

United Kingdom Tea Company, Limd. : offices- 21, Mincing Lane, London, E.C.

Contributors

United Kingdom Tea Company, Limited.

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United Kingdom
Tea Company

LIM^d.



Offices—21, Mincing Lane, LONDON, E.C.

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UNITED KINGDOM TEA COMPANY, LIMITED.

CAPITAL, £150,000.

Directors:

EDWARD TETLEY, Esq. WILLIAM HENRY TETLEY, Esq.
JOHN EDWARD TETLEY, Esq. JOHN LAYTON, Esq.
JAMES FISH, Esq., J.P.

Secretary:

F. T. PRITCHETT, Esq.

Bankers:

BANK OF ENGLAND.

Head Offices:

21, MINCING LANE, LONDON, E.C.

Branch Offices:

47, 49 & 51, WORSHIP ST., LONDON, E.C.
1, PAUL ST., FINSBURY, LONDON, E.C.
119, BROMPTON ROAD, LONDON, S.W.

Teas in Bond:

London and St. Katharine Docks.
East and West India Docks.
Butler's, Red Lion & Three Cranes Wharves.
Brooks', Smith's, Hay's, and Cotton's Wharves,
St. Olave's, Metropolitan, Monastery, Colonial
and Monument Warehouses.



HEAD OFFICES : 21, MINCING LANE, LONDON.



BRANCH OFFICES: 47, 49, & 51, WORSHIP ST.,
LONDON, E.C.

UNITED KINGDOM TEA COMPANY, LIMITED.

21, MINCEING LANE, LONDON, E.C.

TEA FIRST HAND,

Direct from the Importer to the Consumer,

AVOIDING ALL INTERMEDIATE AND MIDDLEMAN'S PROFITS.



The Duty-Paid Stores of the United Kingdom Tea Company, Limited, are fitted with Machinery, worked by the most approved Modern Steam Power, the Machines being capable of Mixing and Blending many thousands of pounds' weight of Tea per Hour.

The Teas are not in any way touched by hand.



ALL COMMUNICATIONS TO BE ADDRESSED TO

THE SECRETARY.

CHEQUES TO BE CROSSED

"BANK OF ENGLAND."

DIRECT TEA SUPPLY FROM THE MINCING LANE MARKET.

MINCING LANE, LONDON, is one of the most notable places in the World. England's vast Colonial possessions, and her supremacy on the seas, have made her the great centre for the reception of the produce of the Globe; and these productions, grown in all Countries, under various conditions of climate, by different races of people, are brought for disposal to the Commercial Sale Rooms, a huge pile of buildings situated in Mincing Lane, London. Tea from China, India, Ceylon, and Java; Sugar from the West Indies; Coffee from Arabia; Cotton and Tobacco from America; Spices from the far West; Cocoa from Trinidad; Dried Fruits from Lisbon and Bordeaux; Wines from the Continent, and innumerable other articles of consumption are sold there daily all the year round; and it is estimated that goods to the value of nearly £1,000,000 sterling change hands every day in this

remarkable building, universally admitted to be the Produce Market of the whole World. It contains about 20 auction rooms, each capable of accommodating between 200 and 300 persons, and the goods offered for sale by the different auctioneers in surprisingly large quantities, are sold at such speed as would fairly astonish a casual observer.

Catalogues of portions of the various cargoes are circulated about a week previous to the day of sale, known members of each trade being in the interim allowed small samples for the purpose of valuation.

The illustration on next page is a reproduction in a reduced form of the front sheet of the "Public Ledger," the principal trade journal published daily in Mincing Lane, London; it will convey some idea of the magnitude of the business daily transacted there, and confirm the accuracy of the preceding remarks.

