

Perfin Die S/TT Catalogue Number S 7580.01.

“THE TEA THAT DOCTORS RECOMMEND”

“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.”

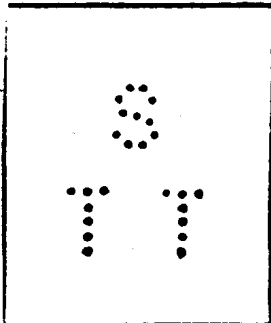
Fortunately, John Sumner ignored his friend’s advice, and Ty-phoo, which means “doctor” in Chinese, proved to be an instant success with his customers. Demand grew so fast that before long, he closed the shop to devote all his energy to Ty-phoo, and for the first time visited Ceylon and the Far East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



Beware of Imitations! This is the original Typhoo TEA packet.



It is our trade mark and your guarantee of quality. Beware of Imitations! Typhoo Tea Ltd. Canton, China.



7580.01

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.

