

Yet Another Tea!

—One with such unusually fine flavor that you can well afford to make room for it.

One delightful sip of King Cole Tea, then even what your customers thought their favorite brands must take second place for ever. Such rich fullness of flavor, such delicate smoothness, were never before quite so skillfully concentrated in a tea-cup as in a cup of King Cole Tea.

In frank sincerity we say it should be well worth your while to be the first to introduce such tea joy as King Cole to the people in your neighborhood.

For King Cole Tea is really good enough for customers to go out of one store and into another for. It can be the means of earning quite a few extra sales for you if you will give it the chance.

At any rate, a try-out only means investing in a few packages to start with. King Cole Tea will win its own way after that.

In the meantime, any responsible Maritime merchant who would like to make sure that we are not over-enthusiastic about the flavor of King Cole Tea can have a package for his family to try, if he will kindly ask us.

G. E. Barbour Co., Limited

St. John, N.B.

Please remember, too, that you can always get quick action from us in shipping small or large orders for good groceries of all kinds. As importers, manufacturers and jobbers, our prices are very close. But quality is never sacrificed to price.