

YOUR REFERENCE BOOK OF

# SILVER ETIQUETTE

BY *Emily Post*

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SILVER  
ETIQUETTE

BY *Emile Post*

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The obvious accuracy of the social background depicted in Mrs. Post's best selling novels prompted Funk & Wagnalls Co. to persuade her to write her now famous book "Etiquette, the Blue Book of Social Usage." This opened wide the gates of a brilliant career that was to bring her renown as *the* international authority on social customs.

Now in its 71st printing, Mrs. Post's book is more than ever the most authoritative reference on the subject of etiquette. Clubs, social and business organizations, public schools and colleges—yes, even the United States Mili-

tary and Naval Academies accept Emily Post as their unerring guide to proper social behavior.

For more than 25 years, Mrs. Post has been receiving more letters than can possibly be answered from her literally millions of followers through her syndicated columns in the newspapers, from the readers of her books, and through personal contact.

Now, Emily Post can be your social guide in the proper use, care and customs of your new prized possession . . .

*Prestige, the loveliest of silver plate*

*Emily Post,  
international authority  
on etiquette,  
and consultant director  
of Home Decorators  
Consultation Service.*

## *Congratulations and Welcome*

... to the Prestige Club of Home Decorators, Inc. You are now a member of one of the most unusual organizations in the nation.

Your membership entitles you to all the rights, privileges and services already enjoyed for years by thousands upon thousands of young women like yourself throughout the country.

I sincerely hope you will make full use of our facilities at every opportunity. So, please regard us as your personal friend and social advisor on any question concerning etiquette, table service, social functions or parties.

If you will do this, I know that you and your entire family will find greater pleasure in each day, and enjoy a more satisfying and successful social life.

*Emig Post*



LIFETIME MEMBERSHIP  
in Home Decorators  
CONSULTATION SERVICE  
*under consultant direction of*  
EMILY POST

*This is to certify that* \_\_\_\_\_

is hereby registered as a member for life in the "Prestige Silver Club of Home Decorators, Inc.", Newark, New York State . . .

That the above named member will be duly entered upon the official records of said Club in Newark, New York State . . .

That the bearer is hereby entitled to the full rights and privileges of membership in said Club, including the Consultation Service under the consultant direction of Emily Post.

*Emily Post*  
EMILY POST, Consultant Director

*E. E. Severson*  
E. E. SEVERSON, President







# *Every woman can be a Perfect Hostess*

Most women would be surprised to learn how easy it really is to gain a reputation for being a perfect hostess.

Actually, to gain a reputation for hospitality is merely a matter of following a few simple rules of etiquette, plus a sincere wish to make your guests feel at home in your house.

In other words, the perfect hostess is the woman who knows how to set a pleasing, appetizing table, and who makes her guests feel welcomed and at home, because of the charm and warmth of her own personality. Once you have attained these attributes, everything else will take care of itself automatically.

## *Setting the Table*

Since the table is always the center of interest on hospitable occasions, you should make certain that its appointments (silver, china, linen, and centerpiece) will not fail to be pleasing to your guests.

This means sparkling silver, crisply fresh linen, glistening glassware, colorful china, carefully selected floral

decoration — and last, but not nearly least — delicious food appetizingly served.

## *The Secret of Entertaining*

Here is a secret every hostess should know and practice: When making out your guest list for a party, be sure it includes small groups of people who have interests in common. Then, at the table, arrange the seating so that each guest is placed next to those with whom he is likely to have common interests.

After dinner, of course, when your guests are free to seat themselves, you need have concern for none, except the ones who have wandered off or been left alone.

It is the natural impulse of every hostess who invites a single man to invite a charming, single girl for him to sit next to. This is of course an obvious and entirely proper maneuver, but do not insist that they spend the *entire* evening in a twosome that is *enforced*!

Always remember that the perfect hostess takes pains to seat her table thoughtfully, so as to place each guest between those who are the most likely to have similar interests.







# Breakfast

There is a perfect way to start the day—with a delicious and well served breakfast. Set your table in the sun, if possible. On chilly mornings, it's nice to pull a small table close up to the open fire. Always try to make breakfast a gay event. Place flowers or fruit on the table . . . use colorful place mats, tablecloths, and china. Perhaps it can't be done every day in the week, but your goal should always be to set and serve a breakfast that your husband, your family, your guests and you will enjoy.

## Silver

Set each place with a knife, fork (either Regular or Grille style) and teaspoon. Place a butter spreader on the butter plate and another teaspoon on the coffee cup saucer. At the host's place there should be the principal serving platter with proper serving utensils. Depending on the menu, you'll need all or some of these serving pieces: serving spoon, serving fork, pastry server.

At the hostess' place at breakfast should be the colorful coffee or tea pot, cream pitcher, sugar bowl, and sugar spoon.

## Table Cover

Simple white or gay printed linen with matching small napkins. Interesting place mats or runners are also proper. Napkins should be put at each place.