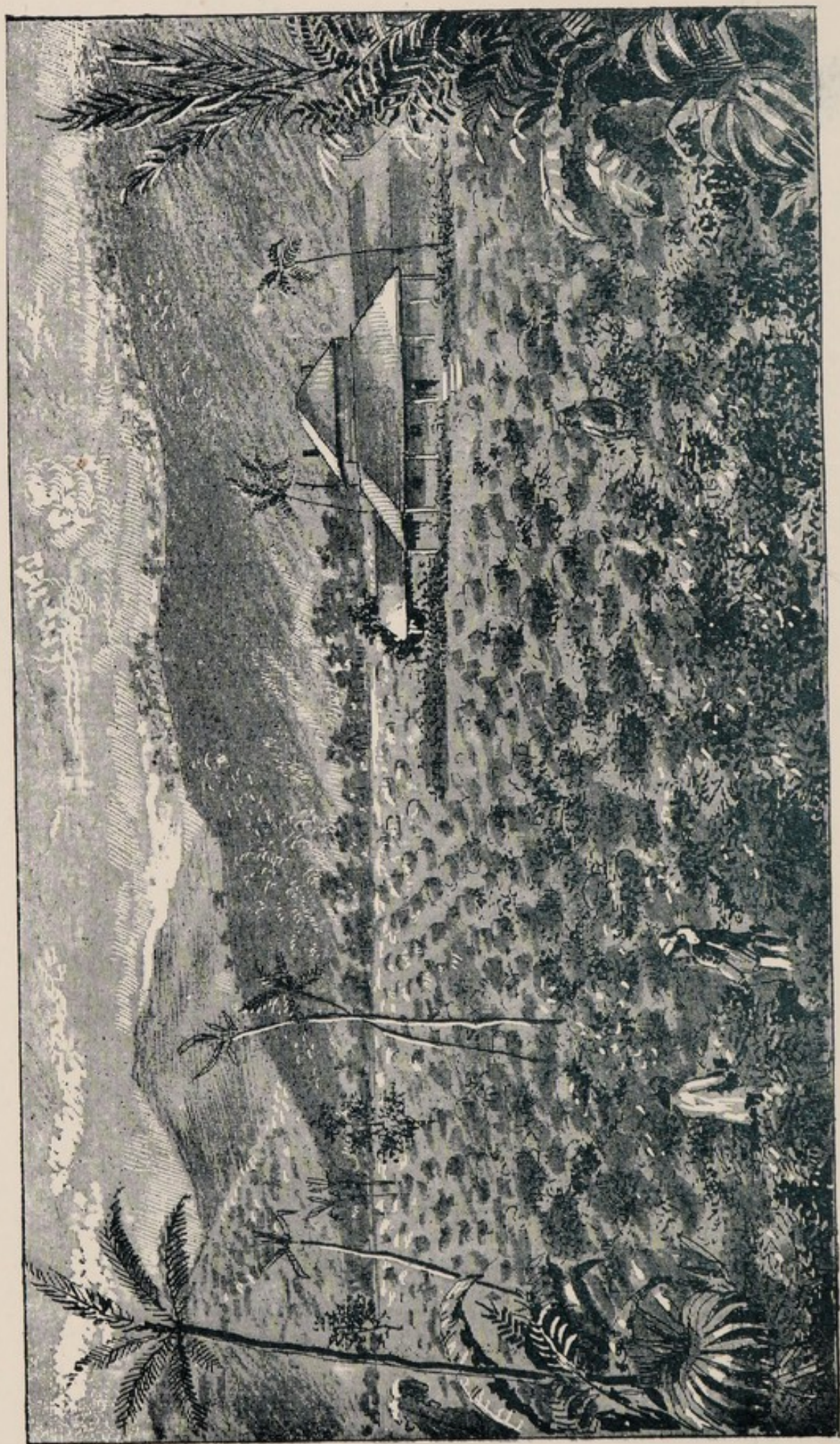
Surrounding the Commercial Sale Rooms are the offices of the Importers, Merchants,

Brokers, and Wholesale Dealers of the City of London, who buy and sell amongst themselves these articles of produce in enormous quantities for cash, then resell them in reduced lots at *considerable profit* to retailers in town and country, who in their turn dispose of them in small quantities, *at again greatly increased profits*, to Consumers. Large amounts of capital are naturally required to carry out these operations, and as capital will always command position, Consumers have hitherto been compelled to tolerate this roundabout process; the result being that several inordinate profits are made by the intermediaries, or *Middlemen*, who stand between the Importer and Consumer, *and as it were, suck the very life out of trade*. These profits so enhance the costs that, as a matter of fact, prices, out of all reason, are being paid by the Consumer for articles of daily consumption, which, if tested, would in many instances show an astounding addition to first cost.

In confirmation of this statement, take for instance Tea, of which there is no article of daily food of more general consumption. It has been drunk in this country for the last 200 or 250 years, but only during the present century has it attained such universal favour.

The enormous quantity of about Two hundred and fifty million pounds weight of Tea are annually imported into London; of this, about ninety million pounds are grown in China, while in India some four hundred thousand acres of land are under tea cultivation, yielding about one hundred and twenty million pounds; the remainder of the import coming from Ceylon and Java.

The Tea bush is non-deciduous, and thrives best in light sandy loam, on valley land, where a running stream passes through the estate. It luxuriates in a warm, damp climate; the temperature cannot be too high if accompanied with abundant rainfall. In the early months of the year



VIEW OF TEA GARDEN

before the sap rises, the bushes are as carefully pruned and attended to as fruit and rose trees are in this country, in order to cause them to shoot and sprout vigorously, and by the middle of April the season commences for gathering the leaves, which gathering is continued at intervals until October.

