



There never were so many Teas as there are to-day, and never so much energy spent in selling them, yet BLUE RIBBON continues the PRIME FAVORITE with Canadians. The cause of this is nothing else than ABSOLUTE SUPERIORITY.

The Test of Time

A Product that has been on the Market Twenty Years is a Product which has stood the Hardest of all Tests—the Test of Time. "Blue Ribbon Tea" is familiar to every housewife from the Atlantic to the Pacific. It is easy to tell why, no housewife was ever disappointed with this Tea, and no housewife ever will be. No one Tea gives so much pleasure, to so many people, at so little cost, as "Blue Ribbon."

Tea that is Always Good

We must make every pound of "Blue Ribbon Tea" give satisfaction, or the title "Blue Ribbon" would cease to mean anything. Tea without a name is "just tea," and has no uniform quality. It may be good once, but you don't know how it will be next time. "Blue Ribbon Tea" is uniform—always rich and satisfying. Be sure you get "Blue Ribbon."

Once a Customer Always a Customer

When a woman gets "Blue Ribbon Tea" once she wants it next time. The only way you can be sure of always enjoying your Tea is to see that you drink "Blue Ribbon" and no other. One taste of this enticing Tea will make you a "Blue Ribbon" enthusiast.

Blue Ribbon Popular Everywhere

Blue Ribbon Tea has been the Grocer's Favorite for many years. Time, Skill, and Experience combined have added to the Perfection of this Famous Tea, each year. Anyone who is sent to purchase Tea without being told to get a certain brand will ask for Blue Ribbon by instinct. This name naturally identifies itself with Good Tea in their minds. It is a household word and stands for the highest standard of excellence.

Why Blue Ribbon is Popular

A number of causes have combined to make Blue Ribbon Tea the biggest seller among Teas. Our Extensive Advertising, Demonstrations and Sampling Campaigns have made Blue Ribbon Tea well known, but by none of these means could we have built up such a great demand if the Tea itself had failed to "Make Good" what we claimed for it. The fact is there is a Richness and Strength in Blue Ribbon Tea that justifies its Claim to ABSOLUTE SUPERIORITY.

Ask your Grocer for it. He Sells it, and if you are not Fully Satisfied he will cheerfully refund your money.

BLUE RIBBON LIMITED, WINNIPEG