



Ask for the New Packet

In future, BLUE RIBBON TEA will reach the consumer in the new air-tight double package.

This is far and away the most efficient method of packing tea. But only the largest packers can use it—as the process involves extremely costly apparatus.

In place of the old lead packet—easily punctured and liable to rust—a double thickness of absolutely dust-proof, air-tight, oiled parchment and stout cartridge paper is used. The combination makes a perfect preventive of the slightest deterioration.

In a word—a perfect wrapping for a perfect tea—

BLUE RIBBON TEA

SAVE YOUR MONEY

FOR THE

DOMINION WAR LOAN

TO BE ISSUED IN SEPTEMBER.

By purchasing a bond you will help to WIN THE WAR and obtain for yourself an investment of the highest class yielding a most attractive rate of interest.

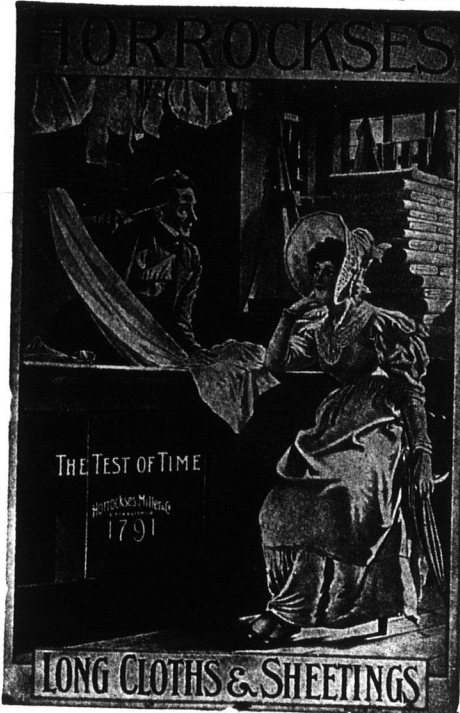
DEPARTMENT OF FINANCE
OTTAWA.

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ine St. West, Montreal.