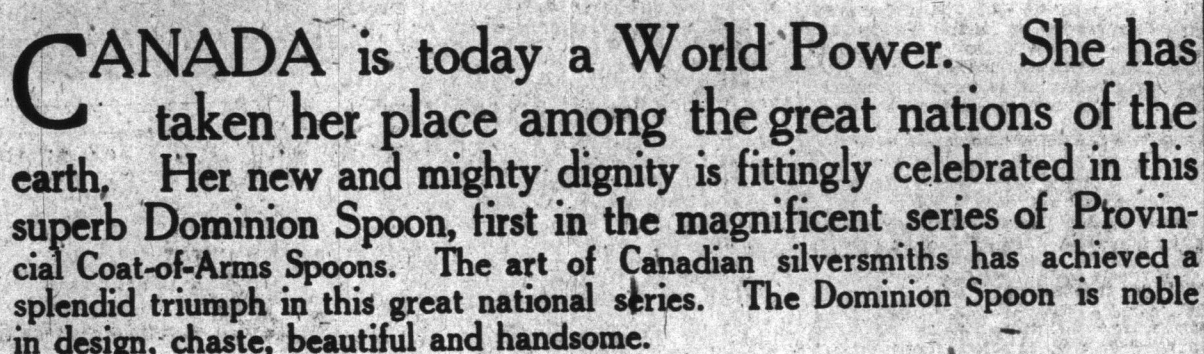


Clip Dominion Coat-of-Arms Spoon
Coupon Today



We Pay No Custom Duty, Hence This Low Price 15c--With Coupon

This magnificent spoon is one that every patriotic Canadian should have—a "Made in Canada" spoon. All spoons will be uniform in design.

Start Your Collection TODAY!

with this superb example of the Canadian silversmith's art. This is the first spoon of the set. On the handle of this beautiful spoon, beneath the Royal Crown of Britain and the Overseas Dominions, are the various Provincial Coat-of-Arms. Then comes the word "Canada," deeply and heavily cut, surmounting a beautiful floral design composed of the Canadian Maple Leaf and the Royal Rose of England. This spoon and the complete set of 11 is **Made in Canada.** You pay no duty on them.

Made by Wm. Rogers & Son in Canada

at Niagara Falls, Ontario. Canadian silversmiths make these gorgeous spoons in a Canadian plant for the Canadian people. There is no duty to pay, hence the low price of 15c with coupon. They are the best example of the Canadian silversmith's skill, running 50 pennyweights of pure silver to the gross on 18 per cent. nickel base—sound sterling workmanship.

Send Some to the Lad in the Trenches

He'll be tremendously proud of these useful and patriotic spoons—they'll represent a still further link to the dear old Dominion—they'll be as grateful to him as a message from home.

Each of these spoons is a real work of art—each the high expression of the Canadian silversmith's art. The entire series is at once so patriotic and so very beautiful that the most exclusive tables will soon have them in their regular place. And this is why women of discriminating taste throughout the whole Dominion ever are making collections—that's why many are sending them as gifts on all occasions to their friends.

Made in Canada
No Duty to Pay

Why pay 25c for foreign made souvenir spoons? You're paying the custom duty. Wm. Rogers & Son Dominion Provincial Coat-of-Arms Spoons are made in Canada at Niagara Falls, Ont. The low price, 15c each, with Coupon, is due to the fact there is no duty on them.

Warning to Collectors

These WM. ROGERS & SON AA 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 as shown here, which makes every genuine spoon exchangeable at any time. This protects you. Your coupons entitle you to the best—be SURE you get it.

Clip Your Coupon Early

Newsdealers reported to us early in the week that they would be sold out early today—so great has been the advance demand for Sunday Worlds. That means that thousands will commence their collection today—thousands will be clipping the big valuable coupon shown herewith—thousands will be anxious for this Dominion Coat-of-Arms Spoon. Don't delay a single minute for Your Coupon—Clip it NOW!

Watch for "Ontario" Coat-of-Arms in Next Saturday's Papers.

Canadian Souvenir Spoon Co.
World Building, Toronto, Ont., Can.

