





PURITY OF STYLE

Standard Silver Plate

embodies the essential factors that determine the value of decorative and table silver

*Quality—The best that can be produced,
Original Designs—Worked-out by prominent artists.*

Careful consideration is given to the selection of the designs, for we realize the importance of thoroughly high class goods, fit to adorn every Canadian Home and we base

THE SUCCESS

of

STANDARD SILVER PLATE

on the reputation earned by our goods everywhere, through the original designs, honest workmanship and value given, unequalled by any other make.

Wisdom says: "Let the reputation of the manufacturer be your guarantee. Ask for "Standard Silver Plate."

SOLD BY RELIABLE JEWELERS EVERYWHERE.

Manufactured and guaranteed by

Standard Silver Co., Limited

33-41 Hayter Street, Toronto