

One reason why Thomas Lipton becomes so successful is that he does not stop asking himself the questions: What more can I do to attract customers? How can I make sure they come back again and again? He gives out leaflets in the street. He tries newspaper advertising. One of Thomas's best ideas is to employ a cartoonist called Willie Lockhart.

Each of Willie's funny cartoon sketches are displayed on the shop window on a Monday morning and left there for a week. One of his best cartoons is **Going to Lipton's**. It shows a line of sad, pencil-thin people walking into a Lipton's Market. Next to this cartoon is another, **Coming from Lipton's**. In this cartoon a line of happy customers are marching out of Lipton's. They are not thin at all!

The clever Lockhart also created butter sculptures for Lipton's window displays. He even made people shapes out of sausages and cheese. These are just some of the simple, funny and effective methods Thomas used to get people talking about **Lipton's Markets** and to come back time after time.

After opening many more shops in Glasgow, Edinburgh, Dundee and his first English shop in Leeds, Thomas opens in London in 1888. A decade later there are no fewer than 242 **Lipton's Markets** across Britain.

### Your challenge now is to find out more about:

- What does Thomas Lipton mean when he says, "Well bought is half sold"?
- What £2 and 6s, and what £100, might be worth in today's money.
- What local shops and bigger shops, like supermarkets, do today to attract customers.

**Our next challenge** is to find out Thomas's answer to a big question that he asks himself: Why do I have to pay so much money every year to the other people and companies who supply my shops with tea?

