SUMNER'S "TYPHOO TEA" LIMITED From DAVID SCOTT.

Perfin Die S/TT Catalogue Number S 7580.01.



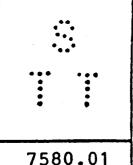
"Ty-phoo Tipps Tea" as it was then called, first appeared in 1905. John Sumner, a Grocer and Chemist in Birmingham, decided to produce a special blend of tea which he sold as an aid to digestion. When he told a friend: "I believe there is a future in it, and I'm thinking of spending £200 in advertising it," his friend replied.

"Don't do it. You'll lose your money, certain."



Fortunately, John Sumner ignored his friend's advice, and Ty-phoo, which means "doctor" in Chinese, proved to be an instant success with his customers. Demand grew so fast that before long, he closed the shop to devote all his energy to Ty-phoo, and for the first time visited Ceylon and the Far East to see for himself the tea producing process: a precedent to the fact that the fact is seen to see for himself the tea producing process.





Typhoo Tea is a household name now, so when I acquired a receipted billhead, dated April 1931, with perfin S/TT, I looked for some details of the firm

The illustrated photocopy is from their advertising literature.

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Receipted Inve	nice	APR 1931
from SUMN	-	
Telephone: MID. 4221 4222 Birmingham.	To Mr./Messrs.	Packing Works, & Warehouses.
Telegrams: Typho), Birmingham.	Buying and Blending Depôt, Co	"Ty.phoo" Buildings, Bordesley Street, Birmingham.
No Rs 160	1.5 "Ty.phoo"	
Your Guarantee. "Ty phoo" Tea is sold as a pure natural product. neither chemicalised nor treated. It is genuine leaf edge tea, hence its freedom from all rank and injurious juices.	In 41b. pkts. 30 In 21b. pkts. 30 Less Allowances. Discount for Cash-with-Order. In lieu of Carriage.	Total @ the ruling price per big s. d.
retailed at the pr	on condition that the tea is ice marked upon the packet. Received	Net £
Our terms are discount rewithin one month, but be Cash-with-Order you mand. per lb. extra. The C.W.O. Terms yield lb. In addition there Half-yearly Bonus if you for it. Ask for Bortus Circular	d. per lb. by paying by secure arriver d 7d. per d 7d. per d 7d. per d rd. per	d., Residentaria Control Cultomers AUDIT LA

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