



Madam, Consider This



There is One Safe Way to Buy Tea, Coffee, Baking Powder, Spices and Jelly Powders--It is the Blue Ribbon Way

What the Blue Ribbon Plan Is

When you buy Blue Ribbon Products we say to you:—

“These are the best goods we can possibly sell you at their price. But we don't ask YOU to take any chances by buying them.

Give any Blue Ribbon article a fair trial.

If it does not prove fully satisfactory to you, take back the balance and your grocer is authorized to refund every cent you paid for it.

We believe you will agree that our offer is a fair one.

We ask you to buy Blue Ribbon Products on that basis.

We know you will be well pleased and will most likely use Blue Ribbon Products all the time, after the first trial.”

Have You Used Blue Ribbon Tea?

How often have you read about Blue Ribbon Tea—read about its delicious flavor, its strength, its great popularity with western people?

Now, Madam, we want you to do more than read about Blue Ribbon.

We want you to use ONE PACKET of it.

Will you not ask next time for Blue Ribbon instead of buying your tea by chance?

There is no chance-work when you ask for Blue Ribbon.

You are protected in this way—if you try it and find it unsatisfactory in any degree, return the balance to your grocer and he will immediately refund your money.

We ask you to try a packet of Blue Ribbon Tea on that basis.

COUPON

GOOD FOR 10 CENTS

For this coupon with 25 cents we will send you the famous Blue Ribbon Cook Book.

Name

Address W.H.M.

BLUE RIBBON, LIMITED

WINNIPEG, MAN.

All Blue Ribbon Products are sold under a guarantee of Quality