



## A guide to be trusted when buying true quality Silver Ware

**I**N choosing (what is usually the favorite present) (during the coming Xmas Season), namely "Silverware," it is no easy task to determine. Looks may betray. Some Silver plated Ware is so cleverly finished and (offered) so (temptingly) that its appearance—a beauty which is only skin deep—is often made the only determining factor and the buyer suffers afterwards the inconvenience of seeing it wear off and show its lack of lasting value.

Wisdom says: Let the reputation of the Manufacturer be your protection.

The Beauty of Standard Silver Ware lies not only in the original and artistic designs and reasonable prices but unnoticed at first in the sincere workmanship, the pure hard white metal and the generous deposit of the finest Sterling Silver.

### Guaranteed to Give Satisfaction.

A Reputation has been earned by us by upholding the Standard in high-class Silver Plated Ware. The merit of our goods is determined by the increase and continuance of public approval of our policy "The best at a moderate price" and the popularity of our make we judge by the sales of Standard Silver Ware that have reached a height never touched before. Could there be any better proof of the superiority of our make.

We have this year prepared some exceptionally attractive lines such as Casserole Goods, Reproductions of old Sheffield and Old Dutch Designs and it is well worth your while to see them.

**EVERY RELIABLE JEWELLER SELLS STANDARD SILVER WARE.**

*If you cannot get it, write to us, we will assist you.*

**ASK FOR IT AND REMEMBER** every piece bearing our name is  
manufactured and guaranteed by

**Standard Silver Company Ltd.**  
**TORONTO**