



Coffee and pistols for two
 "And take no breakfast but black coffee before starting for the appointed spot," an old duelling manual warns the cavalier of the seventeenth century. Nothing but coffee could steel their nerves and give them courage to fight for their ladies and their honor.

Love in a coffee cup

How did they ever make love in the dull days before wits sparkled and pulses quickened to the inspiration of coffee?

Coffee is ever associated with the adventurous, the heroic. Where would the cavaliers of France have been without their cafe to steel them to defend their honor or to give them courage to make love!

How extravagantly they praised it! "Coffee clears the mind of vapors; the brain of cobwebs; the heart of pain; the soul of care. It invigorates the faculties, and makes an old man young. Creditors fly from it; debtors cry for it. When coffee is bad, it is the wickedest thing in town; when good, the most glorious." So exclaimed J. E. McCann in his "Coffee in History," written a great many years ago.



Although in those old days coffee cost from \$20 to \$25 a pound, what a poor thing it was compared to the coffee of today! Crudely roasted, badly ground, experimented with in every stage of the making.

Not until the twentieth century was the perfection of coffee reached. Not until our generation was the art of preparing coffee, from the berry to the cup, thoroughly understood. To Arbuckle Brothers, the world's greatest coffee merchants, belongs a large part of the credit. In Yuban we have the final achievement in coffee—the fragrance richer than was ever known before—the flavor that coffee lovers have sought for years.

Try Yuban today. See for yourself what an entirely new idea of coffee it will give you.



Another whiff of its fragrance and the Baron dares!

Pope's own love for coffee is shown in his famous poem, "The Rape of the Lock." It was the fumes of the coffee stealing to his brain that gave the crafty Baron the courage to commit that horrible deed that robbed Bellinda of her net curl for ever and for ever!

Becky Sharp's coffee—why the men came
 The men gathered in Becky Sharp's drawing room to finish the night, for she had coffee for them—the best in London.

The Maidens' Complaint against Coffee
 At first, coffee was served only in the men's coffee houses. How the young women of that day railed against it—the one counter attraction they feared. They even published "The Maidens' Complaint against Coffee," but sadly enough, with little effect, until one wise maiden had the happy thought of serving coffee in her home.



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From the original of Du Maurier's own illustration for his famous novel, "Peter Ibbetson."

Fragrance to dream of!
 "Mary was there already making coffee—the fragrance of which filled the room." To Peter Ibbetson his lonely cell came the dream visit with his Mary. It was over the coffee cups that they met the ofttest, and loved and parted.

