Tea was the biggest news in Europe in the 18th century. Poets competed to praise it. Cowper's famous line: "The cup that cheers" still rings true today. Why not cheer up the day first thing with a cup of tea? For breakfast, White Rose Tea is quickly made—stimulating—a refreshing change!

John Jacob Astor started on his way to fortune by shipping furs to the Orient and returning with tea. Those were romantic days! And there is still romance in tea. Serve White Rose Tea and see how it encourages sparkling ideas, gay companionship and sprightly conversation.

In the 17th century, when the Dutch first brought tea to Europe, it cost fifty dollars a pound ... a kingly luxury. Today, in White Rose Tea, you have a perfect blend which, in olden times, not even a king could have secured. A cup of White Rose Tea for lunch revives energy, peps you up, makes the whole afternoon more pleasant. White Rose too, is mighty thrifty to use. A little makes a lot.

That famous 18th century author, Samuel Johnson, confessed he was "a hardened and shameless tea drinker, who for twenty years diluted his meals only with the infusion of this fascinating plant, who with tea amused the evening." Best time of all for tea is when the day's work is over. Hurry home to White Rose Tea! A cup just before or after dinner is a mild stimulant that makes fatigue slip away!

About 2,000 years B.C., the custom of drinking tea in the afternoon started in China. Gradually it spread to Russia, Japan, India, England and America, until today tea is the most popular drink all over the world. Many an afternoon, after you've been shopping, visiting, or just doing things around the house, you need a bit of stimulation. White Rose Tea is ideal for that! Life brightens up—you're truly refreshed!

Women couldn't drink tea when it first came to England, because it was served only in the all-masculine coffee houses. That is why later, the fashionable tea-gardens, like Vauxhall, became so popular. There, smart Londoners of both sexes drank tea into the wee small hours. It's a grand beverage for late at night—very much in vogue after bridge, or after the theatre. White Rose Tea won't disturb your rest. Made in a jiffy.

White Rose is a blend of Orange Pekoe and selected Pekoe tea—the most desirable leaf tips. It is grown in the uplands of Ceylon, noted for the world's richest, most exquisitely-flavored tea. Sealed in its heavy foil package, right in Ceylon where it's grown, all the enchanting fragrance and golden flavor of White Rose Tea are perfectly protected. To get all the fragrance and flavor of White Rose, please pour freshly boiling water on it. Brew from 3 to 5 minutes according to strength desired.
Because of its extra strength, White Rose Tea is most economical — a little makes a lot. It comes in packets or tea balls. White Rose packets are sold in 10¢, ¼ lb., ½ lb. and 1 lb. sizes. White Rose Tea Balls are particularly convenient for "just a cup or so". The bags come in two sizes: the standard size bag is available in packages from 10¢ up, and the extra-large size bag in packages from 25¢ up. Seeman Brothers, Inc., Hudson and North Moore Streets, New York.