## Decoration

Low central flower arrangement of blue violets, a plant or a bowl of fruit. To make your guests feel at home, don't forget the morning newspaper and a filled cigarette box with matches and ash trays.

## Dishes

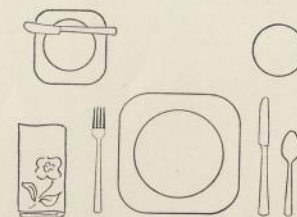
Make your table as cheerful as possible by using colorful china or earthenware or plastic dishes. These comprise place plates, cereal dishes, egg cups, bread and butter plates, cups and saucers, coffee pot, sugar bowl and cream pitcher.

## Glasses

Clear or colored tumblers and fruit juice glasses add to the gaiety of your breakfast.

## TYPICAL BREAKFAST

<i>Menu</i>	<i>Flat Silver Required</i>
Grapefruit	Grapefruit Spoon (Teaspoon)
Cereal	Dessert Spoon
Bacon and Eggs	Knife and Fork (Regular or Grille style)
Rolls	Butter Spreader
Coffee	Teaspoon









## round-the-clock table settings

### Luncheon

Luncheon is a delightful way to entertain. Let the occasion determine the elaborateness of your menu and the degree of formality you will strive to achieve. But remember that luncheon should be an informal meal and above all it should be simple. This does not mean that it should not be planned with care. Aim for perfection in the food you serve and in the appearance of your table. As a matter of fact, the right touch of smart simplicity takes additional thought in attending to every detail.

#### Silver

Set each place with a knife, fork (either Regular or Grille style), salad fork, and teaspoon. Place a butter spreader on the butter plate. Also, you'll probably need a serving spoon and fork, a sugar spoon and a pastry server.

#### Table Cover

Interesting individual place mats or a tablecloth, which should be lace, embroidered linen, or a cloth with set-in open work over the smooth surface of your table. Although colored damask is acceptable, never use a pad or lay a formal white linen damask for luncheon. Napkins should always match the table linen. They should be folded like a handkerchief to four thicknesses, and another lengthwise or diagonal loose fold.

#### Decoration

A smart, simple arrangement is in the best of taste. For example, a silver, crystal or porcelain figure, or a flower arrangement, may be placed in the center of your table. Or you may prefer a Mexican earthenware centerpiece, flanked by two small cactus plants.

#### Dishes

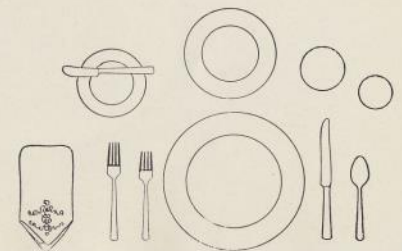
Sometimes it's smart to carry out the center decorative theme in your earthenware, crystal or china. Odd colorful patterns are almost always acceptable at a luncheon. This gives you the perfect chance to bring your flair for new and different decorative ideas to the surface. Be as original as you like . . . but don't become ornate, for a luncheon should be kept simple!

#### Glasses

Medium size goblets for water, and wine or iced tea glasses.

#### TYPICAL LUNCHEON

<i>Menu</i>	<i>Flat Silver Required</i>
Oysters	Cocktail Fork
Bouillon	Cream Soup Spoon
Meat and Vegetables	Regular or Grille Knife and Fork . . . proper serving spoons and forks
Salad	Salad Fork
Coffee	After Dinner Coffee Spoon









# Tea

There's something intimate and charming about afternoon tea, whether it's "for two" or twenty. And . . . there isn't a simpler way to repay social obligations. You are fortunate indeed if you own a silver tea service, but if not, don't let it prevent your entertaining in this graceful and easy way.

Naturally, the most important part of a tea is the tea itself. To make sure your tea is prepared properly, first scald the pot. Have the water boiling vigorously when you pour it on the leaves. Make your tea strong, initially. Then dilute it later to the proper strength.

Almost as important as the tea are the little cakes, candies, nuts, sandwiches, etc. that go with it. The secret of a successful tea lies in these little treats. Avoid moist and sticky ones . . . make them as appetizing and as easy to eat as possible.

## Silver

Teaspoons are the only part of the place setting required for an informal afternoon tea. They should be placed on the saucer. You'll need a sugar spoon and a lemon fork, and possibly a pierced pastry server, and a serving spoon, depending upon what you are serving.

## Table Cover

Organdy, fine linen, lace or silk cloth in white, ivory or light pastels—should be about 1½ yards square with 12" square napkins to match.

## Decoration

No decoration on the tea table unless you are serving from the dining room table to a large group. Then, tea and coffee service should be placed at one end, and compotes at the other.

## Dishes

Dainty silver tea service—creamer—sugar bowl and tea pot, dish of lemon slices—on tray. China, earthenware or crystal should be as tiny and light as the food served. Delicacy and novelty should be the keynote. The plates should be stacked with folded napkins on each.