CUT out coupon below and present it together with 15¢ at any of the following Redemption Stations authorized to distribute the Genuine and Original WM. ROGERS & SONS, AA Dominion Provincial Coat of Arms Slogans. PRESERVE THIS LIST, IT WILL NOT BE REPRINTED FOR SEVERAL WEEKS

Same Cut Prices at All Eleven Stores

G. TAMBLYN, Limited

The Santax Stores

133 Yonge, Corner Ar-
cade.
257 Avenue Road, Opp.
Dupont.
College and Brunswick
Ave.
Yonge and Bloor.
Bloor and Lansdowne.
Queen and Macdonell
Ave.
232 Yonge St.
Broadview Ave., just
north of Gerrard.
Queen East and Lee
Ave.
Yonge and Carlton.
Keels and Dundas.

HENNESSEY DRUG STORE
117 Yonge Street

NICHOLSON'S CUTLERY STORE
80 1-2 Yonge Street

CITY REDEMPTION STATIONS

Additional supplies can be secured at Spoon Bureau, World Bldg., Phone Main 5308.

THE T. EATON CO LIMITED

E. J. EMBER,
496 Queen St. W.

J. M. WEEKS, 614 Queen W.

McSHANE, 884 Queen W.

PERRIN,
340 Queen W.

HARPER,
1038 Queen W.

CROFT,
102 Gladstone

H. THOMPSON,
1145 Queen W.

JOHNSON,
1174 Queen W.

1332 Queen W.

PARK, NEWSPAPER DEL.

1425 Queen W.

J. WILSON,
161 Brook Ave.

VIRTUE,
King & Dufferin.

TUTHILL, 125 Cowan

DUNN, 32 Springhurst

JAS. GLOVER,
1472 Queen W.

W. SUTHERLAND,
1502 Queen W.

A. J. ERICKSON,
1528 Queen W.

WHITE, 1873 Queen W.

WRIGHT,
220 Sorauren

J. T. BUTLER,
1610 Queen W.

GOLDSMITH,
1722 Queen W.

WILSON,
139 Rosenevallee

MATTHEWS,
235 Rosenevallee

CLARK,
343 Rosenevallee

THOMAS, 991 Dundas

J. S. DYER, 892 Dundas

HECK, 736 Sorauren

HUGH KELLY, 1263 College

TINDLE, 238 Lansdowne

R. KINDALL, 857 Dundas

MATTHEWS, 300 Dundas

S. D. REED, 144 Dundas

WARNER,
College & Dovercourt

NEWBY, 1191 College

P. J. LITTLE, 555 Dundas

WILKINSON,
1073 College

F. C. SCHALZ,
782 College

BALLANTYNE BROS.,
672 College

GRIMSHAW,
1144 College

MRS. HENDERSON,
508 College

MRS. TOMLIN,
Normanville

J. J. KEATING,
100 Arthur St.

MRS. CREAMER,
204 Manning

MRS. BENSON,
301 King W.

DUNCAN,
108 John St.

S. T. HOOPER,
King St. W.

BOTTOMLEY,
834 King St. W.

JMO. KITCH,
887 King St. W.

M. J. EWING,
822 Wellington W.

GREGORY & WOOD,
378 College St.

SLATTERY,
1000 Queen

R. V. MORRIS,
412 Beadina Ave.

P. McKENNEY,
534 Beadina Ave.

HYDE,
40 Harbord St.

CLAUDE FAIRMAN,
Bathurst & Ulster

RICE, 552 Bathurst St.

D. THOMPSON,
302 Harbord St.

F. W. McLEAN,
685 St. Clair Ave.

F. C. GREGORY,
587 Bloor St. W.

F. W. DAVISON,
689 Bloor W.

JNO. KELDAY,
386 Ossington Ave.

E. C. PERPALLA,
939 Bloor St. W.

BAKER,
887 Bloor St. W.

SUMMERFELT,
1098 Bloor W.

H. S. McCAE,
1198 Bloor W.

SAUNDERS,
1220 Bloor W.

J. A. J. MURRAY,
1283 Bloor W.

GALBRAITH,
1283 Bloor W.

SUMMERFELT,
Dovercourt & Van Horn

PUNNETT,
557 Bloor St. E.

