

— — — — — 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?

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(d) COMPLETE TRAINING IN ELECTRICAL, MECHANICAL, AND CIVIL ENGINEERING.</p> |
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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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AFTERNOON TEAS.

Why Tea Costs More —

A Statement that Every Housewife Should Read

The war has faced every tea merchant with the problem of increasing prices or reducing his quality. He *has* to follow one course or the other—there's no escape—for the wholesale cost of fine tea in Eastern markets has increased over 25d. per lb. since August last. The main reason for this rise has been the greatly increased demand—and the fact that tea production cannot materially increase for at least five years.

Take for instance the enormous quantity of tea required for the men in the trenches and on active service.

It is readily seen why tea has been selected as the soldiers' beverage—it is easily transported—is quickly and readily prepared anywhere—and above all it is invaluable for its invigorating and stimulating qualities. With the exception of 3 million Britishers, but few of the 25 million men under arms in Europe to-day were previously tea drinkers—yet almost in a day tea had to be found for them.

Do you wonder then, that the tea has gone up, up, up in price?—that to-day fine tea costs the packer in New Zealand on the average 2½d. to 3d. per lb. more than in August last.

Add to this Russia's 160 millions, who, with a stroke of the pen, have been turned into tea drinkers by the Vodka prohibition—add a score of minor causes and you will see why the increase had to come.

Therefore, too, you will see that any tea giving value for the money

cannot be sold at the same price as in August last. It simply can't be done—unless, of course, the price originally charged was absolutely excessive. If a fair price and good value was formerly given, the packer is now faced with a loss on every packet.

There's no escape from the facts—either prices have to be increased—or, as an alternative, quality and value must be reduced by the admixture of cheaper, inferior, less healthful teas.

The "Amber Tips" Proprietors are determined that, in their case, this alternative will never be taken.

"Amber Tips" remarkable rise in a few years from an unknown brand to by far the largest selling tea in New Zealand—the largest selling tea in the world in proportion to population—is due to its quality and remarkable value.

The same wonderful value will still be given—nothing but the finest teas will be used, but to do so the price has to be increased.

We are convinced that most homes in New Zealand would rather pay 2d. per lb. more and get the finest tea that can be produced rather than pay the old price and get an inferior article—with an admixture of poorer teas, less healthful alike to nerves and digestion.

Forget quality and healthfulness—consider the question purely from the standpoint of economy—there too "Amber Tips" leads, for every pound will give more cups—and at a less price per cup—cup for cup, there's no cheaper tea.

Therefore even at the new prices Amber Tips is still the cheapest—you get better tea—more delicious flavour—finer fragrance—while, as the Lancet investigation showed, your health will benefit.

Surely because of a penny extra per half lb. packet you will not deprive yourself of a tea which for quality, flavour, fragrance, and economy is unique and unsurpassable.

The housewives of New Zealand want a good article and good value, and one trial convinced them that Amber Tips is a tea that nothing else could equal.

Do they still want value and quality? We believe they do—we know it. 99

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.