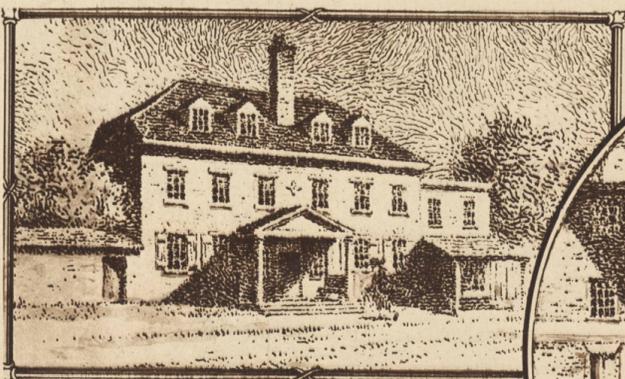


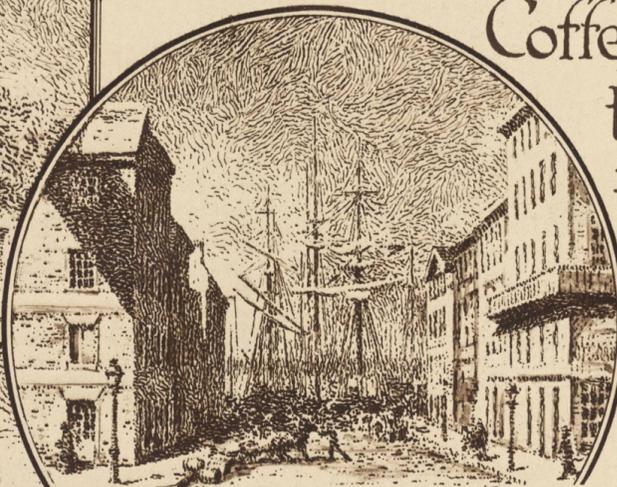
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Romance of Coffee in Old New York

Coffee houses, the part they played in the lives of famous men and in famous events in the city's earliest history —