McKENZIE,
Barton & Manning

T. G. GLOVER,
1093 Bathurst

MRS JACKSON,
970 Bathurst

R. D. NORRIS,
509 Bloor W.

NORMANBY,
882 Bloor W.

THOMPSON,
1050 Queen E.

BAIN,
953 Queen St. E.

STARKEY,
2183 Queen E.

C. R. WATSON,
United Queen St. E.

H. HOWELL,
Beach & Queen.

BEIN, 2192 Queen St. E.

J. J. TUNNEY,
112 Queen E.

WALTER ROSE,
1871 Queen E.

E. CAPPS, 750 Queen E.

ALLSOP,
158 Queen E.

I. GRAHAM,
1020 Queen E.

A. E. BRITTAIN,
1054 Queen E.

GREENWOOD CIGAR,
1370 Queen E.

P. J. EWINSON,
1285 Gerrard E.

H. ROMBROUGH,
4444 Gerrard E.

WINSTANLEY,
226 Jones Ave.

REID,
1448 Pape Ave.

TROTT,
Gerrard & Pape

C. CLARIDGE,
497 Pape Ave.

FRED TAYLOR,
290 Church

HANNAN,
125 Danforth

ROSE,
931 Broadview

HOOPER,
509 Logan

SAUNDERSON,
728 1/2 Gerrard

R. J. HILL,
353 Broadview

F. SCOTT,
239 Broadview

COWLES,
230 1/2 Wilton

R. W. MILLER,
628 Parliament

G. EZARD,
777 Queen E.

HODGINS & ROBERTS,
185 King St. E.

I. RUSSELL,
270 King St. E.

G. DOUGLAS,
472 King St. E.

DUFTY,
570 Queen E.

SWEENEY,
108 Sherbourne

W. M. MUIR,
58 Church

NORTH TORONTO
STATIONERY,
10 Keewatin Ave.

J. ATKINSON,
Steeles & Bedford Park

NELLES,
Yorkville & Yonge

UNITED CIGAR STORE,
1148 Yonge St.

BERNSTEIN,
322 Dundas St.

H. T. BRITTON,
St. Clair & Yonge

W. SHARP,
St. Clair & Vaughan Rd.

R. H. HUDSON,
789 St. Clair

TUPLER,
1242 St. Clair Ave.

E. W. AVERY,
185 Avenue Rd.

W. DARNLEY,
138 Dupont St.

A. SHIELDS,
140 Avenue Rd.

THOMPSON,
224 Wellesley

TAYLOR,
585 Parliament

J. WALLACE,
227 Church St.

WILLIAMS BROS.,
Gerrard E.

HALLETT,
Carlton & Jarvis

WHITE BROS.,
118 Church

CORNWALL,
371 Wellesley

J. SAK,
461 Sackville St.

BYRON,
245 Carlton

PAGE,
196 Carlton

S. N. TAYLOR,
435 Parliament

SMITH,
187 Wilton Ave.

A. WILSON,
Church & Queen, S. E. Cor.

HUMPHREY, 186

MULLIGAN,
532 Yonge St.

F. R. DUNN,
494 Yonge St.

J. R. MORRIS,
270 Dundas St. E.

F. SHEPARD,
988 Dundas St.

J. G. MURSON,
570 Dundas

McKENNEDY, Toronto Jnes.

