These twelve wrappers must be sent to us before July 1st, 1889.

W. F. McLAUGHLIN & CO.







### CHINESE WAR JUNK.

A Chinese War Junk, as shown on this card, will very soon be a thing of the past, as the Celestials have discovered its clumsiness and slowness, compared with vessels of Western nations. The junk is often of large dimensions, and, notwithstanding its slowness, has repeatedly proved itself a very seaworthy craft on voyages extending even to America and Europe. It is usually ornamented with a very elaborate and fantastic bow, which, with its gaudy and peculiar coloring, both in hull and sails, makes it a very picturesque object in Chinese ports.

This card is one of a series of 15, showing the peculiar war ships of the world. Any one sending us the fronts of fifteen wrappers of the XXXX Coffee, and a TWO-CENT STAMP to pay postage, will be mailed a beautifully colored picture of the "Battle of the Monitor and Merrimac." This picture is 16 inches high and 20 inches long, without any printing on it, and will be an ornament in any parlor. Wrappers must be sent before February 1st, 1890.

The glazing on McLaughlin's XXXX Coffee does the settling and is made of corn starch and re-clarified sugar—therefore, perfectly healthful. The glazing seals the pores of the coffee and prevents the oil from evaporating. This costs us \(\frac{1}{2}\) of a cent a pound, but saves the consumer ten times that amount. We buy all our XXXX Coffee from the Brazilian planters, direct, thereby saving the importers, jobbers and commission men's profits. The immense success of XXXX Coffee proves that our policy of giving the consumer the cheapest coffee for the money and selling an immense quantity, is the best.

### W. F. McLAUGHLIN & CO.,

(ONE OF THESE CARDS IN EACH PACKAGE )

CHICAGO.





# THE PEOPLE KNOW IT IS THE BEST.

The glazing on McLaughlin's XXXX (OFFEE DOES THE SETTLING, and is made of corn starch and re-clarified sugar, therefore, perfectly healthful. The glazing SEALS THE PORES of the coffee & prevents the COFFEE OIL FROM EVAPORATING .\_ This costs us 1/4 of a cent a pound, but saves the customer ten times that amount. \_\_ We buy all our coffees from the coffee planters direct, and have houses in Rio DE JANEIRO AND SANTOS, thereby saving the importers, jobbers and commission men's profits. We give all this saving to the consumer, and say, without any fear of contradiction, that we are putting up coffee from 5 to 10 cents a pound finer quality than any other package coffee in the market. The immense success of XXXX COFFEE proves that our policy of giving the consumer the cheapesto coffee for the money and selling an immense quantity is the best

### W.F. McLaughlin & Co.,

RIO DE JAMEIRO. \* CHICAGO. \* SANTOS.

(A PICTURE (ARD IN EVERY PACKAGE.)
15 Designs in this set.

### TWO IMPORTANT QUESTIONS ANSWERED.

## 1st. Why is McLaughlin's XXXX COFFEE Glazed?

## 2d. What is Glazing composed of?

Coffee being a vegetable, consequently porous, the glazing seals the pores and keeps the Coffee for months as fresh as the day it comes from the roaster.

### THIS IS WHY IT IS GLAZED.

The glazing is made from Corn Starch and Reclarified Sugar, nothing can be more nutritious and healthful.

We account for the immense increase in our business to having our own houses in Rio de Janeiro and Santos, saving the intermediate or second-hand profit, and putting all this saving in the quality of our Coffee.

### W. F. McLAUGHLIN & CO.,

Rio de Janeiro.

CHICAGO.

Santos.

A Beautiful Picture Card in every Package.

15 Designs in this Set.

(OVER.)





## XXXX

## The Best Coffee on Earth!

THE IMMENSE SALES

SHOW

### THE PEOPLE KNOW IT IS THE BEST.

The glazing on McLaughlin's XXXX Coffee does the settling and is made of corn starch and reclarified sugar—therefore perfectly healthful.

The glazing seals the pores of the coffee and pre-

vents the coffee oil from evaporating.

This costs us 1/4 of a cent per pound, but saves the

consumer ten times that amount.

We have branch houses in Rio de Janeiro and Santos to buy our coffees directly from the planters; this saves us the importer's, jobber's and commission men's profit.

