## Such a \{ittle Thing?

TWEA is such a little thing that we The costs of getting tea from the never stop to think how intimate tea-plant to your kitchen are heavy; a part it plays in our daily lives and there is picking, grading, firing, packwhat a wholesome influence fine tea ing, sending over in ships, and a lot exerts upon our restful moments.
Would you like to get more en joyment out of tea? And if that greater pleasure can actually be enjoyed for less money than you are now paying for tea, would you it? Isn't this worth a little thought? When people think about tea, they forget that tealeaves contain tannin as well as tea-flavor. Tamin, you know, is an acid found in all kinds of leaves and is usel to tan leather.
Tannin may be all right for leather, but not for the delicate tissues of the stomach. It injures digestion and is hard on the nerves. Besides, it isn't tea-that harsh puckery taste isn'ttea. People don't want tannin of course. They want tea-flavor which gives enjoyment, gentle stimulation, rest and cheer. That is the charm and value of tea- and the only thing worth buying. Common tea, which comes from the older leaves of the teaplant, has only a small amount of tea-flavor-
and coarse flavor at that. The
main strength of common tea is tannin.
full teaenjoyment is more a matter comes from the than it is a mat-
young tender leaves of the tea-plant, is rich in sap and fine tea-flavor. It has only a very small proportion of tamin, and even that is avoided by proper making at home.
I Now the tea in the cup can't be any better than the tea on the bush. coarse leaf makes poor tea; and all the moncy you pay to bring it over here doesn't make it a bit better. more- 20 or 30 more- 20 or 30
things to bedone,

* 8 同広 and each one Mil rog costs money, All together these costs are more
than two-thirds of the price you pay for common tea You are now ready to understand something that we have not dared ask you to believe before-and that is:
Fine tea is actually cheaper than common tea. It is much stronger in real tea-flavor, and makes a great many more cups to the pound. The result is that a cup of fine tea, like Schilling
 Tea, costsless than tea selling at 15 20 cents less. This is astonish ing but true; and the thing that makes it true is the great cost of getting tea to you from the tea-plant. You have to pay this cost for common tea, with half tea-strength, just the same as you would pay it for fine tea with full teastrength. In buying common tea, you pay these expenses twice over for the tea-strength you get. It isn't worth this high cost to bring over poor tea with so little teiflavor.
So you sec that after all, getting of knowledge and good judgment ter of money. ter of money.
Schilling Tea is
the fine economi-
cal practical tea of

this country. It is rich in tea-flavo and costs only $1 / 3$ of a cent per cup. It is the cheapest drink next to water. Isn't it pleasant to know that the comfortable social pleasure of enjoy. ing fine tea is open to everyone?

A Schilling \&f Co San Francisco

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