



Old Tea Drinkers Appreciate

RED LABEL
BLUE RIBBON
TEA

They have tried many other kinds which made great claims, but found that none of them had the great Strength or delightful Richness and Fragrance of Blue Ribbon Tea.

It is Carefully Selected from the most delicate top leaves and flowery shoots of the best hill plantations. So it has none of the woodiness or bitterness that spoils ordinary teas.

The Expert Blending skilfully combines the Richness and Strength of the best Indian leaf with the Delicacy and Fragrance of the finest Ceylons. The resulting flavor is simply perfect—nothing less.

It is blended to suit conditions right here in the West—not in England or Eastern Canada, where the water, etc., is so different.

It is always selected from the same plantations. It is not picked up here, there and everywhere, as so many teas are.

It is Better than Ever this year because this is a "vintage" year for quality on the estates where Blue Ribbon Tea is grown. The quality of the leaf is unusually high. So for many months to come, Blue Ribbon Tea will be Richer and Better Flavored than ever. Which is saying a good deal.

Lead Packets, Pounds and Halves