We give all this saving to the consumer, and say, without any fear of contradiction, that we are putting up coffee worth from 5 to 10 cents a pound more than any other package coffee on the market.

The immense success of XXXX Coffee proves that our policy of giving the consumer the cheapest coffee for the money, and selling an immense quantity, is the best.

### W. F. McLAUGHLIN & CO.,

CHICAGO.

Santos.

PICTURE CARD IN EVERY PACKAGE.

15 Designs in this Set.

Rio de Janeiro.

(OVER.)

## XXXX

## THE BEST COFFEE ON EARTH!

THE IMMENSE SALES SHOW THE PEOPLE KNOW IT IS THE BEST.

The glazing on McLaughlin's XXXX Coffee does the settling and is made of corn starch and reclarified sugar—therefore perfectly healthful.

The glazing seals the pores of the coffee and

prevents the coffee oil from evaporating.

This costs us 1/4 of a cent per pound, but saves the consumer ten times that amount.

We have branch houses in Rio de Janeiro and Santos to buy our coffees directly from the planters; this saves us the importer's, jobber's and commission men's profit.

We give all this saving to the consumer, and say, without any fear of contradiction, that we are putting up coffee worth from 5 to 10 cents a pound more than any other package coffee on the market.

The immense success of XXXX Coffee proves that our policy of giving the consumer the cheapest coffee for the money and selling an immense quantity, is the best.

### W. F. McLAUGHLIN & CO.

CHICAGO.

RIO DE JANEIRO.

SANTOS.

(A Picture Card in every Package.)

[OVER.]



### XXXX

## The Best Coffee on Earth!

THE IMMENSE SALES SHOW THE PEOPLE KNOW IT IS THE BEST.

Chicago Head of the West.

XXXX Head of the West.

XXXX Biggest Seller in the U.S.

XXXX has the Chicago push, and gets to the right spot.

When we get the World's Fair, come and see us. If we do not get the Fair, come and see us.

The glazing on McLaughlin's XXXX Coffee does the settling, and is made of corn starch and re-clarified sugar—therefore, perfectly healthful. The glazing seals the pores of the coffee and prevents the oil from evaporating. This costs us ¼ of a cent a pound, but saves the consumer ten times that amount. We buy all our XXXX Coffee from the coffee planters direct, thereby saving the importers, jobbers and commission men's profits. We give all this saving to the consumer, and say without any fear of contradiction, that we are putting up coffee from 5 to 10 cents a pound finer quality than any other package or loose coffee on the market. The immense success of XXXX Coffee proves that our policy of giving the consumer the cheapest coffee for the money and selling an immense quantity, is the best.

W. F. MCLAUGHLIN & CO.,

(A PICTURE CARD IN EVERY PACKAGE.)

Willicago.



### Armored Main Top of a Modern Man-of-War.

Willie

This is a spirited picture in the main top of a modern man-of-war, showing the means of offense and defense on this class of vessels. The marines on the main top are picking off their opponents on the enemy's vessel. The machine gun shown in the picture is used with deadly effect on the deck of the opposing vessel, particularly on the vessels whose guns are not protected by armor. The destruction of life is probably greater from the machine guns than the results from the heaviest gun built in modern times.

This card is one of a series of 18, showing the peculiar war ships of the world. Any one sending us the fronts of 15 wrappers of the XXXX Coffee, and a TWO-CENT STAMP to pay postage, will be mailed a beautifully colored picture of the "Battle of the Monitor and Merrimac." This picture is 16 inches high and 20 inches long, without any printing on it, and will be an ornament in any parlor. Wrappers must be sent before February 1st, 1890.

The glazing on McLaughlin's Coffee does the settling, is made of corn starch and re-clarified sugar, and perfectly healthful. Coffee is a vegetable fibre containing oil, known as caffeine. This oil makes the taste and smell of coffee, and evaporates quickly after the coffee is roasted.

The older the coffee the less oil remains. If much of the oil has evaporated, you get what is called stale coffee, which is not what you want at any price. The glazing on XXXX seals the pores of the coffee, and prevents the oil from evaporating. Use XXXX, and you will always have fresh coffee.

W. F. McLaughlin & Co.,

One of these Cards in each package.

