

Wye Valley 1926 gift scheme / Herefordshire Fruit Co. Ltd.

Contributors

Herefordshire Fruit Co.

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WYE VALLEY

1926 GIFT SCHEME.

should you purchase
WYE Valley Jams?
Because their Quality

and Value are Unrivalled, and each Customer can share in our Advertising Gift Scheme, for which we have provided.

£5,000

To be given away to users of
WYE VALLEY JAMS.

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.



This Lid, as shown, converts the Wye Valley Diamond Jar into a handsome Preserve Jar. These Lids, of E.P.N.S., are supplied in return for Coupons as per particulars inside.
To fit 1-lb. or 2-lb. Jars.

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, please hand this Leaflet to a friend.

**Gifts for the
BOYS & GIRLS.**

Any of these 9
Articles lettered
AA to JJ
can be had in
exchange for
18 Coupons.

AA



SILVER THIMBLE.

Hall Marked. Plain or Fancy
Pattern.

BB



BROOCH.

Gold Fronted.
Assorted Designs.

CC



BEAD NECKLACE.

Blue & White or Pink & White.

DD



CUTTING-OUT SCISSORS.

Real Sheffield Hand-forged
Steel.

EE



NAIL SCISSORS.

Hand-forged Steel.

FF



GIRL'S POCKET KNIFE.

Sheffield Make. 2 Blades.

GG



BOY'S POCKET KNIFE.

2 Blades. Buckshorn Handle.

HH



POCKET KNIFE.

White Handle. 2 Blades.

JJ



BOY'S WATCH CHAIN.

Will wear white throughout.

Any of these
Splendid Articles
lettered
A to I,
can be obtained
in exchange for
12 Coupons.

A



1-LB. JAM JAR COVER.
E.P.N.S.
Fits our Diamond Jars.

B



TEA KNIFE.
"Silva."
Set of 6 in Padded Case for
72 Coupons.

C



TEA FORK.
"Silva."
Set of 6 in Padded Case for
72 Coupons.

D



BUTTER KNIFE.
"Silva."

E



DESSERT SPOON.
"Silva."
Half Doz. for 60 Coupons.

F



DESSERT FORK.
"Silva."
Half Doz. for 60 Coupons.

G



SUGAR SPOON.
Artistic Design. "Silva."

H



PICKLE FORK.
Artistic Design. "Silva."

I



JAM SPOON.
Silver Plate. Artistic Design.
VERY SPECIAL VALUE.

Any of this Fine
Assortment of
Articles
lettered J to R
can be obtained
in exchange for
18 Coupons.

J



SUGAR TONGS.
"Silva."

K



PASTRY FORK.
White Handle. "Silva."

L



BREAD FORK.
White Handle. "Silva."

M



SUGAR SIFTER.
White Handle. "Silva."

N



SOUP SPOON.
"Silva." Artistic Pattern.

O



TABLE FORK.
"Silva." Artistic Pattern.

P



TABLE SPOON.
"Silva." Artistic Pattern.

Q



3 TEA SPOONS.
"Silva." Beautiful Design.

R



DESSERT KNIFE.
Stainless. Best Sheffield Make
Half Doz. for 96 Coupons.

Any of this selection
of Magnificent
Articles lettered
S to ZZ
can be obtained in
exchange for
24 Coupons.

S



2-LB. JAM JAR COVER.

Silver Plated on Nickel Silver.
Fits our 2-lb. Diamond Jars.

T



CAKE KNIFE.

White Handle. "Silva."

U



UTILITY SPOON.

"Silva."

Beautiful Ornamented Design.

V



BREAD KNIFE.

Best Sheffield Steel.

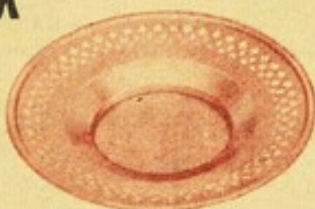
W



CUSTARD SPOON. NON-SLIP

"Silva." Special Design.

X



BON-BON DISH.

E.P.N.S. Artistic Pattern.
VERY SPECIAL VALUE.

Y



E.P.N.S.
Artistic
Pattern.

1-LB. JAM JAR STAND.

(Without Lid or Jar.)

Z



TABLE KNIFE.

White Handle. Best Sheffield
Stainless Steel.

ZZ



FRUIT SPOON.

"Silva." Beautiful Design.

Wye Valley Gift Scheme, 1926.

PLEASE READ CONDITIONS CAREFULLY.

—O—

- (1) Wye Valley Jams, Marmalade, Lemon Cheese, Christmas Puddings and Mincemeat contain Coupons. Discs from 2-lb. Jars count as Two Coupons.
- (2) Old Coupons, Blue or White for 1924 Scheme, and Yellow or Red for 1925 Scheme, will be available for our 1926 Scheme as per altered conditions on this Illustrated Gift Leaflet and Coupons.
- (3) This Scheme concludes on or before December 31st, 1926.
- (4) 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.
- (5) Coupons must be sent in envelopes addressed to—

THE GIFT DEPT.,
HEREFORDSHIRE FRUIT CO., LTD.,
HEREFORD.

Accompanied by letter stating—

- (a) Sender's full name and postal address.
- (b) The Grocer's name and address where goods were purchased.
- (c) Clearly stating number of Coupons enclosed, the Gift or Gifts required, and the Reference Letter of such Gifts.

QUALITY OF GIFTS.

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

The Sheffield Spoons, Forks, etc., made from "Silva" is described by the makers as follows :—

" 'Silva' is the brightest and whitest metal yet discovered and the nearest approach to Sterling Silver, and wears white throughout."

MUTUALLY BENEFICIAL ADVERTISING.
WE GET YOUR TRADE—YOU GET OUR GIFTS.