The coolies and natives are most expert in this process of stripping the plants, and soon after collecting the leaves, roll and twist them with marvellous rapidity into the different forms and shapes in which they may be required. So soon as this is completed, the leaves, green and juicy, are compressed tightly into balls or clustered into heaps for fermentation; this is the most important time in the manufacture of Tea, extraordinary care being then required, as, if the green leaves be allowed to remain too long, or not long enough in this condition, they acquire a heated, sour flavour, which is afterwards ineradicable. A careful manager will never leave his Tea garden

without special supervision while this process is going on, and so soon as he is satisfied that fermentation has commenced, loses no time in having the leaves carried to the interior of the curing-house, where all hands are called into requisition to quickly place them in pans over sharp charcoal fires, to dry and make them perfectly crisp ; they are afterwards passed through various sized sieves for assortment, and the manufacture being complete, they are packed in chests and forwarded down country, (frequently some hundreds of miles) by railway or in wagons drawn by oxen, to the nearest seaport, whence they are consigned to the London Market in Mincing Lane.

As with ordinary vegetation, so with the Tea bush, the rule holds good, that the small young leaves on the tops of the twigs are the best and are the most aromatic and fragrant ; they are called "Pekoe tips," and, gathered in early spring, then almost bursting with succulence, are covered with a white flowery

SKETCH AT THE DUTY-PAID STORES OF THE
UNITED KINGDOM TEA COMPANY, LIMITED.



RECEIVING CHESTS OF TEA FROM THE DOCKS.

bloom ; if examined through an ordinary microscope they will be found to be soft and silky as velvet, and they form the delicious and delicately flavoured kinds which the public, through the ordinary channels, are practically unable to obtain.

The old leaves lower down the stems are coarse and tough, compared to the young shoots, and it is from them, and from a second crop of autumnal gathering, dry, stalky, and containing but little sap, much of it being absolutely worthless, that cheap, common Tea is manufactured.

These latter remarks apply principally to China Teas; in Indian and Ceylon growths, British interests have taken up the industry, the gardens have the utmost care bestowed upon them, and the Teas are made by machinery. Indian and Ceylon Teas have consequently attained the highest positions in the estimation of the British public.

The principal ports of shipment from China are Hong Kong, Canton, Shanghai and Foo Chow; and from India the one

great centre of export is Calcutta. Several magnificent lines of screw Steamers are now engaged in the service, freighted with these huge cargoes of Tea, and by the shortened route through the Suez Canal are enabled to make the passage to London from China, a distance of about 11,000 miles, under six weeks.



Now it must be apparent to the reader, that the routine and many hands through which Tea has to pass after leaving the grower, and before reaching the table of the consumer, most prejudicially affect the finer kinds getting into consumption. The numerous profits made on the article, by the various persons—*Middlemen*—engaged in the trade, form such an incubus on the cost of the choice sorts, that the prices finally become so high as to render the Teas practically unsaleable. Thus, to meet the demand for Tea at reasonable quotations, common, inferior, and second crop growths are largely bought and forced upon consumers, at prices out of all proportion to their value.

The public are powerless in the matter, and it is an everyday complaint that "*try where we may, we cannot get good Tea.*"

Why?

The answer is simple, and easy to find :
Because so many excessive profits are made on the article, *by the Middlemen,* before the consumer can obtain it.

To get choice Tea at a reasonable price, THE UNITED KINGDOM TEA COMPANY unhesitatingly assert that it must be BOUGHT FIRST HAND DIRECT FROM THE IMPORTERS on the London Market, in Mincing Lane, and SOLD FIRST HAND, DIRECT from the London Market, in Mincing Lane, to the Consumer, THUS AVOIDING ALL INTERMEDIATE PROFITS.

 There is no other way. 

The Chancellor of the Exchequer, on the 17th April, 1890, in his Budget Speech in the House of Commons, announcing the intention of the Government to reduce the Duty on Tea from 6d. a lb. to 4d. a lb., stated:—

"If Tea were sold, as it could be, at anything like the cost price, it would appear at once what

“ an enormous relief would be given by a reduction
 “ of 2d. per pound. But the amount of relief is
 “ concealed by the fact that the **MIDDLEMAN**
 “ walks away with so large a proportion of the
 “ price which is paid for Tea.”

The “Times” on the following day, April 18th, 1890, in a leading article on the subject of the Budget, remarked :—

“ It is doubtful whether the reduction of 2d. per
 “ pound in the Duty on Tea will confer much
 “ practical benefit on the Consumer. The
 “ *Middleman*, whose exactions the Chancellor
 “ of the Exchequer condemns, will probably
 “ manage to divert a good deal of the relief
 “ *into his own well-filled pockets.*”

No higher authorities than these are needed to fully endorse the preceding remarks in this pamphlet, and to convince the public of the necessity of procuring their supplies of Tea **FIRST HAND.**

The Directors of THE UNITED KINGDOM TEA COMPANY, LIMITED, distinctly affirm that the Company's system of **FIRST HAND TRADING** enables Consumers to be absolutely independent of the *Middleman*. By dealing with THE UNITED KINGDOM TEA COMPANY, Teas of the very highest quality are obtained Direct from the Importers.