COBACK & COMPANY (B) BUFFALO & CHICAGO



## The Best Coffee on Earth!

THE IMMENSE SALES

SHOW

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We have branch houses in Rio de Janeiro and Santos to buy our coffees directly from the planters; this saves us the importer's, jobber's and commission men's profit.

We give all this saving to the consumer, and say, without any fear of contradiction, that we are putting up coffee worth from 5 to 10 cents a pound more than any other package coffee on the market.

The immense success of XXXX Coffee proves that our policy of giving the consumer the cheapest coffee for the money, and selling an immense quantity, is the best.

### W. F. McLAUGHLIN & CO.,

Rio de Janeiro. CHICAGO.

Santos.

PICTURE CARD IN EVERY PACKAGE.

15 Designs in this Set.

(OVER.)



## TWO IMPORTANT QUESTIONS ANSWERED.

# 1st. Why is McLaughlin's XXXX COFFEE Glazed? 2d. What is Glazing Composed of?

Coffee being a vegetable, consequently porous, the glazing seals the pores and keeps the Coffee for months as fresh as the day it comes from the roaster.

### THIS IS WHY IT IS GLAZED.

The glazing is made from Corn Starch and Reclarified Sugar, nothing can be more nutritious and healthful.

We account for the immense increase in our business to having our own houses in Rio de Janeiro and Santos, saving the intermediate or second-hand profit, and putting all this saving in the quality of our Coffee.

W. F. MCLAUGHLIN & CO.,
CHICAGO.
RIO DE JANEIRO. SANTOS.

A Beautiful Picture Card in every Package.

16 DESIGNS IN THIS SET.

(OVER.)



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W. F. MCLAUGHLIN & Co., CHICAGO.

RIO DE JANGIRO.

SANTOS.

A Beautiful Picture Card in every Package.

16 DESIGNS IN THIS SET.

(OVER.)

## Over 100 Premiums Free!!

### McLaughlin's XXXX coffee

Complete premium list and instructions in every package. McLaughlin's XXXX Collee is worth 5 cents per pound more than any other packaged coffee and costs no more. It is always uniform. Try this Coffee and you will never use any other. McLaughlin's XXXX Coffee sold only in I lb. sealed packages.

W. F. McLAUGHLIN & CO., Chicago, III.



This report we know from the most practical experiments to be the bear. Head the battering:

"This is to certify that I have used the two renorm offered by HcLaughile & Co. to previous a and shave my best consceners with them, and I guarantee them to be first-class reason and far-superior to the renorm given to previous by other parties retire norms.

A HON ETTELSON,

Enter, Norman House, Chicago,
A wested to by I. Namman Yan, Plate.

Notary Prints for Cook Ecurity,
Dec. 13, 1698.

A reason out peat-paid on revolut of a St. pretare stamp and 50 "Mate" can from the fare of XXXX coffee wrappers.

### No. 2. BUTCHER'S KNIFE.



Very useful for kitchen use. Plade of the best quality shoul, reserved handle. Heat post-paid on receipt of a 2t stamp and 70 "MeLa" cut from the face of XXXX coffee wrappers.

### No. 3. CARVING SET.



Enife and fork, provide may bandles; leasth of blade cight licene, sught of cracities used. Sent post-paid on receipt of a be, postage-stampand so "Mela" out from the fact of XXXX collec arrangers.

### No. 4. BREAD KNIFE.



To get be without our rechication breed their and say, Sumble for elicing bread, ruilting bests and hers. The bark can be used for saving the book. Blade is a booker long, made of crarible sleet. Best postpolic or written of a 2-, postage starting and 2 of Mello-cut from the face of XXXX codies wreappers.

### No. 5. Child's Knife and Fork Set.



Three tendence piece of artistic workernaship, spelles are heartly emboard, perfect in every spect, and pecked in tancy listed ten. Froi pushed in tenery and 85 "Mela" cut to the face of XXXX caffer wrappers.

## No 6 SPOONS

These are bandpose transport or associated with a decitic decities of the country of the country

### No. 7. HOUSE SCALE



With scoop. A most practical scale for all purposes: hand-scale for all purposes: hand-scale or manufact and striped. Weight Nillo, by on. Occupies but little spure and can be beguined by turning the beass screw on log. Next by experse, charges prepaid, on receipt of a fir, justing straing and 200 "Weld" cut thus the farm of XXXX ceffre wrappers. When programs beasers of gave pour printedly.

