NDING Cannel Coal

. F. STARR, Ltd

PICTOU Soft Coal

or by Bag. nd SCOTCH Hard Coal,

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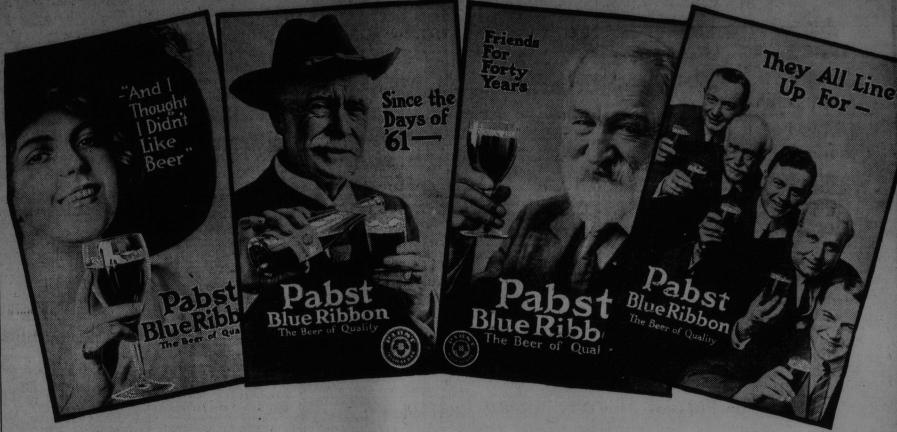
S. McGIVERN

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CHOICE **Banner Seed Oats**

SOME HA'E MEAT.



famous Advertisements that Express the Sentiments of Thousands

They told the Blue Ribbon story to millions daily during the last year.

They didn't have to make blue Ribbon known. It has been a popular favorite for years. But these advertisements did have to live up to the Blue Ribbon reputation. How different.

We could not do justice to a celebrated brewing standard by an ordinary line of talk, by bragging or by startling revelations of brewing secrets because there are none.

When reading any beer advertisement, a bottle of Blue Ribbon on the side will enlighten you considerably without words or pictures or exclamation marks.

A refined, cultured woman, after a sip of Blue Ribbon, had exclaimed in our hearing, "And I thought I didn't like beer." We knew the real hearty "Friend for Forty Years," in fact, several of him. We knew a lot of good, sane, substantial people who said good things about Blue Ribbon.

When we put them into this advertising—free of wordy claims and scientific excelsior—we found thousands the country over who duplicated these pleasant experiences with the beer that always comes in crystal-clear bottles to show its amber purity.

The advertisements told the simple truth. The first became famous in a day. All made thousands read between the lines the halfcentury-long story of Pabst perfection which sparkles up at you from every wholesome glass

Pabst Blue Ribbon The Beer of Quality

Richard Sullivan & Co.

Tel. Main 839
ST. JOHN N. B

