

This Coupon is Worth 80c.

BLUE RIBBON, Dept. H.M.,  
85 KING ST., WINNIPEG.

I enclose \$1.00 for \$1.80 trial Assortment of BLUE RIBBON goods, through my grocer as below. (Write very plainly.)

Grocer

Address

My Name

My Address

This Coupon NOT good after July 31

**\$1.80** Worth of *Blue Ribbon* Goods for Only **\$1.00**



**Trial Assortment Includes:**

- 1 lb. Blue Ribbon Tea... \$ .40 (Distant Points 45c.)
- 1 lb. Blue Ribbon Coffee .40
- 1 tin Blue Ribbon Baking Powder..... .25
- 3 pkgs. Blue Ribbon Jelly Powder..... .25
- 1 Bottle Blue Ribbon Extracts..... .25
- 1 Bottle Blue Ribbon Concentrated Essence .25

Lowest Winnipeg Price \$1.80

All for a \$1.00 Bill.

Away below Wholesale Cost.

Fill out coupon in upper left hand corner, pin a dollar bill to it and mail to us, and we will deliver to you through your grocer the complete assortment of full size packages of Blue Ribbon Goods as shown, regular price of which is \$1.80.

Probably you are now using Blue Ribbon Tea or Baking Powder, and are well satisfied with it, but do not know that the other Blue Ribbon Goods are equally satisfactory.

We want you to try them all, for if you do you will continue to use every one of them.

We are so sure of this that we are willing to deliver a sample lot through your grocer at considerably less than wholesale cost, paying the difference ourselves.

As Blue Ribbon goods are never sold one cent below regular prices, this is an exceptional opportunity to get high-grade goods below cost price.

# Blue Ribbon PURE FOODS in Trial Assortment

**BLUE RIBBON TEA** has a rich distinctive flavor, and its unusual strength makes it very economical to use. It is selected from plantations controlled for Canada by this Company, and is blended to exactly suit the water of the West. This year it is Better than Ever. Never sold at less than.....40c. per lb.

**BLUE RIBBON COFFEE** is a choice blend of several of the best coffees, imported direct, roasted just right and sold so that you can get it Fresh. It is delightfully rich flavored and fragrant.....40c. per lb.

**BLUE RIBBON CONCENTRATED ESSENCES** are a new and very superior line of flavoring essences, in a highly concentrated form. A few drops are better than a whole spoonful of the old kind. The flavors are finer and more fruity than anything you have ever used, as they are produced from the fruit by an entirely new process. The Lemon flavor is particularly fruity...25c. a bottle.

**BLUE RIBBON EXTRACTS** have a fine, delicate, fruity flavor and are not adulterated in any way whatever. The Vanilla flavor is very choice, with a fine flavor and delicate aroma.....25c. a bottle.

**BLUE RIBBON BAKING POWDER** contains only the highest grade of absolutely pure ingredients, and is manufactured with unusual care. It always acts evenly and strongly, and will save you endless worry, disappointment and loss of time and good materials.....25c. per tin.

**BLUE RIBBON JELLY POWDER** makes an ideal dessert for dinner or tea, being light, wholesome, delicious, inexpensive, and easily and quickly prepared. Owing to its purity, it is much used in the sick room. Simply dissolve in hot water and set to cool. Your choice of Lemon, Orange, Vanilla, Cherry, Raspberry and many other fruit flavors.....10c. a package or 3 for 25c.

We have taken lowest Winnipeg prices as the basis of this Special Offer.

**SEND COUPON AT ONCE NOT GOOD AFTER JULY 31st.**

Send Coupon to us, not to the Grocer. Orders will be sent to Grocers as received. Avoid delay by mailing Coupon at once.

Not more than one Assortment allowed to any Customer.

Address: BLUE RIBBON LIMITED, Dept. H.M., 85 King St., Winnipeg