### No. 8. HA., CLIPPER

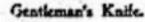


Full nickle plated, cuts is of an inickle concented agains; two extra against with each ellipse. Seek past-paint of rawips of a St. postage stamp and 160 plate out from the face of EXXX codice wrappers.

### LADY'S PEN KNIFE



Two blades made of fire steel; farcy pearl handle; highly political. Sent portpaid on receipt of a Re. postage stamp and in Mala," out from the face of XXXX coffee prappers.



No. 10.



Made of fine quality strel; stag or about handle; atteil lined; highly pointed; analy pen and high spent thate. Sent post-path on rectipt of a fir, pasing salary and \$5 "Meta" dat from the face of XXXX coffee wrappers.

### No. 11. JACK KNIFE



stant lined; highly petished; pan and spray leade, Sent post-paid on receipt of a 2t, postage stampand 2d - Holar out from face of XXXX coffee wrappers.

No. 19. BAND RING.

This is a bareformer hand chased and raised gold wedding ring of vary profity and usique pattern; cannot be fold from solid gold; will stated thereign sould said, is made on the sides pattering and in warranted for five years. Measure your size on the ring scale, bent post-paid on retriging a first pattern and in "Meta" our from the face of XXXX coffee grappers.

### No. 12 PARING KNIVES.



One complete set constating of three different parton happen; but quality stort blade; constated handle; so better parting halfs made; sent plet-paid on receipt of a fir, postage mamp and his "Mode" cut from the face of XXXX codes prappers.

### No. 13. EMERY KNIFE SHARPENER.

NOT IN

A TRUST

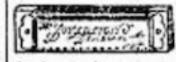




### No. 15. SCISSORS.

Not include long, made of fine quality steet; evenly tempered and will give the best of satisfac-tion, but year-paid on secupy of a be, postage many and 18 "meter cut from the face of XXXX codies wrappers.





### No. 16. HARMONICA

Beer is semestifus that will please the stong to will as the old folia. A beautiful, allver read herp contacting thursy-two below, alocke covered in property played will much like a church count. Sent post-paid ou receipt of a 2. postage stamp and 26 "MeLa" cut from the face of XXXX cuffee wrappers.

No. 17. FEATHER BOA.



These elegant boas are jury what beery lady creds. They are not the rays in Paris and New York. Nade of the finest peathers. Sect post-puld on recognit of a far postage stamp had so "MeLe" cut from the face of XXXX cofee wrappers.

### No. 18 Lady's Belt Buckle.



Schable for sub- or bolt, of Silgree work, cluster cernar richly enameled in cohers on gold. Sent post-paid to receipt of a 2r. pankers stamp and 20 "Mela" cut from the face of XXXX coffee arapters.



### No. 20. Parisian Diamond Ring.



This small giore ring is now all the rays. But with a genuine Farties dismond. This succe is an excellent imitation of the genuine diamend, and its brilliancy ramout be equalled by anything but the genuine diamond, sentings are lex poil and marramed for 2 years were. Measure your size on ring action for per-paid to receipt of a 3t. postage stampand 25 "Hele" ray from the face of IXXX coffee weatgors.



No. 21. Lady's Pocket Book



Hade of the very test and grain one piece leather with cornersental embousing. Had two regular and one card case augustances in the card case parament leather lined. Seems port-paid on receipt of a Report of the case of th

### No. 22. COIN PURSE

Made of the kid heather with solid forme and is full leather lines. Seni post-paid on receipt of a fr. parlane sharing and its full from the face of IIIX colstice with the face of IIXX colstice with the face of IIXX colstice.

fee wrappers.

### No. 23. HAT PINS.



of a le, postage stamp and 19

Meta res from the face of XXXX curve manpers.

### No. 24. Neck-Tie Pins

Ladire or gentierneu campoi get bes maist get campoi get bes campoi get camp

prices very brilliant and bands ment; designs bema-shor or cluster; made of the very bands rolled plate settlers and varranted. Eliker of them seems put-paid on receipt of a beginning stamp and 18 MrLs out from the face of XXXX.