## TYPICAL TEA

<i>Menu</i>	<i>Silver Required</i>	
Hot Biscuits	Kettle	Tray
Assorted Sandwiches	Tea Pot	Teaspoons
Fancy Cakes	Cream Pitcher	Sugar Spoon
Tea	Sugar Bowl	Lemon Fork
	Drip Bowl	







## Cocktail Parties

There are many different ways of giving a cocktail party, but like the buffet, it should always be given informally. There is much more to a cocktail party than the cocktails. In addition to the cold canapés, there should always be at least one really delicious hot tidbit. Here is a good chance for a hostess to show originality in preparing one or two *specialties of the house*, as a trade mark of her parties.

Never let your cocktail parties get formal. This is the time for relaxing at the end of the day . . . it should be light and gay!

### Table Cover

Cloth or runners of linen, lace, cotton or rayon . . . with small cocktail napkins. Use lots of color to help your cocktail party sparkle as it should.

### Decoration

Most of your cocktails and canapés will be passed from trays, where there is no need for decoration other than the food itself. Since a cocktail party takes in your living and dining rooms as a whole, they should be decorated as you see fit . . . but always informally. The rows of assorted types of glasses serve as principal decoration on the sideboard.

### Dishes and Silver

Serving platters, canapé trays, ice bowl, water pitcher; grille knives and forks, or other flatware as required by your menu.

### Glasses

Martini, old-fashioned, wine or highball glasses.







## round-the-clock table settings

### *Buffet*

Here is the ideal way to entertain a large group in a small amount of space. Buffet suppers also allow the hostess freedom to mingle with her guests and at the same time keep her party running smoothly. And . . . late arrivals will not upset the seating arrangement.

Buffets are rapidly coming into favor among city folk. This smart new way of serving supper has a relaxed atmosphere not found at a "sit down" dinner. But most of all, a buffet is convenient. Ideal for the career woman, young married couple and bachelor, it can be one of your most successful parties.

Plan your menu so that all preparation may be done in advance. Then all you need do is place the food from the warming oven and refrigerator on your table. Casserole dishes, aspics, salads and hot or cold ham, turkey or roast beef lend themselves to a buffet service.

#### **Table Cover**

Cloth or runners of linen, lace, cotton or rayon . . . with 8" to 12" napkins in print or color. Remember, the buffet supper is an informal occasion. Make it a gay and sparkling one with lots of color.

#### **Decoration**

Center decoration with accompanying articles at either end of the table . . . if it is a large one. As a centerpiece, a large bowl of fruit or center bowl of flowers is ideal.

#### **Dishes**

Serving platters, salad bowl, sandwich tray, condiment dish, stack of dinner plates, coffee cups—coffee or cocoa pot, cream pitcher, plates with sliced lemon, hot service dishes.

#### **Silver**

The buffet supper displays your silver to great advantage. The rows of Teaspoons, Knives and Forks (either Regular or Grille style) make beautiful display pieces on your table.

#### **Glasses**

Water tumblers, of crystal or in color to match the other decorations, will add a great deal to the gaiety of your buffet supper.







## round-the-clock table settings

# Dinner

The test of a successful hostess is the dinner party. From start to finish it requires thoughtful attention to detail. There is a certain gala quality about a dinner party which sets it above other modes of entertaining.

### Table Cover

Cloth or runners of white or colored linen, damask or similar material, with napkins to match. Damask requires that a "table felt" be placed under it. Linen with insertions of lace is placed on the bare table with small protective mats under the cloth at each place.

### Decoration

To most attractively light a dinner table of eight or more, there must be two candelabra or at least four candlesticks. If table is large, a bowl of fruit put at each end of the table beside the center arrangement will be effective. Do not over-decorate! Keep motif simple and restrained so that your table will not acquire a crowded or cluttered feeling! The central arrangement should be kept low to contrast with the tall (always lighted) candles.

### Silver

Each place should be set with a knife, fork, salad fork, and cream soup spoon. A butter spreader is placed on each butter plate. The serving pieces usually needed

are: serving fork and spoon, pierced pastry server, gravy ladle, pickle or lemon fork and sugar spoon.

### Dishes

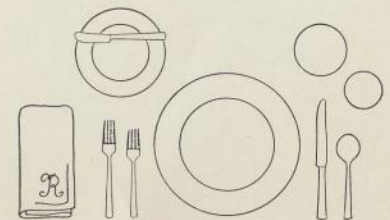
The informal dinner setting should closely follow that of a luncheon. You'll need dinner plates, soup cups, serving dishes and salad plates in addition to after dinner coffee cups and saucers.

### Glasses

Water goblets should always be used. Other stemware such as wine glasses will be determined by your menu.

