

SOME GROCERS

are apt to believe everything they hear about new goods. They are told of a new tea that's going to eclipse every other brand ever before put on the market. They stock up with it, expecting great profits. What's the result? Profits fail to show up. They can't induce folks to make a second trial. Their customers soon tire of such stuff, and decide to go elsewhere for their goods, and the grocer quickly decides that it is better to stick to the best, namely,

Japan Teas

They are the purest, cleanest, and absolutely the best teas on the market. That is why they are the only profitable ones to handle.

Two-thirds of the tea imported into America last year came from Japan.

a
d
c
s
g
e
j
d
h
a
k
p
i
c