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Ever since the Civil War, Arbuckle Brothers have been in the coffee business. Today they handle more coffee than any other firm in the world.

For this reason they believe that these coffee "don'ts", which they have found important, will interest you.



Don't buy coffee which has been exposed. Like butter, coffee absorbs odors and its flavor is as quickly impaired. Often its strength and flavor, its whole spirit escapes; and you get a very insipid drink.

Choose a coffee which is packaged and sealed in the form you use. To permit a grocer's clerk to break open a package and grind the coffee in a store mill defeats the care taken by a manufacturer to make substitution or adulteration impossible. Then too, the flavor of a different coffee, ground before yours in the same mill, will make yours taste of it, will impair the flavor of your coffee.

In your own kitchen, never allow coffee to be kept in anything but an airtight package.

It is a great mistake to buy coffee in large quantities. The oftener you buy it, the fresher and the fuller-flavored it will be.

Don't permit your cook to use a coffee pot until she knows that it is scrupu-

lously clean. Surprisingly few cooks are as thorough in this respect as you would like to have them. Coffee pots should be thoroughly scalded before each making.

Don't confine yourself to one way of making coffee, if you are not getting the best results. The making of coffee is as much a matter of individual skill as is the making of bread. Try several methods. Find the one with which you get the best results with the greatest regularity.

Don't allow coffee to stand on the grounds. It will become bitter and strong. Pour it off into another pot the moment it is made, and it will stay fresh and sweet until served.

Try different ways of serving coffee. Numbers of people who can't drink coffee with rich cream in it, find two-thirds coffee and one-third hot milk perfect. The famous coffee shops of Vienna whip the cream before adding. Others think the splendid vigor of coffee is best secured from the straight coffee—undiluted.



Cut out these "don'ts" and give them to your cook, together with a package of Yuban, The Arbuckle Guest Coffee, and see what delicious coffee you get.

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