### TYPICAL DINNER

<i>Menu</i>	<i>Flat Silver Required</i>
Soup	Cream Soup Spoon
Fish	Grille Knife and Fork
Meat and Vegetables	Regular Knife and Fork
Salad	Salad Fork and Grille Knife
Dessert	Dessert Spoon (Dessert Salad Fork should accompany spoon)
After Dinner Coffee	After Dinner Coffee Spoon









## *Formal Dinner*

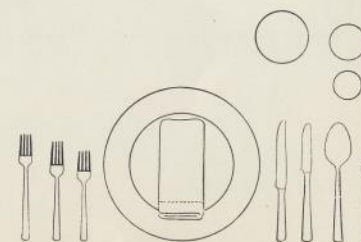
The truly formal dinner, the most ceremonious social function that exists, is rarely given by the American hostess of today.

In fact, it is safe to assume that the formal dinner is now given only on State occasions in the few remaining great houses of this present day.

All other dinner parties, including the buffet dinner, may, therefore, be classed as informal dinners, regardless of how elaborate they may be. Too few of us have the houses, the servants, or the purses necessary to permit us

to follow every last, exacting rule required by the formal dinner. For example: At the formal dinner butter is never served; rolls are placed on the tablecloth—never on a bread and butter plate; there must be a footman at least for every four chairs at the table.

However, all the correct rules governing the dinners originate with the formal pattern which is modified to suit the possibilities of each hostess. She may give her dinner parties whatever degree of formality she wishes, or finds practical.









# Know your silver

Obviously the greatest asset of the perfect hostess is the tranquillity that comes from knowing what to do . . . and how to do it.

And since the know-how of hospitality centers around

the serving of food, an attractively and correctly set table is essential.

This guide is designed to show at a glance the correct way to set a perfectly appointed table.

## Teaspoons



Used for tea and coffee, bouillon or any thin soup in cups, the teaspoon may *if necessary* be used for desserts. But when you can, you should add dessert spoons.

## Cream Soup Spoons



The proper spoon for all soups served in cups: consommés, bouillons and purées.

## Dessert or Soup Spoons



A many-purpose spoon: proper for soup in bowls as well as desserts, fruits and cereals. (Soup served in old-fashioned formal rimmed plates, that cannot be lifted to the lips, is correctly eaten with the tablespoon.)

## Iced Drink Spoons



These are the spoons with very long handles. You can't serve iced tea, iced coffee or parfaits without them! They're perfect for sodas too.

## After Dinner Coffee Spoons



These are the very small spoons that fit on the saucers of your demitasse cups.

## Grille Knives and Forks



Grille knives and forks are proper for the meat course always—whether it be beef or lamb or chicken. At full course dinners, use them for the fish course.

## Regular Knives and Forks



Proper with main course at all meals. For the more elaborate dinners set your table with both grille and regular style knives and forks.

## Salad or Pastry Forks



Essential for main dish salads as well as side dish salads . . . also proper for cakes, pies and other pastry desserts.

## Cocktail or Seafood Forks



Use these necessary forks for every type of seafood cocktail or as a pickle fork.



### Individual Butter Spreaders



These small flat all-silver knives are a *must* for every place setting when you serve butter, cheese, jellies or anything to be spread on bread (*except* at a "dinner of ceremony" which is of concern to very few of us).

### Gravy Ladle



A utility piece necessary for serving gravies, sauces and dressings.

### Cold Meat Fork



For serving cold cuts, vegetables, fried chicken and chops. This fork correctly accompanies the tablespoon.

### Pierced Round Server



A many-purpose server for sliced tomatoes, eggs, meat patties, cranberry sauce, etc.

### Sugar Spoon



A deep bowl spoon used primarily in a sugar bowl . . . also may be used as a small serving spoon.

### Butter Knife



An important serving piece for butter, cheese and "sandwich spreads".

### Tablespoons



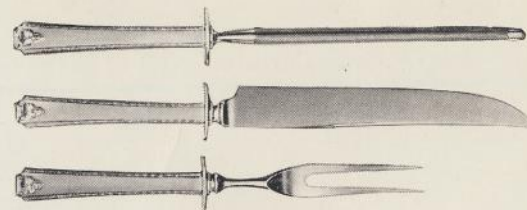
The most essential of all serving implements for vegetables, casserole dishes and plates such as scrambled eggs. (One of these put at each place is the *correct* implement for soup that is served in a soup plate.)

### Pierced Pastry Server



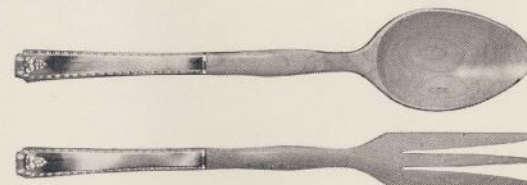
Convenient for cakes and pastries. Also useful as an odd serving piece.

### Three Piece Carving Set



Necessary serving set for all roast dishes and for any meat that must be carved and served at the table.

