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Are You, too, taking a New and more Serious Interest in your Housekeeping?

If you are among those women who are considering housekeeping more seriously than ever before, one of the first subjects for you to consider is your coffee. Many women who formerly left the selection and the making of coffee entirely to their servants, are now finding out for themselves just which brand of coffee is really the best. From all the coffees on the market they are selecting very carefully the one coffee which is the most delicious—the most satisfying.

They are also testing the various recipes for making coffee. They want to be sure they get the full value of the coffee. They do not want to risk losing a bit of its delicious flavor.



If you haven't tried Yuban, you should do so immediately. Wherever Yuban is known it is always the most popular coffee.

Originally reserved for friends

Yuban was originally selected from all the coffees of the world for its remarkable flavor. At first, the world's greatest coffee merchants reserved Yuban for their personal use and for Christmas gifts to friends and business associates. Everyone who tasted it asked to be allowed to purchase it. Its demand increased so constantly that it was no longer reserved for private use, but was offered for sale.

In Chicago, Yuban has long been the favorite coffee. Its liquor, its flavor, make it stand out from all other coffees.

In its appetizing fragrance and its rare flavor, Yuban combines all those characteristics that make coffee such a delight. Wherever it is tried everyone finds its fragrance so remarkable, its flavor so exquisite, that the moment they taste it they comment on it.

Be particular about the brewing of your coffee

The best coffee is often spoiled in the making. Do not leave this im-

portant item entirely to your servants. Let them try making coffee in several ways. It is very possible some other method may satisfy you better than the one you are now using.

The recipes printed below are recommended by Arbuckle Bros. For many years they have been testing coffee by various methods. These are the recipes they recommend for Yuban.

Whichever way you make coffee—be exact—be uniform. Yuban itself is always the same. There is never the slightest variation in flavor. If you make Yuban always in the same way, by your favorite recipe—every morning you can have that same delicious flavor—you can know there will be no change. You can always have coffee with which your family will be delighted.

Try Yuban today—see what a difference there is in coffee. See for yourself how much more character and life Yuban has.

Recipes

The plain, ordinary way

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.



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 it.

Percolator coffee

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 heat. With electric percolator take fifteen to eighteen minutes.

