



## Don't have to Apologize for your Tea

When your friends gather round the table, isn't it humiliating to have to offer excuses because the tea doesn't taste quite right—so hard to get a kind you like, and so on.

Nor is it much use to complain to the grocer, for the trouble lies further back.

Yet such embarrassment and apologies may be made forever a thing of the past by simply seeing that you always get

# Blue Ribbon TEA

Its rich, distinctive flavor and outstanding excellence appeal to and satisfy the most exacting taste.

Best of all, it is always exactly the same. If one package pleases you, the next and each succeeding one will please you just the same.

In fact, if you made two cups from two different packages of Blue Ribbon Tea, you would not be able to distinguish any difference between one cup and the other.

Again, the Strength and "Body" of Blue Ribbon Tea would make its use economical even at a considerably higher price than 40c. or 50c. a pound.

No matter what your past experience in tea buying, you owe it to Yourself, your Family and your Friends, to give Blue Ribbon Tea a trial.

Almost any good grocer can supply you.