

# Our Heroes

## Here's the Greatest Spoon Buying Opportunity That the Dominion Has Ever Known! Clip Joffre and Quebec Coupon Today

Two magnificent Spoons—"Joffre" of the "Our Heroes" set of four and "Quebec" of the Dominion-Provincial Coat-of-Arms set of eleven for 30 cents and the grand double Coupon in today's World. Nothing like it in value has ever before been offered the Canadian people. These Spoons run 50 pennyweights of Pure Silver to the gross on an 18 per cent nickel base—Sterling workmanship throughout.

### Wm. Rogers & Son "Our Hero" and "Provincial Spoons No-Duty-Made-In-Canada Spoons

**DEALERS:** Write us for full details of this great campaign and how you get these wonderful spoons.  
Canadian Souvenir Spoon Co.  
World Building Toronto, Ont.

All these spoons are actually "Made in Canada," at Niagara Falls, Ontario by Canadian silversmith's in the big Canadian plant that gives day and night employment to hundreds of Canadians. There is no duty on these spoons, hence the low price, full price 15c each with grand double Coupon in today's World. The most expert Canadian designers have wrought the likenesses of Genls. Kitchener, Joffre, Pau and Sir John French and the celebrated Dominion Provincial Coat-of-Arms Souvenir Spoons, with infinite skill. They have starting true likenesses of these great war Heroes on these wonderful spoons, vivid reproduction of the Dominion or Provincial Coat-of-Arms. The men on whose shoulders rest the responsibility of carrying to a successful issue the greatest war the world has ever known are represented in the life. The Dominion Provincial Coat-of-Arms Spoons are equally magnificent in artistry and superb finish. Richly beautiful in design—heavy and massive, they make a great collection in combination with the Our Heroes Spoons.



### Spoon Collectors Attention!

This is the greatest opportunity that has ever been presented to you for securing these great patriotic emblems of the men who are making history today in this great "Our Heroes" Set and in the royal and wonderful "Dominion-Provincial" Coat-of-Arms Souvenir Spoon Set. Remember you can secure two of these wonderful Spoons for 30 cents with the one grand double Coupon in today's World

### "Joffre" and "Quebec" Spoons on One Coupon

You can get both the wonderful "Joffre" and "Quebec" Spoons today with the great double Coupon and 30 cents, viz., 15 cents each. This wonderfully low price is due to the no-duty feature. You pay no custom duty when you buy these spoons.

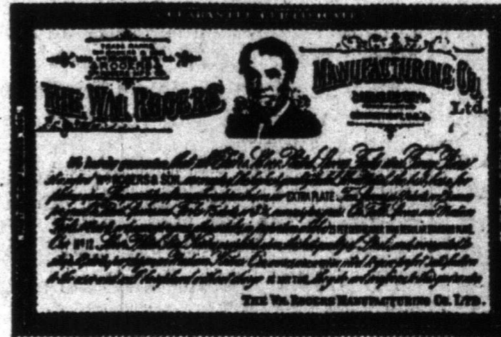
**A Spoon for Every Province  
A Spoon for Every Week  
A Spoon for Every Reader**

CANADIAN SOUVENIR SPOON COMPANY, World Bldg., Toronto, Ont.

FOR ADDITIONAL SUPPLIES, ADDRESS TORONTO NEWS CO., 42 YONGE ST., TORONTO Main 1036

### Warning!

These WM. ROGERS & Son "Our Hero" and Dominion and Provincial Souvenir Spoons are in such tremendous demand that others are trying to imitate them. Do not be misled by other so-called offers of Dominion Souvenir Spoons. When you present your coupon, accept no spoon that is not wrapped in the Certificate of Guarantee shown here, which makes every genuine spoon exchangeable at any time. This protects you. Your coupons entitles you to the best—be sure you get it.



### Patronize a Canadian Industry and Save Money

Spoons that retail at 25 cents each are foreign made spoons as a rule on which you pay duty. No duty on WM. ROGERS & SON "Made in Canada" "Our Hero" and Dominion-Provincial Coat-of-Arms Souvenir Spoons—hence the low price for the two magnificent spoons "Joffre" and "Quebec" with the grand double Coupon today.

### Clip Your Coupon Early

Thousands will be clipping the big grand double coupon shown herewith—thousands will be anxious for this "Joffre" and "Quebec" Spoons, Coat-of-Arms. Don't delay a single minute for Your Coupon. Clip it NOW!

Actual Size 6 inches



### COUPON

GRAND DOUBLE COUPON

### TAKE THIS COUPON

and 15 cents to your nearest newsdealer and he will give you this handsome WM. ROGERS & SON Guaranteed

"GENERAL JOFFRE" Souvenir Spoon

or this coupon and 15 cents entitles you to the beautiful

"QUEBEC" Spoon

A regular part of the Dominion-Provincial Coat-of-Arms Spoon. Present this coupon and 30 cents if both spoons are desired.

### MAIL ORDER DIRECTIONS

Address CANADIAN SOUVENIR SPOON CO., World Bldg., Toronto, Ont. Send stamps or Money Order. Be sure to include COUPON and 15c for each spoon with 30 additional for return postage and individual box container for one spoon. Add 10c for each additional spoon ordered!

Also Good if Presented to Hamilton Newsdealer