

— — — YOUNG MAN — — —

Did it ever strike you why some men forge ahead—hold good positions, and advance all the time! Did it ever strike you to enquire the reason, or have you put their Success down to mere luck or influence?

DID IT EVER STRIKE YOU HOW HEMINGWAY & ROBERTSON'S CORRESPONDENCE SCHOOLS JUSTIFIES ITS 17 YEARS' EXISTENCE! Do you not see the connection?

Many of those who have forged ahead can tell you--we have trained them

May we not train you for a Better Billet?

Our System is thorough, sure, private, and inexpensive. You progress in your own home, learning while you earn. Our Expert Staff has passed OVER 3500 through the Public Examinations. Send TO-DAY for our FREE Prospectus on

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Waterproofs your
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Makes them absolutely rain-resisting and watertight. Afterwards, merely a rub up restores them to brilliancy again.

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A Choice Selection of English Confectionery always in Stock. Wedding and Birthday Cakes
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AFTERNOON TEAS.

Why Tea Costs More—

The Third Article of a Series dealing with a question which vitally affects every housewife.

The increased demand for tea to-day is due to the fact that huge quantities are wanted for the 25 million men under arms. The Heads of the Armies of the world know that there is no drink so stimulating and beneficial, and hence they must have tea for their men no matter what it costs.

Then, too, at the stroke of a pen, the great Russian Nation has been turned into a tea drinking people, and the money previously spent on Vodka is now available for the purchase of tea.

But there is only a limited supply of tea and that supply is not sufficient to fill the present requirements.

Hence at the tea auctions in Ceylon it has risen in price month by month, until to-day it costs the packer 2½d to 3d per lb. more than in August last.

This, of course, affects New Zealand very greatly, for the finest tea in the world has been sold here at prices which cannot be equalled.

Although this seems a bold statement, it is one that will bear the closest investigation. For instance, a great proportion of the tea imports to England consist of what is known as "red stalk" tea, the lowest possible grade—so low that it is prohibited throughout Australasia. Yet even this lowest grade is sold in England at 1/6 or more per lb., while for fine teas of the quality of "Amber Tips," 2/8 to 3/4 per lb. is asked.

Tea experts the world over are astonished at the remarkable quality, flavour, fragrance and value given in "Amber Tips" at so low a price, and it is because

no better value can be obtained anywhere, that "Amber Tips" is to-day the most popular brand in New Zealand. Millions of packets of "Amber Tips" are sold per annum. It is stocked in every shop from the North Cape to the Bluff. Only exceptional value could be responsible for so exceptional a sale.

But fine tea is now costing the "Amber Tips" Proprietors, as well as other tea merchants, an average of 2½d. to 3d. per lb. more than in August, 1914.

Therefore, if a fair price was charged before the war, the tea merchant is to-day faced with an enormous loss should he continue to pack the same quality at his old prices.

Of course there is the alternative of cheapening the quality by an admixture of inferior, less healthful teas. The "Amber Tips" Proprietors were advised by many to do this, but instead they decided to raise the price by 2d. per lb., and to continue to give the public that same splendid value which has always been associated with the name "Amber Tips."

Now, Mrs. Housewife, what is your opinion of the whole matter?

Would you rather have the same delightful flavour, quality, purity and value and pay a penny a ½-lb. packet more—or would you rather have an inferior and less healthful tea at the old price?

But you say "other teas have not been raised in prices." If so you can readily see that either excessive prices were charged before the war—so excessive that even an extra 2½d. or 3d. in cost per lb. still enables a profit to be made—or quality must be reduced, otherwise a heavy loss must be faced.

But even at increased figures Amber Tips is still the cheapest tea you can buy. Cup for cup, value for value, nothing else can equal it, while it is so pure and healthful that it can be taken by even those of the weakest digestion.

Surely these facts should weigh with you.

Consider them carefully—write and tell us your conclusions. We believe that you want quality and that you want value. For that reason we have raised our prices because only by doing so can we continue to give you the same honest quality and the same honest value. 101

Amber Tips Tea

1/10, 2/-, 2/2 per lb.
The only tea that has to increase its prices—the foregoing will tell you why.