

Example of advertisements placed in the newspaper

IW Times 20 Oct 1870

IF YOUR MOTHER DON'T KNOW

WHO gave the death blow to high priced tea in the Isle of Wight, tell her it was the same individual who sells the best of everything he deals in, the proprietor of the celebrated Atlantic. He now pledges himself to sell a quart of the most delicious beer in England for fourpence to every customer who brings or sends a **CLEAN DRY VESSEL** to put it in. Notice also that, notwithstanding the rise of a penny per pound on tea in London, the price of the **BEST TEA IN THE WORLD** is still 2s. 2d., at the Atlantic, High-street, Ryde.

THAT'S WHAT'S THE MATTER.

IW Times 28 Nov 1872

IS IT ALL A HUMBUG?

AS SOME OF MY POOR JEALOUS FRIENDS (like those who combined to stop my advertisements about two years ago) have so kindly and publicly intimated about me purchasing such a quantity of the **BEST TEAS IN THE WORLD**, as I did three years ago, viz., 217 chests. If my genuine friends and the public of Ryde will only **GO ONE EYE** on Oakley's trolleys for a few days, they will see about fifty packages of the so-called Humbug, pass along Union and High-street to the **ATLANTIC TEA STORES**, where it will be sold at the usual low price of 2s. 2d per pound, if not less to those who buy six pounds at once.

THAT'S WHAT'S THE MATTER.

H. WITHINGTON, the Atlantic Tea Stores, High Street, Ryde.