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You Pay only the Same Duty on Red Rose Orange Pekoe Tea as on the Very Poorest Tea

Before the war there was no duty

To-day there is a duty of 7 cents a pound on tea brought from British possessions, and one of 10c. a pound on tea brought from other countries, regardless of the quality.

If it were levied on the value of the tea, as is the case with other goods imported into Canada, the duty on a pound of Red Roso Orange Pekoe Tea would be about double that levied on

But the duty on a pound of this fine-quality, mountain-grown tea — Red Rose Orange Pekoe Tea is the same as that on a pound of the very poorest tea.

This is one of the reasons that this tea of extra quality—as well as our standard, well-known Red Rose brand—is so much better value than

You pay less duty.

This situation is appreciated by tea lovers all over Canada. There is a greater demand for fine-quality tea to-day than before the war. And our NEW fine-quality tea—Red Rose Orange Pekoe—is already enjoying a brisk demand.

Try it. Sold only in our new package—the waxed board carton.

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