

"HELD UP TO THE HIGHEST EXCELLENCE."

Our sales of Ram Lal Pure Indian Tea HAVE DOUBLED during the past few months.

WHY?

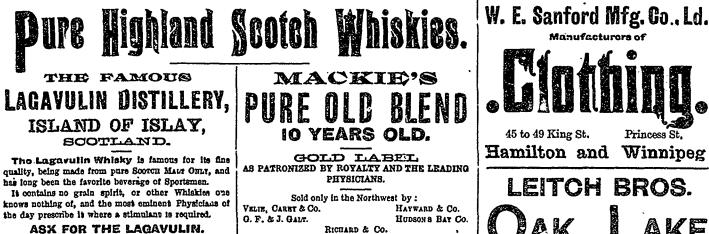
competitors have been forced to choose between two alternatives. Advance price or reduce quality, the latter has been their choice.

Owing to the heavy advance in all Indian Teas our

Our choice has been to keep Ram Lal pre-eminently the King of Package Teas, exactly at the same high standard of unvarying excellence that it has always occupied, regardless of our profit. The increase in our sales is a satisfactory answer that our policy is correct.

RAM LAL TOWERS ABOVE ITS COMPETITORS, NOT ONLY A TRADE WINNER, BUT A TRADE KEEPER.





THE ROSEBUD CLEARED ALL UP.

He had just finished the addition of fourteen columns of tantalizing figures, and was brain weary, when a friend and customer entored his private room. There was tomper plain upon the intruders face, for he was a man easily irritated, though generous to a fault. There was a misunderstanding, and he came not to clear it up, but to mix it up worse in a loud and useless wrangle. Ere he had finished his first burst of temper in loud words, his friend handed out the box containing "Reliance Rosebuds." The visitor grasped one bit the end off savagely, and wasted three matches ere he got it lighted. This act interrupted for a little his voluble irritation, but his first puffs were nervous and quick in succession. Before he was well seated and prepared for more loud telk, his friend had got in a few calm sentences, and as the micunderstanding was simple, the explanation was short and lucid. Few men have the blunt moral courage to acknowledge their mistake the moment after it is made, but as the smoke curled up from that cigar, the visitor saw clearly and acknowledged his, and a few minutes later left the room with expressions of perfect satisfaction, and avowals of continued friendship. This is but one of a hundred such instances. Cigars made from a coarse rank tobacco only increase the ill-temper of an irritated man, but the "Reliance Rosebud" contains the finest Havana tobacco, and smoking it never fails to soothe the norves, and calm the temper. Try one when you are bothered and annoyed. and all doubt upon the matter will quickly vanish. This cigar is manufactured only by TASSE, Woon & Co., RELIANCE CIGAR FACTORY, MONTBEAL,



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