

Have your coffee just right every time you make it



This is the way the Greatest Coffee Merchants say coffee should be made

numberless cups of coffee which simply could not be delicious!

Today, more than half the responsibility of making good coffee is removed from the housewife's hands.

Roasting has been brought to a science. The exact amount of heat for a particular coffee, the period of time to within a few seconds for which it should be roasted, has been determined by years of scientific study by the greatest coffee merchants.

Long years ago Arbuckle Brothers realized that with their facilities for selecting the finest coffees in the world, and for developing scientifically the processes of hand-

ling, roasting and packing coffee, they could make it easy for every woman to serve coffee that was perfect every time she made it.

Arbuckle Brothers have a staff of experts who are constantly experimenting with new ways of making coffee.

Read their recipes given below and learn how experts make coffee. Try Yuban yourself tomorrow morning. It is prepared for you in either whole bean, steel-cut or pulverized form. No matter which is your favorite way of making coffee, you will always find in Yuban the same individual flavor, the fragrant aroma which has made it the favorite coffee of the most critical cities in the world.

IN THE OLD DAYS, our Grandmothers roasted and ground their own coffee. Think of the tragedy of having a whole batch of coffee burned—not roasted to just the right degree! Think of the quantities of choice beans the fragrance of which was utterly dissipated from the very beginning and the

Paste these recipes in your cook book

DRIP COFFEE

Drip coffee may be made in a drip pot provided with a muslin cloth, a metal or porcelain dripper, or with filter paper. It may also be filtered through a muslin or linen cloth into a plain china pot.

If a drip pot with a cloth is used, allow a heaping *teaspoonful* of Yuban, pulverized, to each cup of fresh water, briskly boiling. Redrip two or three times when stronger coffee is desired.

If a metal dripper or filter paper is used, allow one heaping *dessert-spoonful* of Yuban clean-cut ground to each cup of fresh water, briskly boiling. Allow the water to remain on coffee about five minutes to steep before releasing.

PERCOLATOR

Use a heaping *dessert-spoonful* of clean-cut ground Yuban to each cup of fresh cold water. Pour the water in the percolator, then place coffee in the regular filter or basket—let the water percolate over the coffee five or ten minutes, depending upon the temperature of the heat.

With electric percolator it will take fifteen to eighteen minutes.

PLAIN

Use one heaping *dessert-spoonful* of clean-cut, ground Yuban to each cup of water. Put the coffee in the pot and pour over it the fresh water, briskly boiling; let the coffee steep five or ten minutes over a low heat or flame, but do not boil. Settle with a dash of cold water.

