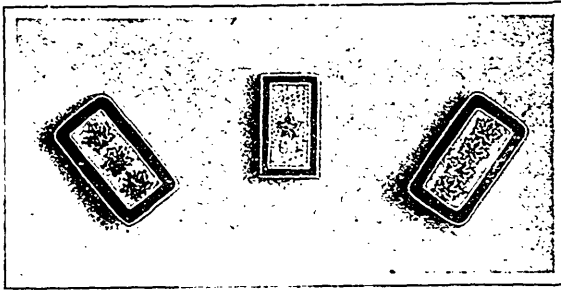


They Mean So Much

YOU are proud of that brave brother of yours "over there" who has sacrificed so much so that you might have liberty. You are proud of that noble sister who is laboring under the red cross of mercy. You are proud indeed of all who are near and dear to you who have answered the country's call.

The Service Pin is an expression of this pride. It is a silent tribute to unselfish service.



This registered Service Pin is very attractive. You will like it for the charm of its simple beauty. The border is red—**Blue** Maple leaves on the white centre indicate the number of loved ones on active service. **Red** Maple leaf indicates that the loved one has paid the supreme sacrifice. Pins with **Red** Maple leaves supplied on short notice.

No. 740—High quality enamelled gold plate, as illustrated. Size $\frac{3}{8}$ x $\frac{1}{2}$ inch, 1, 2 and 3 leaves. Price, 25c. each.

No. 741—Same as above in Sterling silver. Price, 50c. each. This size cannot be obtained with more than three maple leaves.

No. 750—Same quality as No. 740, but larger and with rounded corners. Highly burnished finish, strong pin and catch. A most attractive pin. 1, 2, 3 and 4 leaves. Price, 50c. each.

No. 751—Same size as No. 750, but Sterling Silver instead of gold plate. A truly beautiful fine quality pin. 1, 2, 3 and 4 leaves. Price, 75c. each.

No. 752—Same size, Sterling Silver, with safety catch. Price, \$1.00 each.

No. 753—Same size, 10K. Solid Gold, with safety catch. Price, \$3.50 each.

Prices include postage, of course

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