SKETCH OF ONE OF
UNITED KINGDOM

HEAD OFFICES: 21,



TASTING AND VALUING

TASTING ROOMS OF THE
COMPANY, LIMITED.

6 LANE, LONDON, E.C.



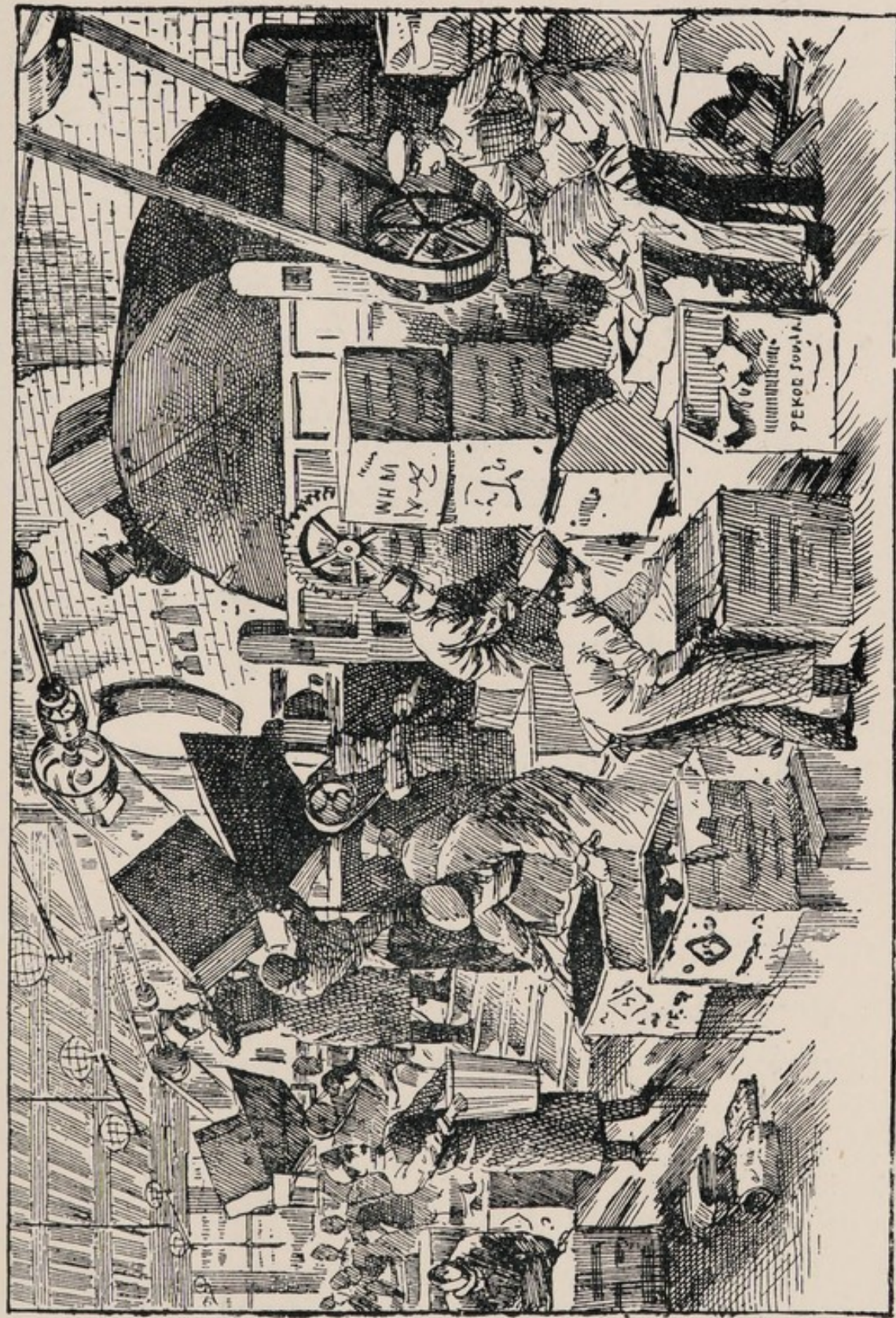
ES OF TEA BY EXPERTS.

THE UNITED KINGDOM TEA COMPANY'S offices are in Mincing Lane, within a few doors of the Commercial Sale Rooms, (referred to on page 5). Their Buyers, gentlemen of many years' experience in the Tea trade, *professed Tea Tasters*, are continually engaged examining, tasting, and valuing the vast number of samples of Tea offered daily by the Importers for sale.

These gentlemen regularly attend the Auctions at the Commercial Sale Rooms, and use their best judgment in buying the most suitable growths.

