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History often starts in a cup of coffee

THE plans and policies that are making world history do not always originate in the council rooms or senate halls.

Very often it is in a quiet talk after dinner over the coffee cups that men lay the foundations on which the welfare of our country depends.

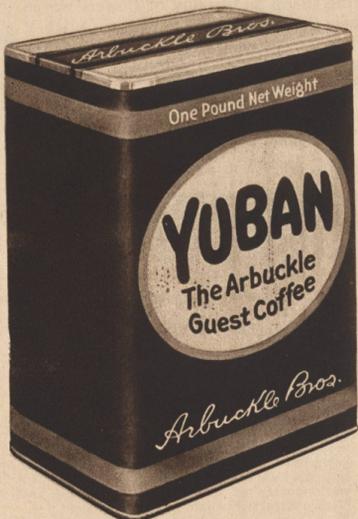
Good coffee clears the brain, steadies the nerves, loosens the tongue. To most men coffee is the most indispensable part of the day's sustenance — especially when clear thinking is required.

There are many coffees to choose from—many blends and grades. Of

all of these coffees Yuban is always the most popular wherever it is introduced. Men drink it because they like its aroma, its strength and its fine flavor.

It is men of keen judgment, men of experience who are most enthusiastic about Yuban. Travelers in many countries familiar with the best of every land say no other coffee so completely satisfies.

Have you tried Yuban? Do you know its flavor? Try it today. See for yourself why men of affairs choose Yuban. See how delicious, how invigorating coffee can be.



YUBAN

The Arbuckle Guest Coffee