

There's
a vast
amount of
difference
in Teas.

Some are pure and cleanly, others are not. Some will please your customers, others will vex them. Some will make friends and bring new business to your store, while others will drive away what trade you already have. The "trade-winners" are, of course, the ones you must have. They are grown in Ceylon and India. These are the only countries that can produce them, their climates being peculiarly adapted for their culti-

vation. They need a warm, damp climate. They get it in Ceylon and India. They are cultivated under the direct supervision of British overseers. They are manufactured and cleaned by machinery, instead of the uncleanly hand treatment they receive in other countries. To have a good tea trade you must have a pure, cleanly, finely-flavored stock, to have this you must have "machine-made," to be "machine-made" they must come from

CEYLON or INDIA.

They're so good they can't be better.