Being thus in the most central position in the Produce Market of the World, buying daily **FIRST HAND** in large quantities for cash, on the best possible terms, THE UNITED KINGDOM TEA COMPANY, LIMITED, supply Consumers *equally direct*, in all parts of the United Kingdom, with the *finest Teas at the very lowest prices*, and deliver the Teas at Customers' own Doors anywhere throughout the Kingdom, **CARRIAGE PAID.**

SKETCH AT THE DUTY-PAID STORES OF THE
UNITED KINGDOM TEA COMPANY, LIMITED.



BLENDING TEAS BY MACHINERY.

Briefly stated, the principles of business of the Directors of THE UNITED KINGDOM TEA COMPANY, LIMITED, are these :—

1. They buy and sell daily, First Hand, Direct from the Importers, many Tons weight of Tea, all on Cash Terms.

2. They save the Consumer all the profits of the *Middlemen*.

3. They give the Consumer the benefit of **FIRST HAND TRADING**.

4. They supply Tea at prices considerably lower than those quoted by any Civil Service or Co-operative Store.

5. They guarantee the Company's Teas to be absolutely pure, and *the best that money can buy at the respective prices*.

6. They ask the Public to taste any one of the different kinds against those sold in the ordinary way at *a Shilling a pound more money*, and to judge for themselves.

SKETCH AT THE DUTY-PAID STORES OF THE
UNITED KINGDOM TEA COMPANY, LIMITED.



A FORWARDING DEPARTMENT.

What "HEALTH" says:

"PURE TEAS.—We have tested samples of the Teas supplied
"by the UNITED KINGDOM TEA COMPANY, (Limited), a
"Company which enjoys the distinction of being Tea Merchants
"by Royal Appointment to H.R.H. the Prince of Wales. The
"Teas sold by this Company come direct from the Importers to
"the Public, and are free from any excess of astringency. The
"Imports of the UNITED KINGDOM TEA COMPANY are
"what they claim to be—PURE ARTICLES. INVALIDS as
"well as those in health, may ENJOY drinking these Teas
"without the LEAST FEAR of the INJURIOUS EFFECTS
"which so frequently result from using the inferior Tea sold by
"many Retailers. The Ceylon and Darjeeling Tea at 2s. a pound
"supplied by the Company, will please the most fastidious."

QUANTITY AND PACKAGES.

ORDERS for less than 1 lb. cannot be executed.

Teas will be packed in $\frac{1}{4}$ lb., $\frac{1}{2}$ lb., or 1 lb. bags, if desired, (and without extra charge); but this is not advisable, as if allowed to remain long in paper they deteriorate in quality.

