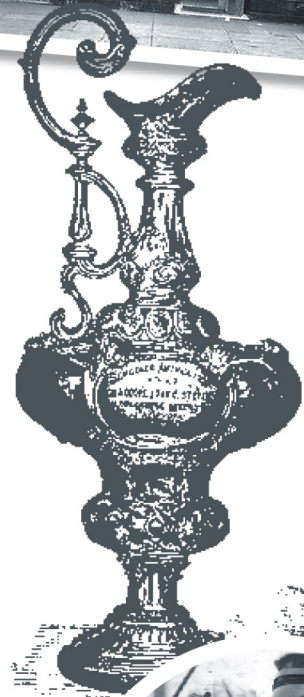
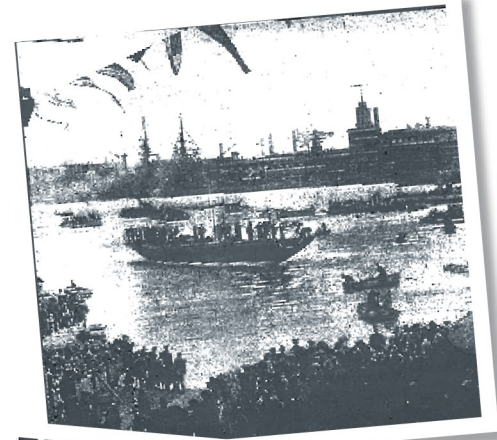


Lipton is coming (continued)

These same values helped Sir Thomas in business and in life as well. He often said that his love of sailing and the America's Cup gave him a much happier and more positive outlook on life, whether he won or not. There is no doubt either that he was what we would now call a very successful entrepreneur. Sir Thomas worked hard and was always coming up with new ideas; ideas that would help to create more customers and make life better for them.

Long before he became known for Lipton's Tea, Sir Thomas was a grocer, selling butter, eggs, ham and other essential basic foods. Perhaps it doesn't sound very exciting, but Sir Thomas made buying from his shops a special, even funny, experience. That's how he started in business. For weeks before he opened any new shop he would make sure the whole area was covered with posters and handbills (or what we would now call flyers or hand-outs). On each of these was written just three words: **Lipton is coming.**



Your challenge now is to find out more about:

- What a boy like Thomas Lipton might have seen and experienced growing up in the 1850s in a major shipping and trading city like Glasgow
- When the America's Cup began and how it came to be called the America's Cup
- When Thomas Lipton was a boy what kind of ships brought tea to Britain and how long did it take them.

Our next challenge is to discover where Sir Thomas was coming from, how he started his business in the first place and what was so funny about shopping in Lipton's Markets.