

# JAPAN TEA



—lends genuine distinction to hospitality. Each cup contains the delicate aroma of the blossoms of Japan and the flavor that comes only from tender leaves, properly cured.

The Japan Tea Growers' Association and the Government of Japan place their guarantee on each pound — a guarantee of absolute purity.

*"Tea is a medium of no inconsiderable amount of nutriment."*  
—Enc. Britannica.

There is one particular feature about Japan Tea that's of special interest to you, Mr. Grocer.

## **YOU DON'T HAVE TO CREATE THE DEMAND.**

It is already created for you by a constant, widespread consumer publicity campaign which reaches housewives in every community.

This publicity, taken in conjunction with its own inimitable goodness, offer you a really excellent selling proposition.

And Japan Tea is a good money-maker. Try it and see how well it sells.