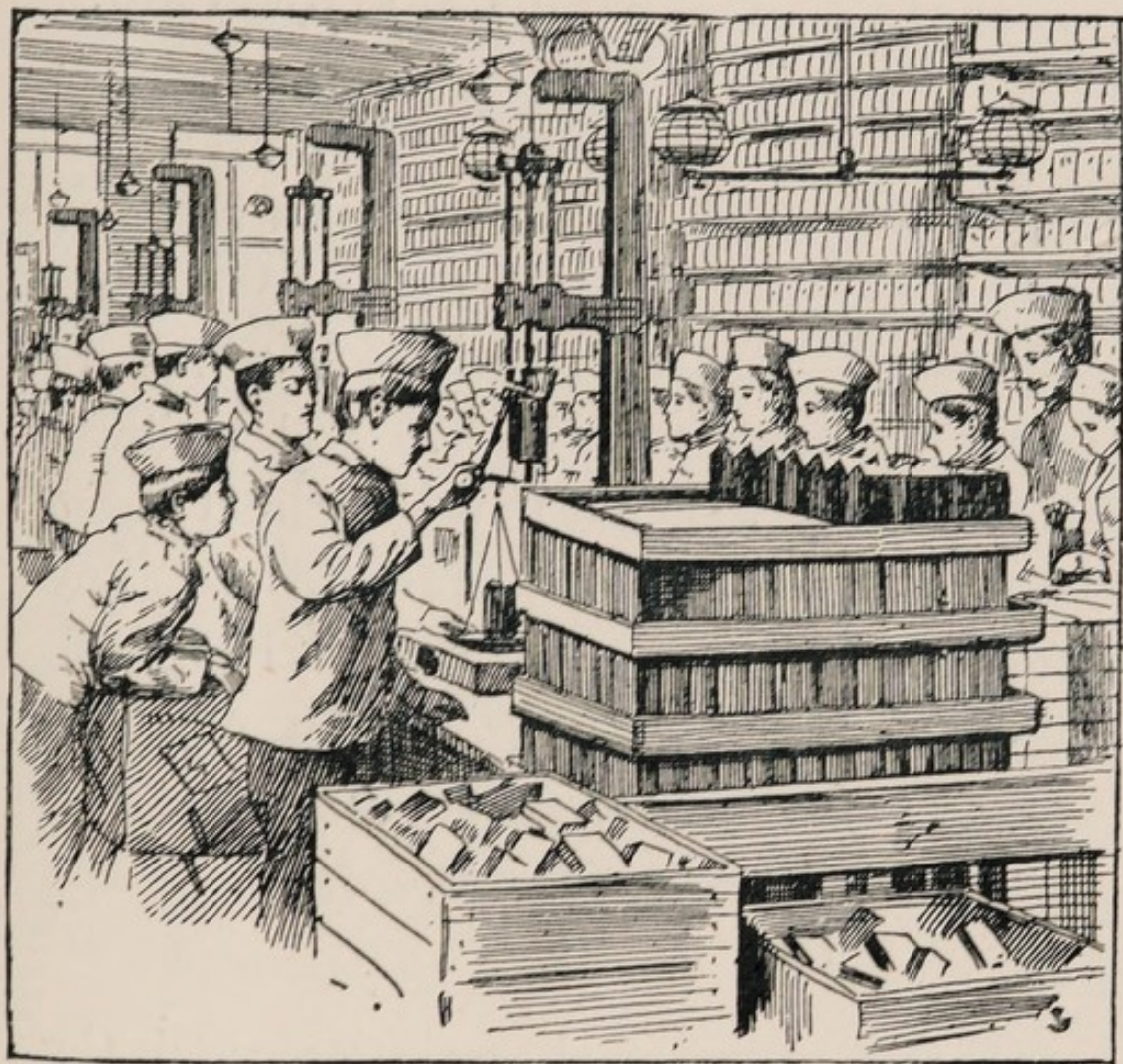
Teas are best forwarded as follows:—

In Canisters	of	...	7 lbs.
„	„	„	10 lbs.
„	„	„	14 lbs.
„	„	„	20 lbs.
„	Half-Chests	„	about 56 lbs.
„	Chests	„	90 lbs.

These packages are *not charged for*; they thoroughly preserve the aroma of the Teas, and will keep them fresh and good for a long time.

(Teas at 1/- and 1/3 a lb. are not packed in Canisters.)

SKETCH AT THE DUTY-PAID STORES OF THE
UNITED KINGDOM TEA COMPANY, LIMITED.



ONE OF THE PACKING ROOMS.

What "THE LANCET" says;—

" UNITED KINGDOM TEA COMPANY'S TEAS.—We have
" examined and analysed these Teas at some length. Indian Teas,
" it is well known, give rough, thick liquors, the Teas of China
" are delightfully delicate in flavour and aroma, whilst the Teas
" of Ceylon appear to occupy a position intermediate in character.
" These qualities are combined by the United Kingdom Tea
" Company by the JUDICIOUS and CAREFUL BLENDING
" by Machinery in such proportions as to YIELD the BEST
" RESULTS, and are, in fact, just what one would expect to
" gain with GENUINE and CAREFULLY PREPARED
" TEAS."

PARCELS DELIVERED CARRIAGE PAID.

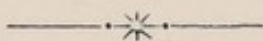
THE UNITED KINGDOM TEA COMPANY despatch daily an immense number of Packages, and, under the terms of contracts with the Carriers and Railway Companies, deliver Parcels direct from the Mincing Lane Market, to any Address, throughout the United Kingdom, CARRIAGE PAID. *Such a Boon to Tea Drinkers is unprecedented in the annals of the Tea Trade.*

These exceptional facilities, and the advantages derived by being able to obtain the finest Teas, at lowest rates, **FIRST HAND**, direct from the Importers, are widely known and largely appreciated. The Directors of THE UNITED KINGDOM TEA COMPANY, LIMITED, will much esteem the favour of recommendations.

SKETCH AT THE DUTY-PAID STORES OF THE
UNITED KINGDOM TEA COMPANY, LIMITED.



FILLING CANISTERS WITH TEA.



REMITTANCES.

CHEAP REMITTANCES by Postal Orders, issued at any Post Office at 1d. for various sums up to 10s. 6d., and 1½d. for 15s. or 20s. To ensure safety in remitting by post, Cheques and postal Orders should be made payable to The Secretary, United Kingdom Tea Company, Limited, and crossed "BANK OF ENGLAND."

CHOICE OF QUALITIES.

THE UNITED KINGDOM TEA COMPANY
annex a description of the principal
growths, and recommend

Nos. 3, 4, 5, 6, and 7

on List as the best. These consist of
many growths blended by Machinery, at
the Company's Duty Paid Stores, and
combine all the fine qualities from China,
India, and Ceylon. THE DIRECTORS
suggest the advisability of trying a small
quantity of each of them; by doing
this, customers can fairly test the
different kinds, and select the flavour
suitable to their taste. Afterwards, when
ordering, it will be only requisite to quote
the number approved, and they may rely
upon invariably having identically the same
character of Tea.

