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# And now— SILVERPLATE KEYED TO TODAY'S TABLES



to meet your changed china  
... linens ... glassware ...  
decorations

We looked at your table, and sighed. Now glassware in charming shapes and colors. Tinted linens instead of the old white expanse. A varied china service. Everything dated "today" in style, except the Silverware. Beautiful, but unchanged in shape for generations. Maybe you sighed, too.

Now, silverplate redesigned! Not just a new pattern . . . But the two basic pieces in flatware completely and delightfully changed . . . to give a new spirit of modernity to the entire silverware service . . . including tea and dinnerware.

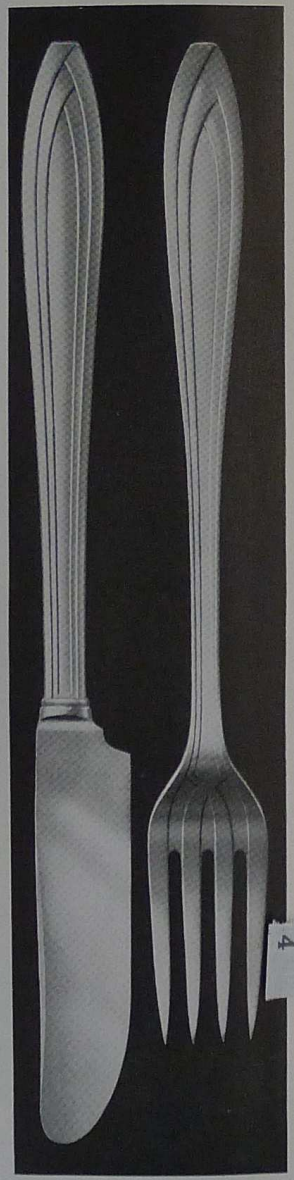
For 1847 ROGERS BROS. . . . the original ROGERS Silverplate . . . the most illustrious of all silverplate . . . now offers you its new VIANDE Knife and Fork. The knife, long-handled, short-bladed. The fork, long-handled with short tines in tune with the times. They have the modern "look" and a different "feel" . . . New as the linens, the china, the crystal . . . New as today!

Covers for Six, 26 pieces, \$41.00. "Pieces of Eight," (trade mark registered), 34 pieces, \$53.75. Available in three patterns . . . Silhouette, Legacy, Ambassador.

Of course, the usual shape knives and forks, if you prefer. Also to modernize your silverware, your 1847 ROGERS BROS. dealer offers other new pieces, such as cream soup spoons and salad knives.



*Viande* KNIFE and FORK  
TRADE MARK PAT. 2,000,000  
(Right) Viande Knife and Fork, Silhouette Pattern. Six Knives \$16.00. Six Forks \$9.25. Set \$25.00  
(Left) 3-Piece Tea Set, Legacy Pattern \$87.75 . . . Tray \$33.75.  
Viande Knife, U.S. Patent Applied for—Canadian Registration granted, Feb. 11, 1930



# 1847 ROGERS BROS.

SILVER PLATE  
INTERNATIONAL SILVER CO.

Write for booklet T-17, "What the well-dressed table will wear in silverware." Address Dept. "C-10," International Silver Company of Canada Ltd., Hamilton, Ont.

THREE years ago this statement. . . . the maintenance reputation: The fine Packard's unsurpassed facilities can build, governed by the strictness of the company's duty. Advertising which never deviates from the conservative. Since then Packard

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