

"Wye Valley" jams : made where the fruit grows : gift scheme 1930 : mutually beneficial advertising "We get your trade, you get our gifts." / Herefordshire Fruit Co. Ltd.

Contributors

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"WYE VALLEY" JAMS

MADE WHERE THE FRUIT GROWS.



Mutually Beneficial Advertising

"We get your Trade—You get our Gifts."

QUALITY OF OUR PRODUCTS AND GIFTS.

Our business has been built up on best quality, and we do not intend to compromise our reputation by distributing cheap quality goods, hence all gifts are of the best of their respective class.

CANNED
ENGLISH
FRUITS.



BOTTLED
FRUITS,
Etc.

THE JAM IN THE "DIAMOND" JAR

The "DIAMOND" Jars are used exclusively for Wye Valley Jams. These Jars are unique, handsome and useful, and are invariably retained by the housewife for domestic use

The Jars are full weight capacity to comply with the Food Manufacturer's Federation Standard.

If you are pleased with our Jam and our Gifts, and would like to introduce them to a friend, please hand them this Leaflet.

The Herefordshire Fruit Company, Ltd., reserve the following rights:—

- (a) To withdraw or amend the Scheme at any time without notice or liability.
- (b) To decline responsibility for Gifts lost in post or envelopes containing Coupons insufficiently stamped.
- (c) That their decision in all matters relative to this or subsequent Gift Schemes shall be final.

You can secure our GIFTS by asking your Grocer for "WYE VALLEY" JAMS, and save the Coupons which form part of the Patent Cap.

The patent cover can be used as a replaceable cap in domestic use until the jar of Jam is emptied. then save the coupon disc.

Disc in a $\frac{1}{2}$ -lb. Jar counts as $\frac{1}{2}$ Coupon.

" " 1-lb. " " " 1 Coupon.

" " 2-lb. " " " 2 Coupons.

Previous to the use of Patent Metal Band Cap our Jams were covered with Parchment, printed with the "Strawberry Girl" as illustrated overleaf. As these Jams contain no Coupons, these printed Parchment Covers will count and can be sent in as coupons in the ordinary way.

Coupons are inserted in Jams, Marmalade, Lemon Cheese and Mincemeat.

When you have sufficient Coupons for a Gift, send them along to us, mentioning the **Reference Letter** and **Gift** required, and address to:—

"GIFT DEPT.,"

**HEREFORDSHIRE FRUIT CO. LTD.,
HEREFORD,**

giving your **FULL NAME** and **ADDRESS** and name and address of Grocer from whom you purchased our Jams.

<i>Gift Reference Letter.</i>	<i>Article.</i>	<i>Coupons required</i>
A	Jam Spoon	16
B	Tin and Bottle Cap Opener (Coloured Handle)	16
C	Marmalade Spoon Long Handle	20
D	Dessert Fork (Set of six—100 Coupons)	20
E	Dessert Spoon (Set of six—100 Coupons)	20
F	Pen Knife (White Handle) ...	20
G	Dessert Knife (Stainless) ... (Set of six—120 Coupons)	24
H	Cutting-out Scissors (5½ in. long)	24
I	Boy's Pocket Knife (Stag Handle)	24
K	Embroidery Scissors	24
L	Gillette Razor in Case ...	24
M	Three Tea Spoons (Set of six—44 Coupons)	24

FREE COUPON

To help you start saving our Coupons, this portion of our List counts as **One Coupon** towards any of the Gifts above.

*Please detach same and send with Coupons.
Only one of these Free Coupons can be accepted
with each Gift.*