A. J. BARKER,
Weston, Ont.

WYNNE,
Humberstone & Dundas

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Blandville, Ont.
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Alliston, Ont.
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Aurora, Ont.
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Barrie, Ont.
W. SCOTT,
Barrie, Ont.
J. C. KEENAN,
Barrie, Ont.
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Beverton, Ont.
JENNINGS & SHERRY,
Belleville, Ont.
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Belleville, Ont.
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Belleville, Ont.
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Belleville, Ont.
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Quinte Hotel,
Belleville, Ont.
W. G. ELL,
Belleville, Ont.
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Belleville, Ont.
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Belleville, Ont.
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Berlin, Ont.
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Berlin, Ont.
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Bowmanville, Ont.
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Brampton, Ont.
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Brampton, Ont.
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Brampton, Ont.
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Brampton, Ont.
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Burkdale, Ont.
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Campbellford, Ont.
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Chapleau, Ont.
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Chatham, Ont.
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Cobalt, Ont.
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Cobourg, Ont.
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Cobourg, Ont.
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Collingwood, Ont.
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Collingwood, Ont.
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Cookeville, Ont.
H. MCGOVERN,
Cookeville, Ont.
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Copper Cliff, Ont.
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Dunville, Ont.
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Fenelon Falls, Ont.
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Fergus, Ont.
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Ingolet Hotel,
Gait, Ont.
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Gait, Ont.
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Imperial Hotel, Gait, Ont.
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Gait, Ont.
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Niagara Falls, Ont.
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Niagara-on-the-Lake,
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Preston, Ont.
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M. DENMAN,
Sault Ste. Marie,
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Simcoe, Ont.
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Simcoe, Ont.
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Smiths Falls, Ont.
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South Oshawa, Ont.
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St. Catharines,
F. J. DICKSON,
St. Catharines, Ont.
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St. Paul Street,
St. Catharines, Ont.
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St. Catharines, Ont.
THOS. PARKS,
Perry Harbor, Ont.
GEO. MUDY,
Parry Sound, Ont.
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Penatung, Ont.
DR. P. A. McDONALD,
Penatung, Ont.
CHAS. A. NEELEYTON,
Penatung, Ont.
J. NEELEYTON,
Perth, Ont.
W. N. GRAHAM,
Perth, Ontario Street,
Petersburg, Ont.
JAS. BOLGER,
Petersburg, Ont.
GEO. GRAHAM,
Empress Hotel,
Petersburg, Ont.
ORIENTAL HOTEL,
Petersburg, Ont.
TREBILLOCK BROS.,
Petersburg, Ont.
KENNETH HEARD,
Petersburg, Ont.
HAB LAIRN,
Pictou, Ont.
DICKIE & CHAPMAN,
Pictou, Ont.
MARIE MCKENZIE,
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Port Hope, Ont.
ANSLEY & CO.,
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Port Hope, Ont.
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Port Perry, Ont.
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Port Sheppard,
W. B. BIXBY,
Port Sheppard, Ont.
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St. Catharines, Ont.
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St. Catharines, Ont.
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St. Catharines, Ont.
TIMMONS & MCILLWAIN,
St. Catharines, Ont.
J. MCNEIL,
St. George, Ont.
L. S. MORTON,
Sarnia, Ont.
J. H. RESSOR,
St. Mary's, Ont.
A. WILLARD,
St. Mary's, Ont.
LEON MCNEIL, A.B.L.,
Windsor Hotel,
St. Mary's, Ont.
HUGO WILSON,
St. Mary's, Ont.
A. PLETSCH,
St. Thomas, Ont.
GRAND CENTRAL HOTEL,
St. Thomas, Ont.
DUNDEE BOOKSTORES,
St. Thomas, Ont.
M. Y. WALLACE,
St. Thomas, Ont.
A. K. ALEXANDER,
St. Thomas, Ont.
PATTERSONS,
Stratford, Ont.
J. C. KEENE,
Stratford, Ont.
C. SECKERT,
Stratford, Ont.
C. H. MCCLINTOCK,
Stratford, Ont.
F. J. JOHNSON,
Sundridge, Ont.
JOHN VAUGHAN,
Sutton West, Ont.
H. A. VANDEUSEN,
A. McKEague,
Thornhill, Ont.
J. C. MCNALLAN,
Thornhill, Ont.
GEO. RUNNINGS,
Thornhill, Ont.
S. J. FINCHER,
Trenton, Ont.
TRIPPS CIGAR STORE,
Trenton, Ont.
T. G. COLLINGS,
Uxbridge, Ont.
F. R. WILLIS,
Uxbridge, Ont.
STURN BROS.,
Waterloo, Ont.
W. H. HARRIS & CO.,
Welland, Ont.
ROBT. SIDLEY CO.,
Welland, Ont.
W. E. WOLFE,
Welland, Ont.
MISS M. ALLEN,
Whitby, Ont.
J. H. WILKINSON,
Whitby, Ont.
V. E. MARENTE & SON,
Whitby, Ont.
W. MCCOFFERY,
Woodstock, Ont.
THOS. SHANLEY,
Woodstock, Ont.
J. C. SUTCLAND,
Woodstock, Ont.