### Salad Set



Of silver and wood, it is especially practical for serving "tossed" as well as other salads.

### Hollow Handled Pie Knife



Stunning serving piece with hollow handle and stainless steel blade. An essential in any service for pie and cake.



## THESE ARE THE *Basic Rules*

1. Table covering, regardless of material, should be faultlessly laundered.

2. Lace tablecloths should never be placed over a table felt. The beauty of the table surface beneath should be visible. To protect the table, small round table pads must be under the cloth at each place.

3. Everything on the table should be geometrically balanced.

4. Place on the outside those silver pieces that are used first. Thus, start with the last course next to the plate and work outward.\* Forks on the left, knives and spoons on the right. Exception: When using a cocktail or oyster fork, always place it to the right of the plate, at the very outside.

5. If an iced teaspoon is to be used, it would be placed to the right of other spoons.

6. Teaspoons for coffee or tea are never a part of the place setting. They are placed on the saucer and served with the beverage. This holds true for all meals.

7. Never put any silver or glasses on the table that are not to be used.

8. Water tumbler or goblet is placed directly above the knives at the right of the plate.

9. Arrange dinner wine glasses according to size, so

that smaller ones will not be hidden by larger ones.

10. Bread and butter plate should be placed directly above forks at left of plate. Butter spreader should always be placed on the bread and butter plate.

11. Each pair of salt and pepper shakers is placed above and between the two persons who will share them.

12. Decorations in center of the table should be low enough so as not to obstruct the view of guests sitting opposite each other.

13. Candles are never placed on the table unless they are to be lighted. They have no proper place on a breakfast or luncheon table unless the light is needed.

14. The rarely seen, strict formal dinner setting is the basic pattern from which all others are derived.

15. Allow a space 24" wide, 15" deep per person when setting your table.

### **The Most Important Rule of All:**

Good manners (etiquette) are merely the application of common sense plus a certain amount of innate kindness and tact which, taken together, make personal contacts pleasant. If the strict following of a rule causes discomfort to a guest, then adapt the rules to the situation insofar as may be necessary. In other words, follow the spirit of the rule rather than the letter. The rules are for guidance.

*Emile Post*

\*NOTE: In a formal house or if as many as four courses are to be served, the dessert implement is brought to the table on the dessert plate. Thus the places at the table begin with the salad fork at left of the plate.

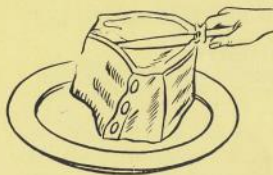


# Carving is an Art

## STANDING RIB ROAST



Place roast with ribs to carver's left. Thrust fork firmly between two top ribs. Draw knife across large end of roast from outside edge to rib end.



Cut slices  $\frac{1}{8}$  to  $\frac{1}{4}$  inch thick. Free each slice by cutting along rib bone with point of the knife.



Steady slice with fork and lift on knife blade to side dish.

## BEEFSTEAK



Separate the meat from the bone with the point of the knife, cutting along edge of the bone.

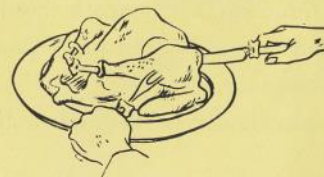


Cut uniform slices from bone end to flank, holding knife at right angle to meat and cutting with the grain.

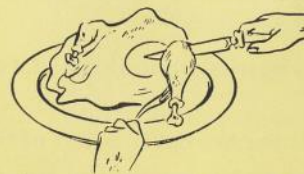


Each person should receive a serving of the finer quality meat and one of the less choice. The poor quality flank end of a porterhouse steak, if served, should be cut across the width.

## ROAST TURKEY OR CHICKEN



The bird should be served breast up, with drumsticks pointing left of carver. Insert carving fork so tines pierce the drumstick and the second joint.



Cut all around hip joint, and using fork as a lever, bend the leg back. In this position, cut through the joint and remove leg.

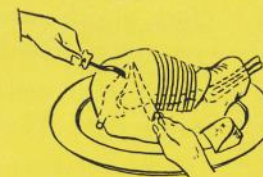


Now, with fork low on the side, cut the breast downward in thin even slices. Slice meat from second joint and serve a slice of white meat and a slice of dark to each guest.

## WHOLE HAM



Cut a base to keep ham from rocking by taking several slices from thin side parallel to length of ham.



Turn ham and rest on base. First cut a wedge-shaped piece from shank end. Then make thin slices down to leg bone until aitch bone is reached.



Release slices by cutting horizontally along leg bone.



Basic in the art of carving is a little knowledge of the anatomy of various cuts of meats. A good carver knows where the bones and joints lie and in which direction the muscle fibers run.

Each knife stroke should carry the full length of the blade. Never use a sawing motion.

The carver should carve enough for all at the table before serving.

