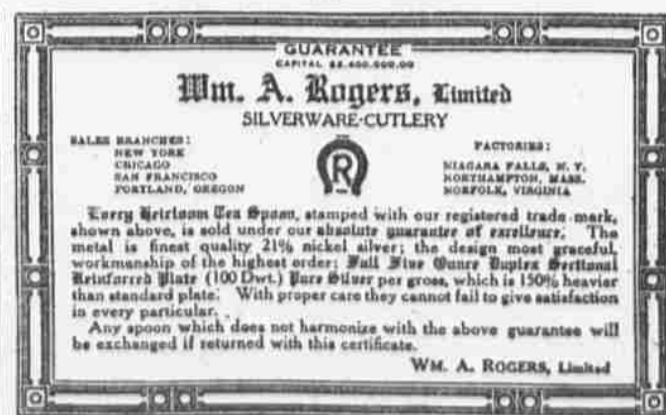




To the Glory of Albert

Four Beautiful Heavy Silver Spoons

These are not merely "Souvenirs." These are HERLOOM Spoons. These are the genuine Wm. A. Rogers, Ltd., Horseshoe Brand Quality Silverware Spoons. 100 pennyweight pure silver on 21% nickel silver base. 150% better than standard silver plate. Look for the Horseshoe trademark on the back of every spoon—the guarantee of this well-known firm.



These Belgian Hero Heirloom Spoons are made only by Wm. A. Rogers, Ltd., and are sold only by high-class dealers. Below are the names of dealers from whom you can buy the King Albert Spoons now, and who will take your order for the other three Belgian Hero Heirloom Spoons.

Belgian Hero Heirloom Spoons

Because of the historic character of these Heirloom spoons and because they will be treasured for generations as Heirlooms, the manufacturers have made them in their highest Quality Silverware, their "Horseshoe Brand," to perpetuate the memory of King Albert of Belgium, the World's Hero, and the other Belgian Heroes.

Wm. A. Rogers



HORSESHOE BRAND

SPOONS

Each spoon bears the great seal and National Emblem of Belgium and the picture of King Albert, beneath which the name ALBERT stands out in bold relief. The bowl is plain standardized finish for table use. The silversmiths' art of designing and workmanship are of the most exquisite quality.

Order of your dealer (or by mail) a set of Belgian Hero Heirloom Spoons for each one of your children and for your out-of-town friends.

Just think what such an heirloom will mean after this war is over and for all the years to come.

150% Above Standard
Silversmiths regard, as standard, 40 pennyweight of silver to the gross of spoons on 18% nickel base. These Belgian Hero Heirloom Spoons contain 100 pennyweight of pure silver to the gross on 21% nickel silver base. Consequently, you can see that they are 150% better than standard.

**Mail
Order
Coupon**

Name.....

Address Mail Orders to Wm. A. Rogers, Ltd.
New York Office, 12 Warren Street

**150%
Better
Than
Stand-
ard**

**100
Penny-
weight
of
Pure
Silver
to
Gross**

**21 %
Nickel
Silver
Base**

Enlarged
Picture of
**King
Albert
Spoon**

Actual
Size,
6 Inches

King Albert Heirloom Spoons, 25 cents each, at the Following Leading Stores:
GIMBEL BROTHERS STRAWBRIDGE & CLOTHIER

DOWNTOWN SHOPPING DISTRICT

Jewelry Stores—
N. Jacobson, 126 N. 8th St.
Chas. Johnson, 209 N. 10th St.
The Palace Jewelry Shop, 901 Market St.
and Chestnut St., near 9th St.
M. Rosenblatt, 127 N. 8th St.
W. J. Schlem, 1233 Market St.
J. Bohle, 1233 Market St.

Hardware Stores—
W. H. & G. W. Allen, 118 Market St.
H. C. Anderson, 118 Chestnut St.
Morris Glapiro, 127 N. 8th st.
F. A. Kline, 127 N. 8th St.
Philip Sander, 434 Market St.
P. Ahren, 600 Market St.
F. C. Neilsen & Son, 127 N. 8th St.

OUTSIDE OF PHILADELPHIA

ATLANTIC CITY, N. J.
Atlantic City
Maline Pharmacy, Pacific Park, Tennessee.
Atlantic City
St. Peterman's Atlantic & Ohio Ave.
Atlantic City
Outside of Philly—continued on Page 2

NORTH PHILADELPHIA
Department Store—
Holt & Sons, 1920 Ridge Ave.
Dry Goods
Anderson & Wear, Broad & Fairmount.
Arnold, H. F., 6th & Allegheny Ave.
Barnes, J. B., 1334 N. 7th St.
Barrett, A. L., 2449 Kensington.
Beck, Wm., 18th & Erie Sts. W. Wyoming
Billie, Henry C., 4001 N. 6th St.
Blugham, H. C., Ridge, Calowhill & 10th
Boyd, E. S., 10th & York Ave.
Bringman, M. S., 10th & Susquehanna.
Brown's Pharmacy, 10th & Erie Ave.
Cahill, Wm., 20th & Parish.
Clucose & Martin, 8th & Rising Sun Lane.
Coffey, John, 18th & Ridge Ave.
Crumblin Bruce, 3140 N. Broad St.
Darrach, D. Wayne, 11th & Montgomery.
Davis, S. T., 10th & York Ave.
Edison, Matty, 29th & Lehigh Ave.
Elliott, J. R., 10th & Erie Ave.
Erffrich's Pharmacy, 12th & Columbia Ave.
Ellinger's Pharmacy, 7th & Chestnut St.

WEST PHILADELPHIA

Department Stores
McCarthy's, J. F., 4019 Havertyville Ave.
Meyers, Wm., 6102 Lancaster Ave.

Drug Stores
Allen, W. A., 621 & Larchwood.
Baltimore Pharmacy Co., 621 & Walnut Sts.
Blackwood, R. F., 324 & Girard Ave.
Cedar, A. S., 6102 Lancaster Ave.
Harris, Helen, 820 & Turnbule Ave.
Hill, W. A., 621 & Larchwood.
Butler, Walter T., 34th & Lancaster Ave.
C. O. Galt, 621 & Walnut Sts.
Cedar Ave. Pharmacy, 525 & Cedar St.
Cedar Pharmacy, 605 S. 60th St.
Claus, Nathan.
Fisher Pharmacy, 600 Main St., Darby.
Graham, Philip.
David & Co., Geo. H., 3609 Lancaster Ave.
Dietsch, Pharmacy, Clifton Heights, Pa.
Eaton & Johnson.
Finn, A., 621 & Girard Ave.
Finn, William, 621 & Woodland Ave.
Strass Drug Store, 431 Woodland Ave.
W. W. W. Pharmacy, 621 & Larchwood.

West Philadelphia
W. W. W. Pharmacy, 621 & Larchwood. Phone 2-1111

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