



9000 couples start married life every year in Chicago

How many brides solve the problem of starting the day right?

ACHEERY breakfast table—a simple, well cooked meal—a cup of fragrant coffee, piping hot and delicious in flavor—what a pleasant memory for your husband to carry with him all day!

It's the care you take in choosing that coffee for him that starts your husband off to the city every morning whistling like a boy.

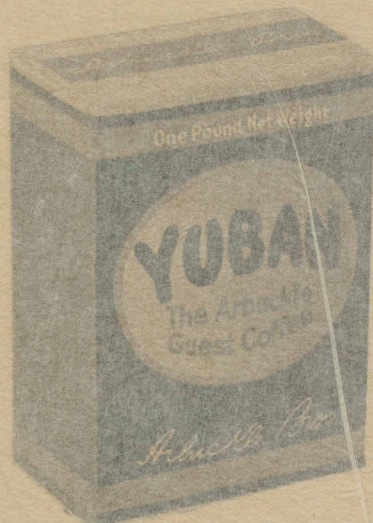
And it's so easy to start his busy day right!

If you have never tasted Yuban, try it

tomorrow. Its fragrant aroma will give you a new idea of what breakfast can be to you. You will say you had no idea that the success of breakfast depended so much on your coffee.

Yuban is a coffee that men enjoy. Your husband will notice its distinctive aroma immediately. Its full, rich flavor will give him a satisfaction possible to get from no other coffee.

Try Yuban tomorrow according to your favorite recipe. Whichever way you make it, you will get the same satisfying flavor that men want.



Paste these recipes in your cook book

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.

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.