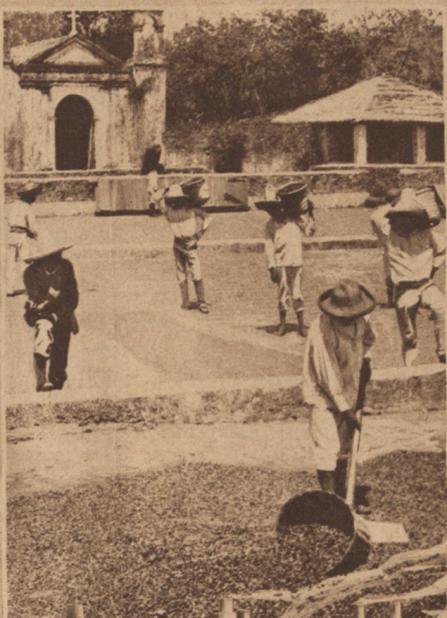


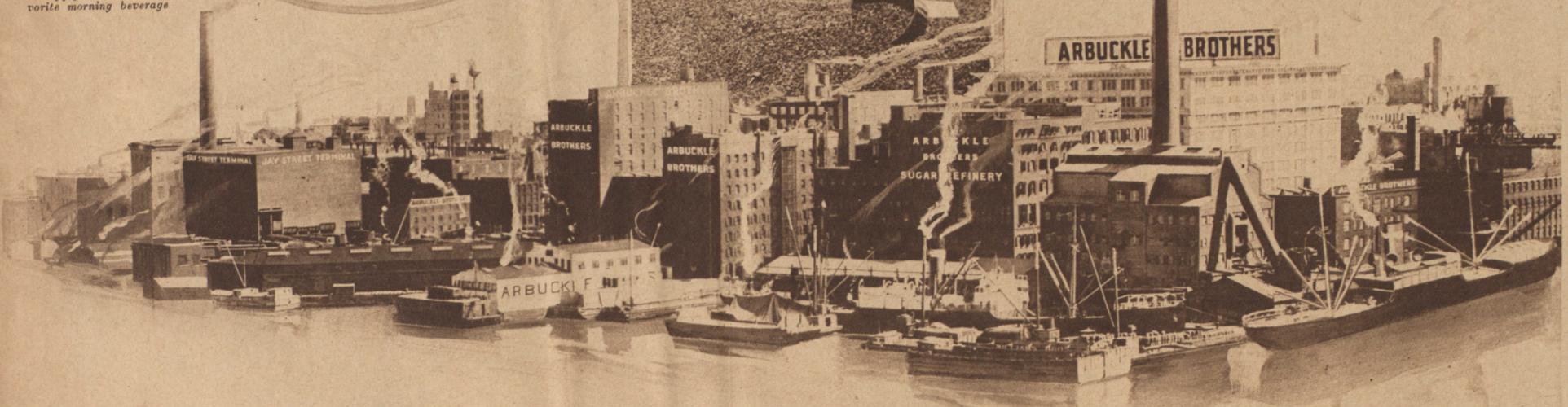


How coffee travels in Central America, the country which is helping to supply us with our favorite morning beverage

In Mexico, spreading the coffee berries out under the hot sun to dry



Brazil, famed for tropical luxuriance, produces three-fourths of the world's coffee today

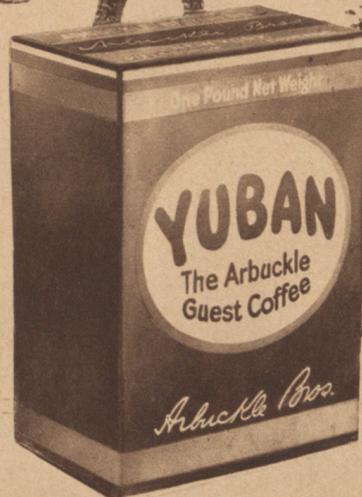


View of the Ar buckle Brothers plant from the East River

From strange peoples in far away lands to the world's greatest coffee warehouses

Every day in the year ships are on the seas, bringing the choicest coffee to the great Ar buckle warehouses in Brooklyn, where an army of employees are engaged in roasting, blending and packing the coffees Americans drink

Carrying real Java coffee in real Java fashion



Gathering coffee berries in Africa, the native country of coffee

IF YOUR morning cup of coffee could speak, it would tell you fascinating stories of strange peoples and strange lands—of the wiry, little brown men of Java; of the patient Dutch in their southern colonies; of dusky Abyssinian maidens in their African home; of the temperate slopes of the towering Andes; of picturesque plantations in sunny Mexico; of the vast expanses of tropical Brazil; of the wave-washed islands of the Pacific.

It would tell you of curious methods of transportation—slow and ancient—to quaint historic seaports—by camel, by bullock, upon the backs of men.

Greatest adventure of all, it could tell of landing in Brooklyn at the bustling piers and spacious warehouses of Ar buckle Brothers, the world's greatest coffee merchants.

Here come the coffees selected by expert buyers tirelessly at work, from every land

where coffee is grown. Here are received the vast stores of coffees constantly being transported by a fleet of ships. Here is the laboratory where experts are continually making a scientific study of coffee. Here are conducted the experiments which are ever developing new differences in roasting, new subtleties of blending, new methods of packing the favorite drink of Americans.

It was facilities such as these, the zeal and resources of a vast, tireless organization, that produced Yuban, the coffee which was chosen of all the coffees of the world by the head of the Ar buckle firm for its unique flavor, its rare aroma.

As you lift your cup of Yuban to your lips, and enjoy its rich, full flavor, you understand how New York's most critical coffee lovers instantly recognized its distinct quality. Today more New Yorkers are drinking YUBAN than all other packaged coffees combined.

