

— — — — — 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?

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☞ AFTERNOON TEAS.

Why Tea Costs More—

Information of Vital Interest to Every Woman.

The factors responsible for the enormous rise in the wholesale price of tea—increasing its average cost to the tea merchant by no less than 2d. to 3d. a lb. since the war started—have already been dealt with in earlier articles of this series.

The reasons why "Amber Tips" Tea has been forced to increase its prices by 2d. per lb. have also been fully detailed. In considering the matter, it is well to remember that during the last nine years there has been absolutely no other increase in price in "Amber Tips," although to-day the cost of labour and packing alone has more than doubled.

The cost of labels, cartons, and packages has also increased year by year—while tea was rising steadily in price even before the war started.

Tea experts have always been surprised at the remarkable value, wonderful quality and purity given in "Amber Tips" at so low a price.

No other brand has been able to offer such good value and hence the sale of "Amber Tips" has increased year after year, until to-day it is the most popular brand from the North Cape to the Bluff, selling millions of packets throughout the Dominion.

But you will readily see that the article giving the best value is the one most affected by the heavy increase in price of raw material. Not so with an inferior tea sold at the same price, because its margin of profit—the difference between cost and selling price—is much greater.

The average increase of 2½d. to 3d. per lb. in the price of tea faces the tea merchant with but two alternatives—he must either increase his prices or reduce his quality—unless he is to face heavy loss.

Either course is reasonable, but the proprietors of "Amber Tips" have chosen the former one rather than the latter.

But think the matter out. If another brand does not raise its prices and still claims to give the same value—surely it means that the price charged before the war was excessive—more than should be asked if good value for the money was given, otherwise a heavy loss must be faced by the packer.

It is always harder to raise the price of a product than it is to reduce its quality, and it was easier for "Amber Tips" to meet the increased cost by giving an inferior article by adding low-grade inferior teas.

But the "Amber Tips" standard has been set as the highest that can be given at the price—the best value that can be obtained for the money—and this standard will still be maintained. Only 2d. per lb. more is asked, and that 2d. per lb. ensures the finest tea that can be purchased in the world at the same price.

This seems rather a bold statement, but we are prepared to back it up by facts. Prove it for yourself. Write to your friends in England, Australia, Canada, or elsewhere—send them a packet of "Amber Tips" and ask them if they can secure the same value, quality, purity, and flavour for even 6d. per lb. more.

After all is said and done, surely the increase in cost is but small when one considers that the finest value in the world is being secured—a tea which is so absolutely pure and fine that it can readily be taken by children and by those of the weakest digestion.

Then, too, "Amber Tips" is the most economical tea because it gives more cups per lb. of the delicious refreshing beverage—the cost per cup is less, so that you are still saving money and economising.

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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