SAMPLES.

* * Samples of any of the Teas will be sent, without
charge, and post free, on application to the Secretary.

SKETCH AT THE DUTY-PAID STORES OF THE
UNITED KINGDOM TEA COMPANY, LIMITED.



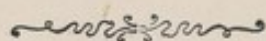
LABELLING CANISTERS OF TEA.



The Directors of the United Kingdom Tea Company, Limited, request particular attention to the fact, that every description of package containing their Teas, whether Chests, Canisters, Bags, or Packets, invariably bear as a guarantee of quality, the Company's Registered Trade Mark, viz.:—3 Ladies Arm-in-Arm, representing England, Scotland and Ireland—The United Kingdom—as on front page of this Pamphlet.

The Teas on this page and the Ceylon Teas on following page are the qualities most recommended.

**WHEN ORDERING, IT WILL BE ONLY REQUISITE
TO STATE THE NUMBER.**



**TEAS FROM CHINA, INDIA & CEYLON,
BLENDED BY MACHINERY.**

For choice of Qualities, see Remarks on Page 28.



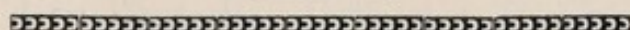
- | No. | | Per lb. |
|-----|--|---------|
| 1. | HOYUNE and ASSAM | 1/- |
| 2. | CONGOU and ASSAM | 1/3 |
| | Thoroughly good Tea. | |
| 3. | OOPACK and CACHAR ASSAM | 1/6 |
| | Of great strength and fine quality. | |
| 4. | KAISOW and DARJEELING | 1/9 |
| | This Tea is of exceptional value, and consists of the May pickings, covered with bloom. It has a rich ripe mellow flavour, and will give every satisfaction. | |
| 5. | CHOICEST CEYLON & FINEST
DARJEELING | } 2/- |
| | Of superb quality, and highly recommended as a most Delicious Tea. | |
| 6. | CHING WO, TERA, & CEYLON PEKOE | 2/3 |
| | These growths are from the best gardens. | |
| 7. | SOUCHONG, ASSAM, & CEYLON PEKOE | 2/6 |
| | Rare full flavoured Teas; very choice. | |

NO HIGHER PRICE SHOULD BE PAID.

CEYLON TEAS.

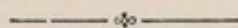
No.		Per lb.
15.	CEYLON SOUCHONG	1/9
15a.	CEYLON PEKOE SOUCHONG	2/-
16.	CEYLON PEKOE	2/2
17.	CEYLON ORANGE PEKOE	2/6
*17a.	GORDON TEA COMPANY'S CEYLON TEA	1/10
*17b.	PARKHURST TEA COMPANY'S CEYLON TEA	2/4

*Supplied in 1 lb. leaded Packets, or in 3 lb. and 7 lb.
Canisters.



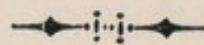
CHINA TEAS.

No.		Per lb.
8.	HOYUNE	1/-
9.	CONGOU	1/3
	Of Excellent quality.	
10.	OOPACK	1/6
	Rough flavoured.	
11.	KAISOW	1/9
	Orange Pekoe flavoured, of very attractive quality.	
12.	MONING	2/-
	Pretty even-twisted leaf; rich syrupy liquor.	
13.	CHING WO and NING CHOW	2/3
	Very handsome Teas; drawing a thick juicy liquor of great strength.	
14.	SOUCHONG	2/6
	Rich, delicate flavour.	

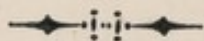


NO HIGHER PRICE SHOULD BE PAID.

INDIAN TEAS.



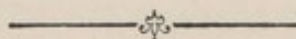
From Cachar, Darjeeling, Chittagong, Terai
Kangra Valley, Holta, and the
Himalaya Mountains.



These growths draw immensely thick, powerful liquors. They are fully twice as strong as Teas from China, but are rarely appreciated when drunk alone; they should be used with China Teas in proportion of 1-lb. of Indian to 2-lb. of China to soften them down.

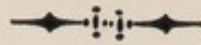
In the Teas named on page 30, these Indian growths are carefully blended with the finest kinds from China and Ceylon, and in this conjunction produce the most delicious flavours, and all that can be desired.

No.	Per lb.
18. INDIAN SOUCHONG	1/3
19. INDIAN PEKOE SOUCHONG	1/6
20. INDIAN PEKOE	1/9
21. INDIAN FLOWERY PEKOE	2/-
22. INDIAN ORANGE PEKOE	2/6



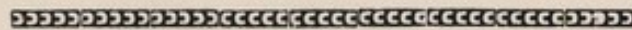
NO HIGHER PRICE SHOULD BE PAID.

GREEN TEAS.

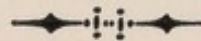


No.		Per lb.
23.	YOUNG HYSON	2/3
24.	IMPERIAL	2/9
* 25.	PEARL LEAF GUNPOWDER	3/3

* USUALLY SOLD AT 5s. PER POUND.

