

dmbb09133.mov / Yuban Instant Coffee, 1950s / Duke Digital Repository

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Narrator: Coffee beans cost more. They are the reason Yuban costs more a little more than other coffees. It all started back in 1905. Coffee Merchant John Arbuckle was blending a special gift coffee for his friend. For richer flavor, he added rare aged coffee beans to his most expensive blend of green coffees. He knew aged beans cost more, but see the difference their extra richness was worth it. So he added aged coffee beans and created the coffee that has to cost more. World's richest coffee, Yuban, deep, dark, extravagantly delicious, Yuban. Worth the extra cost? Well, as John Arbuckle would say, you get what you pay for. Yuban, the premium coffee of General Foods. ♪ Deep, dark, delicious, Yuban ♪