Each serving should contain a choice portion. Thus serve a part of the finer cut and a part of the less choice to each plate.

The platter should be adequate to hold both the roast and the slices. A second heated serving plate should be used if necessary to receive the cuts.

A Serving Spoon should be provided for serving the meat juices.

#### BLADE BONE POT ROAST



With point of knife, cut around blade bone and remove. Then trim other bones. If roast is thin, slice across muscle. For thicker roasts, carve across grain, holding roast on its side.

#### STANDING POT ROAST



Cut across grain in  $\frac{1}{4}$  inch slices from right to left. The knife should be held at right angle to the roast.

#### CROWN ROAST (Lamb or Pork)



Cut down between ribs in equally thick slices, one chop to each slice. A single chop with a portion of dressing and a spoonful of gravy is served to each person.

#### LEG OF LAMB



Rest on flat side. Cut directly across grain starting near the center. Slices are then taken from each side, to the depth of the bone. To release slices, insert knife beneath them and cut along the surface of the bone.

#### ROLLED RIB ROAST



Set the roast on end with fork inserted an inch from the top. Cut thin even slices horizontally. Remove skewers or cords as they are reached.

#### WHOLE HAM (Economical Carving)



The simplest and most economical way to carve ham is to begin at the end and cut in thin slices on each side of the bone. Cut and rest ham on base before slicing.

#### SADDLE OF LAMB OR MUTTON



Place saddle with bone resting on platter and the end toward carver. Cut through the center the entire length and remove meat from bone in two pieces. Cut across grain in  $\frac{1}{2}$  inch slices.

#### LOIN ROAST (Pork, Veal or Lamb)



Have your butcher separate the backbone from the ribs. On the platter, the rib bones should face carver. Inserting knife at thickest part of joint, carve down between ribs.

#### VIRGINIA HAM



Carve Virginia ham half with grain, half against, holding string end with firm grip, and slicing long thin slices as large as possible.

#### HALF HAM (Shank End)



Cut and rest ham on base. Beginning at large end, slice to bone. Cut through joint and separate remaining section from shank. Remove bone, turn and slice.

#### FILLET OF BEEF



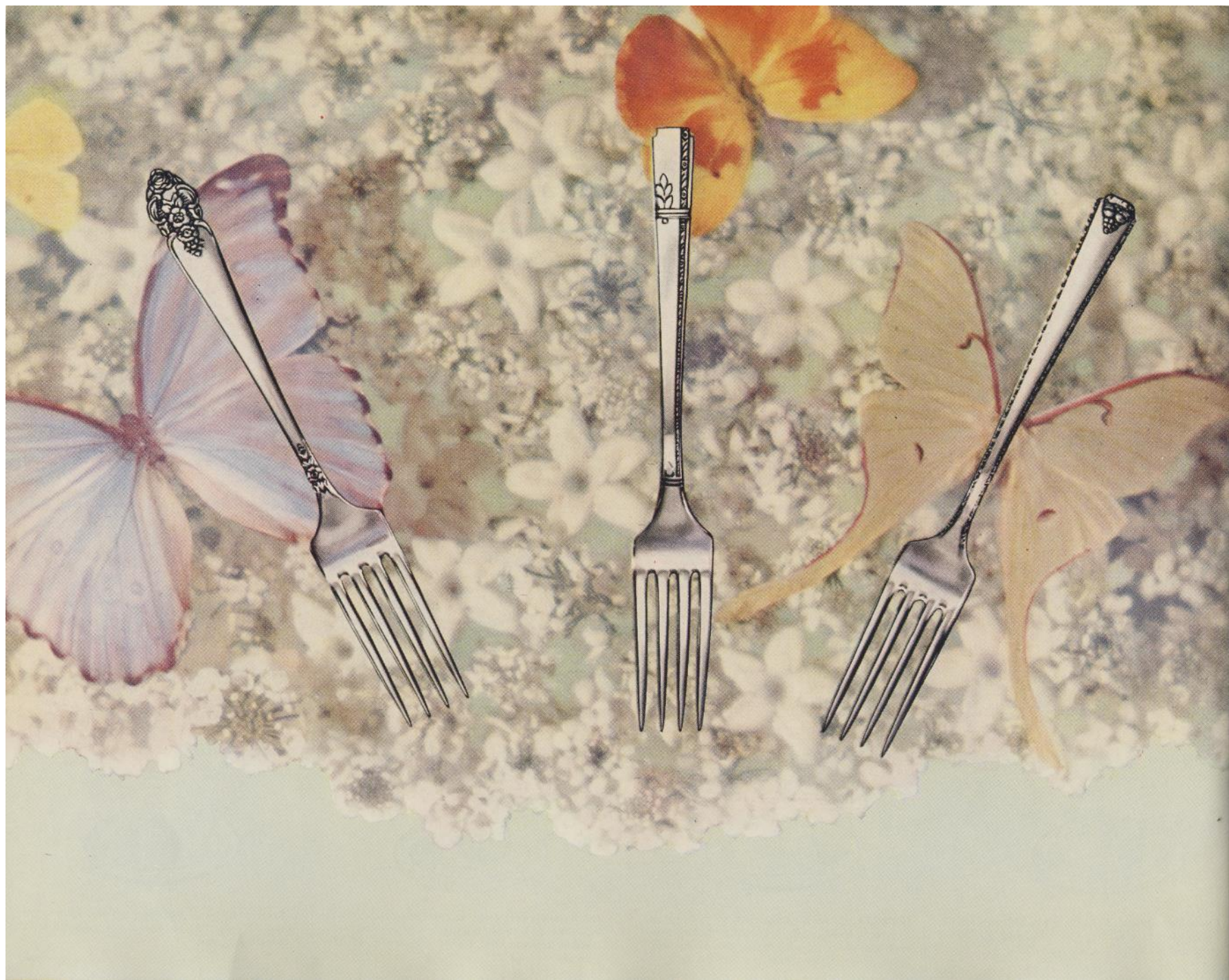
Tenderloin is cut straight across grain in slightly less than  $\frac{1}{2}$  inch slices. Begin at thick or forward end of the fillet. Serve one slice to each person.

