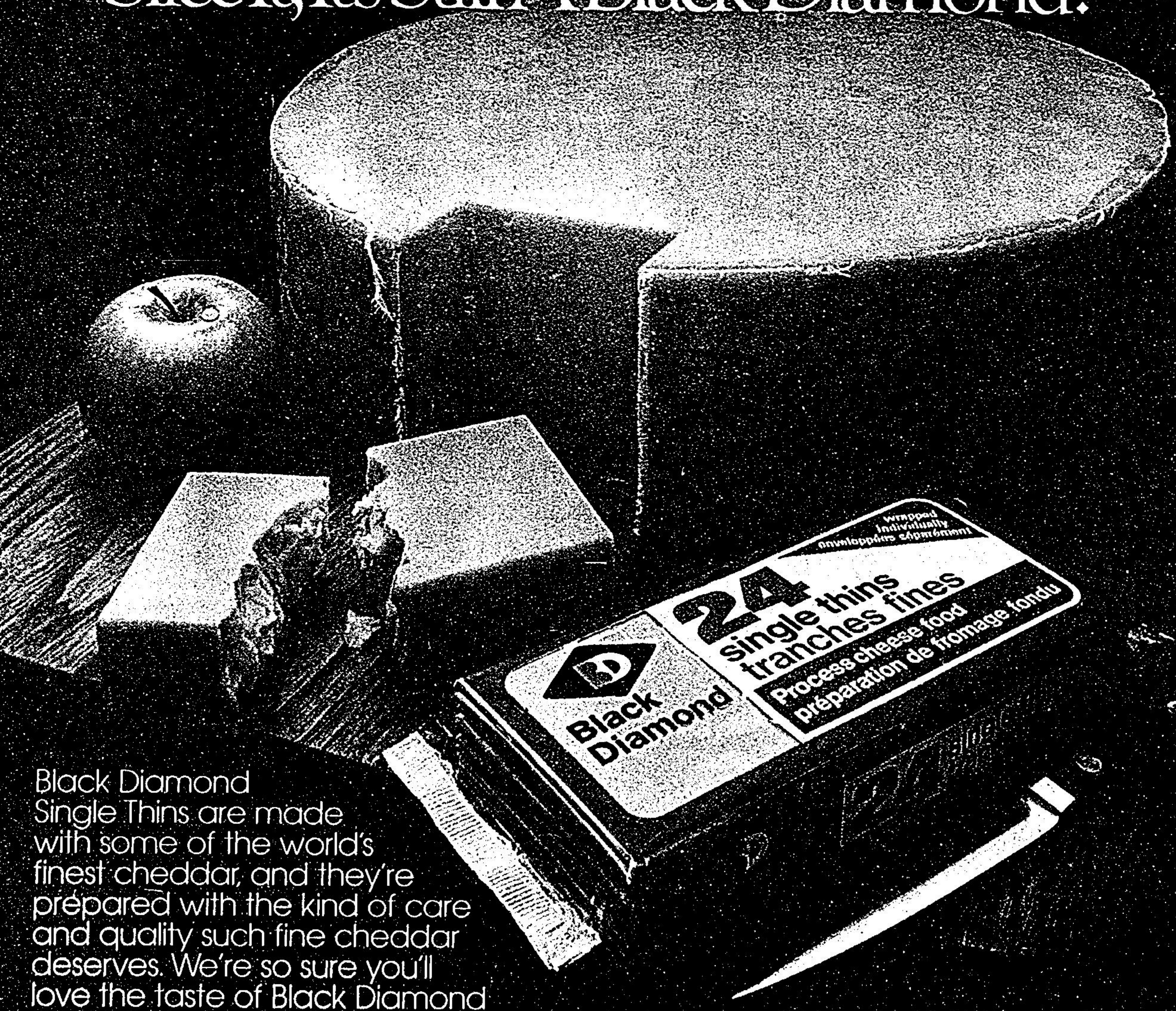


Slice It, It's Still A Black Diamond.



Black Diamond Single Thins are made with some of the world's finest cheddar, and they're prepared with the kind of care and quality such fine cheddar deserves. We're so sure you'll love the taste of Black Diamond Single Thins, we'll give you 23¢ to try them.



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TO THE DEALER: THOMAS J. LIPTON INC. will reimburse the face value of this coupon plus our specified handling fee provided you accept it from your customer on purchase of item specified. Other applications constitute fraud. Failure to send in, on request, evidence that sufficient stock was purchased in previous 90 days to cover coupons presented will void coupons. Coupons submitted become our property. Reimbursements will be made only to retail distributors who redeemed coupons or to holders of THOMAS J. LIPTON INC. certificate of authority.



For redemption, mail to THOMAS J. LIPTON INC., P.O. BOX 3000, Saint John, New Brunswick E2L 4L3.

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