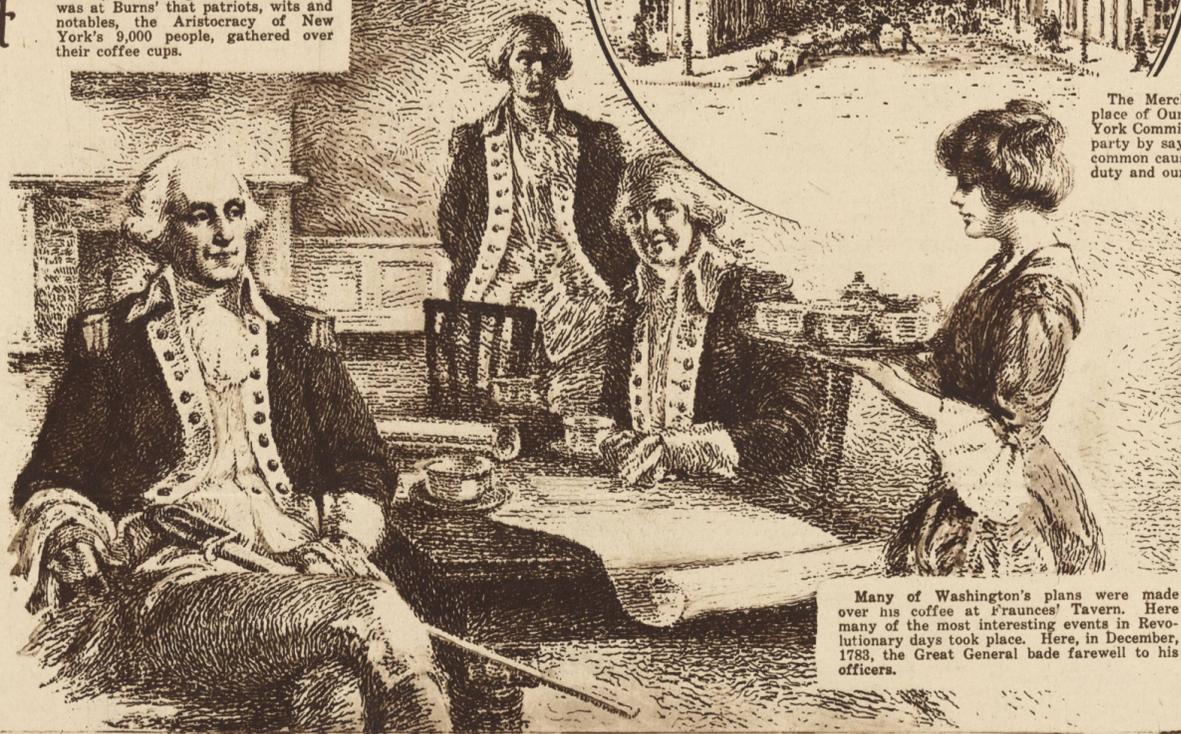


Late in the eighteenth century it was at Burns' that patriots, wits and notables, the Aristocracy of New York's 9,000 people, gathered over their coffee cups.



Coffee's place today in the affairs of the nation

The Merchant's Coffee House, the "Birthplace of Our Union," where, in 1774, the New York Committee endorsed Boston's famous tea-party by saying, "We consider your injuries a common cause to the redress of which it is our duty and our interest to contribute!"



Many of Washington's plans were made over his coffee at Fraunces' Tavern. Here many of the most interesting events in Revolutionary days took place. Here, in December, 1783, the Great General bade farewell to his officers.

"May I have another cup?"

Was it the pretty little maiden's smile, or was it just the coffee which caught the Great General's fancy?

It was a night in August, 1776. General Washington and his staff officers slowly sipped their coffee—numerous maps laid out before them.

The scene was in Fraunces' Coffee House, on Broad Street.

"We shall attack Cornwallis to-morrow," said Washington.

At last, the decision had been made.

This is just one of the passing scenes, a century and a half ago, which made our New York Coffee Houses famous.

Down at Merchant's Coffee House, at foot of Wall Street—in pre-Revolutionary days, but three paces from the river—old Isaac Sears, the famous privateer, owner of the little "Tyger," all guns and sail would sip his coffee with the three Cruger Brothers, Merchants—"Old Nick," "Old Harry," "Old Boy."

Later in the evening, Captain Ketelas, of the "Bachelors," might drop around with some of his crew, which was composed of the very cream of fashion—for in those days every young blood of any consequence went a-privateering. Even cock fighting and horse racing were neglected, the better "to annoy and harass his

Majesty's enemies." Governor De Lancey, in 1758, wrote that "the country is drained of men by almost a kind of madness to go a-privateering."

These events form but a preface to that stirring night in 1774, when the New York Committee of Correspondence, fifty-one in all, met at the Merchant's Coffee House and endorsed Boston's

famous tea-party, in the words, "We consider your injuries a common cause to the redress of which it is our duty and our interest to contribute!"

The Merchant's Coffee House thus became in reality the "Birthplace of Our Union."

It was at Fraunces', the Merchant's, at Burns', or Tontines' that citizens met. Here patriots,

wits and notables, the Aristocracy of New York's 9,000 people, gathered over their coffee cups.

Here at the coffee house Rumor started—"And coming from the Coffee House, it cannot be but true."

The coffee house—the lure of the convivial coffee cup, has ever played an important part in our morals, manners, and political life.

"Old times have changed, old manners gone," yet coffee still plays its important part in the life of our country.

Today, it is over a demi-tasse that the affairs of the world are discussed, that our national problems are decided.

The coffee the most critical hostesses in the world serve

Are you using the coffee all New York is drinking today—Yuban, the Arbuckle Guest Coffee?

From the day Yuban was offered the public, its success was established. Thousands secured it immediately. From one large Fifth Avenue home a prominent New York grocer receives an order, every week, for 25 pounds of Yuban. So steadily has the demand grown, so universally has New York adopted Yuban, that its sale has doubled over and over again.

If you are not serving Yuban, order it today—see why Yuban is the favorite coffee of the critical city in the world.



Today coffee still plays its important part in the life of our country. It is still over a demi-tasse that the affairs of the world are discussed.