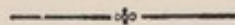


SCENTED TEAS.



These Teas can be mixed with China and Indian growths, but only sparingly, or they impart a bitter flavour; 1-lb. to 20-lbs. is sufficient.

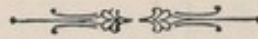
No.		Per lb.
26.	SCENTED ORANGE PEKOE	2/3
27.	SCENTED CAPER	2/3
28.	FORMOSA OOLONG	2/3



NO HIGHER PRICE SHOULD BE PAID.

To ensure Safety in remitting, Cheques and Postal Orders should be made payable to "THE SECRETARY,"
THE UNITED KINGDOM TEA COMPANY, LIMITED,
and crossed "BANK OF ENGLAND."

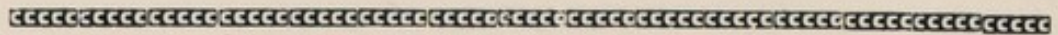
COFFEE.



The United Kingdom Tea Company, Limited, supply the finest growths of Coffee. They are guaranteed to be the choicest obtainable. It is preferred to send these out in the whole berry, but they will be ground, free of charge, if desired. The Coffees are roasted daily by machinery on the Company's own Premises, and are sent out, full of Aroma, Fresh and Fragrant.

No.	Per lb. Roasted.	Quantities of 7-lbs., 14-lbs., and 20-lbs., whole berry, are packed in Canvas Bags, or if ground, in Canisters. (These packages are not charged for.)
30. PLANTATION	1/4	
31. MYSORE	1/6	
32. EAST INDIA	1/8	
33 MOCHA	1/10	

NOT LESS THAN ONE POUND SUPPLIED.



FRENCH COFFEE.

These Coffees are only supplied ground.

No.	Per lb.
34. FRENCH COFFEE	1/-
MIXED WITH CHICORY.	
35. FRENCH COFFEE	1/4
Superior.	
MIXED WITH CHICORY.	
36. FRENCH COFFEE	1/6
Choicest Quality.	
WITHOUT CHICORY.	

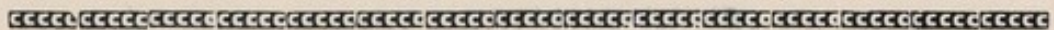
C O C O A .



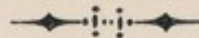
The Cocoas Nos. 37, 38 and 39, are grown in the Equatorial regions of Central and South America, they are imported in the Bean, and converted by machinery into a soluble powder, the indigestible and fatty portions being removed by Hydraulic pressure.

No. 37, 38 and 39, in $\frac{1}{4}$ -lb., $\frac{1}{2}$ -lb., and 1-lb. Canisters.

No.		Per Lb.
37.	SOLUBLE COCOA	1/8
38.	COCOA ESSENCE	2/-
39.	EXTRACT OF COCOA	2/6
40.	FLAKE COCOA	1/2
41.	DO.	1/6
42.	COCOA NIBS	1/6



S U G A R .



This Department is for the convenience of Customers who, obtaining their supplies of Teas, &c., from the Company, are desirous of procuring Sugar, from the same source.

Not less than 28 lbs. supplied.

Packages of Sugar, irrespective of weight, will be delivered in London and Suburbs, Carriage Paid, but no carriage can be paid on packages for the country.

Cases and Bags not charged for, and not returnable.

LOAF SUGAR.

No. 43. Chopped by Machinery into Cubes, ^{Ready for use.}
In Cases of 28-lbs., 6/6; In Cases of 56-lbs., 12/-;
In Cases of 1 cwt., 23/-

PURE CANE MOIST SUGAR.

No. 44. GOLDEN GRAINED DEMERARA, ^{FIRST QUALITY.}
In Bags of 28-lbs., 6/3; In Bags of 56-lbs., 11/9
In Bags of 1 cwt., 22/6.

No. 45. GOLDEN GRAINED DEMERARA, ^{SECOND QUALITY.}
In Bags of 28-lbs., 5/3; In Bags of 56-lbs., 10/-;
In Bags of 1 cwt., 19/-

Common, inferior, Sugars are not kept in Stock, they are made with Chemicals, they spoil the Tea, and are injurious to health. Their use is strongly deprecated.

IMPORTANT INSTRUCTIONS FOR MAKING TEA,

TO BE CAREFULLY OBSERVED.



TO make Tea to perfection boiling water must be poured on the leaves DIRECTLY IT BOILS.

Water which has been boiling more than five minutes, or which has previously boiled, should on no account be used.

If the water does not boil, or if it be allowed to overboil, the leaves of the Tea will be only half opened, and the Tea itself will be quite spoiled.

The water should be allowed to remain on the leaves Ten minutes.