#### BEEF TONGUE



Remove cartilage and excess tissue from large end. Slice in thin parallel slices. At small end, slice lengthwise.







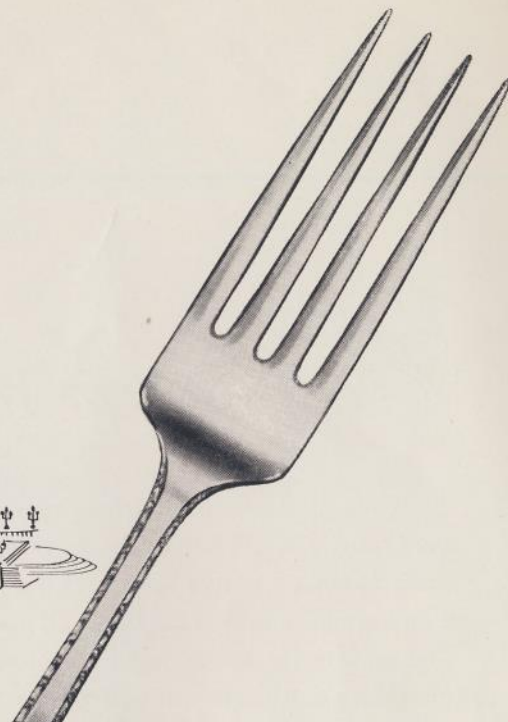
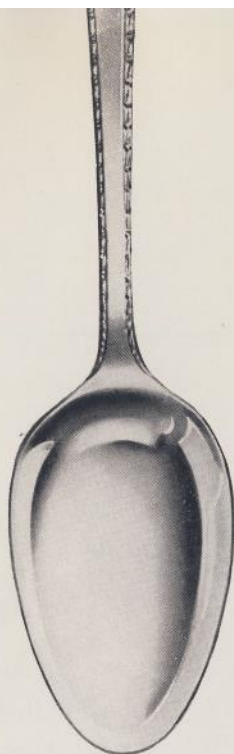
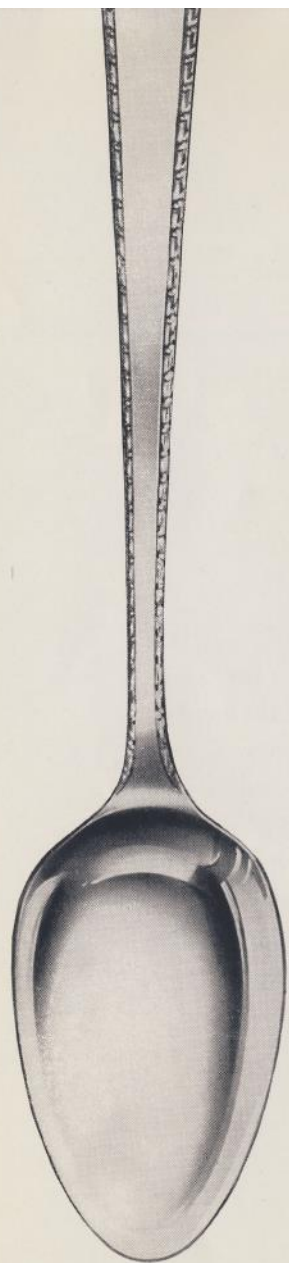
## *Every pattern carries a story of Romance*

Your Silver Counselor has impressed upon you the *quality* of your Prestige—how every piece has a *maximum balanced weight* to give extra wear, for example. You have been told of the time and master craftsmanship that go into the making of each piece of Prestige. The guarantee certificate you will receive with your silver is even more evidence of Prestige's superior quality and careful, painstaking workmanship. But what about your choice of pattern?

