

Wedding Gifts IN SILVER



It is an ancient tradition that has sustained the custom of family gifts in the form of sterling silver, the betrothal from her own kin, the bridesmaid from the groom's relatives and from friends. Whichever the origin, the gift in silver is an enduring expression of the continuity of the family. For the gracious observance of this custom, we offer a magnificent collection of Gorham Sterling Silver, with artistic design, exquisite in its faithful execution. • THIS MERCH IS DISCONTINUED FOR GORHAM SILVER. THIRTY-FIVE PATTERNS OF SILVERWARE FROM WHICH TO CHOOSE.

BLACK STARR & FROST-GORHAM
JEWELERS - SILVERSMITHS - STATIONERS
FIFTH AVENUE AT 86th ST., NEW YORK • Associated with SPURRING CHINAWARE Company

Black Starr & Frost-Gorham
This firm's advertisements always possess a strong aesthetic charm

Black Starr & Frost-Gorham
Die Inserate dieser Firma sind immer von besonderem ästhetischen Reiz

Weddings

The rising tide of matrimony gives promise of a gay and brilliant season of Spring Weddings. In this mood there are significant signs of renewal for which love may laugh at Eucharistic solemnities and disdain fastidiousness in the presence of Economic Necessity. To all these betrothals of a new era in Domestic Bliss we present our compliments, and offer our services in the selection of the wedding papers, the proofs, and the silver to mark the Occasion and make it memorable.



From the elegance of the invitations to the selection of the ring for the ceremony, this house has everything and more you need. Our facilities are chosen with regard to the traditional gifts of sterling silver from our magnificent collection of Gorham patterns. The groom may receive the freedom of will in the selection of a gift for his bride and she, in turn, may have her choice of clothing for him. Together they may independently agree upon the gift for their relatives, while the kindred, friends and well-wishers will find something to give to please them, and what is more important, the bride. To these congratulatory gifts no ceremony, no feast, no festivity to the Bride—will be so well and so completely, again, yours.

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und Fortbildungsmöglichkeiten, die der Vertiefung der Kenntnisse und der Erweiterung des Gesichtsfeldes dienen, gegeben oder geschaffen werden.

Im Verfolg dieser Überlegung hat die Gesellschaft

finally part of the Society's program and that it is very effectually paving the way for sales propaganda which however must, naturally, always be left to individual initiative.

Transl. by E. L. W-Williams

eine Reihe von Preisausschreiben veranstaltet, die einen unerwartet starken Widerhall gefunden und Erfolg gebracht haben. Daraus werden Sie erkennen, daß die Gesellschaft absolut werbende Ziele auf ihrem Programm hat, und daß sie der Verkaufswerbung, die ja immer der Initiative des einzelnen überlassen bleiben muß, in bester Weise vorarbeitet.