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In France a mere "plain cook" can make delicacies of pastry that would arouse the envy of our fanciest pastry cooks. In recognition of this, these dainties are known the world over as French pastry

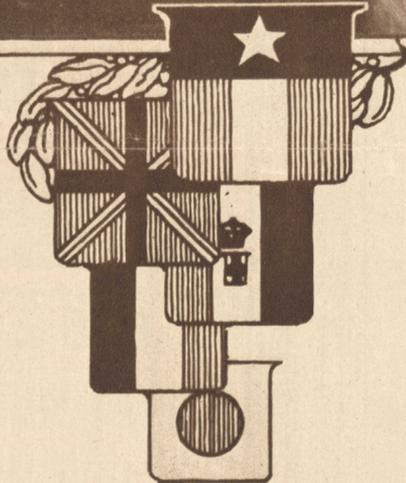


To the Englishman, no day is so full, no business so urgent that he would miss his cup of tea in the middle of the afternoon



The Italian may eat his spaghetti with cheese or tomatoes; he may eat it with mushrooms or meat or garlic. It matters little so long as he has plenty of spaghetti

Every day in over twenty million American homes coffee is served. No matter how good the rest of the breakfast, its enjoyment depends on the steaming cup of coffee; and the success of dinner is made or marred by the demi-tasse



A little dish with a mound of rice and clear tea in a covered cup without a handle—to a Japanese these are the great necessities of life

Every nation has its favorite food Which is America's?

For years America has been the world's greatest coffee drinking nation. No people in the world are keener in their judgment of coffee, no people more appreciative of good flavor.

How natural that America's greatest coffee merchant should be spurred by the desire to find the most delicious of all the coffees of the world. For years the patient, fastidious research was carried on. Coffee after coffee was tried and rejected, blend after blend, until at last there was obtained the best, the unusual satisfying Yuban.

So appealing in aroma, so rare in flavor is Yuban that, with the most critical people in America---the people of New York and Chicago---it is today the last word in coffee.