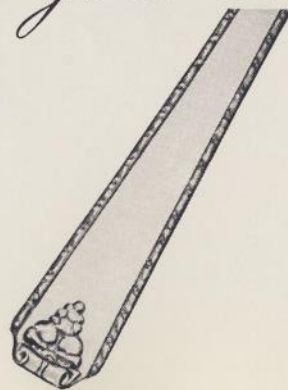
As you know, taste in silver varies among women.

Some prefer a simple style; others require the ornate; and there are those who feel that a middle-of-the-road pattern is most effective. Recognizing these varying tastes among American hostesses, we have developed silver in patterns to satisfy the requirements of all. You might well term each Prestige pattern a *classic* of silver design. For the pattern of your choice is one you can cherish years from now just as you do today. Yes, each pattern possesses individual beauty and infinite charm that will stand the test of time.





*The story of your* **BORDEAUX** *pattern*





**I**n the days of Francis I, Paris was a small city and the town of Bordeaux was a thriving seaport on the southern shores of what then constituted France.

Francis I was selfish and far from a popular king. The only person who shared his love and great wealth was his nephew, Antoine, a gentleman at heart and in deed. At the time of our legend, Antoine had been sent by his uncle to an inn at the seacoast town of Bordeaux to recuperate from an illness.

The inn-keeper was delighted to entertain such an important personage, and he, his wife and their daughter, Marie, nursed the young nobleman back to health.

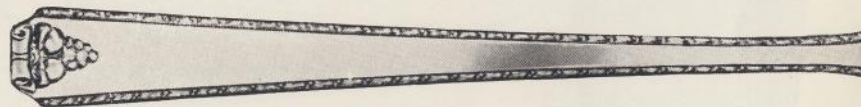
As Antoine regained his health, he enjoyed roaming through the vineyards in the company of Marie. As a natural course of events, the youthful pair fell madly in love and eventually Antoine sought Marie's hand in marriage. But in those days it was not a practice for the nobility to marry into the commoner class; and Antoine's pleas to his uncle, Francis I, failed to get the necessary permission to consummate the marriage. Despite this barrier, however, Antoine and Marie continued to plan their future as man and wife. The villagers, aware of this unusual romance, reveled in their happiness.

One day, the lovers decided to put to sea in one of the fishing boats and to sail until they came to a place where they might make a home.

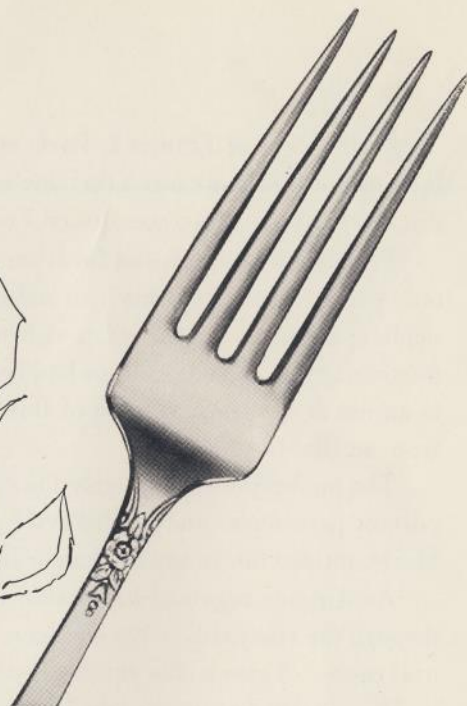
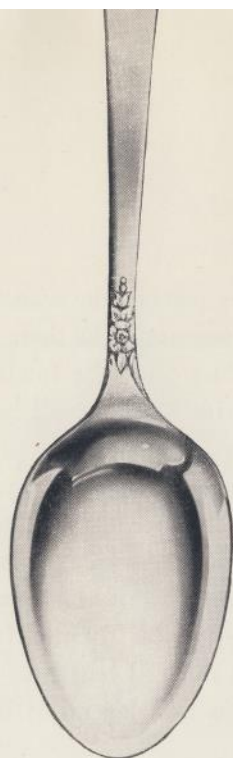
The elopement was to be a great secret but the villagers, through understanding eyes, were watching the

two lovers; so when they reached the seacoast they found the boat in which they were to make their escape loaded with grain and vegetables from the lowlands and with grapes from the vineyard. As the small boat put to sea, legend tells us that the villagers gathered to witness its departure. As it faded in the distance, they could still see Antoine and Marie silhouetted against the sky, and the grape vines trailing from the stern of the boat.

As you look at your Bordeaux pattern, the story of Antoine and Marie lives again. The motif of grapes . . . with the vines running the full length of this beautiful pattern . . . portrays this love legend of Bordeaux.







*The story of your* **DISTINCTION** *pattern*





**I**n the Distinction pattern is symbolized a story which, in a way, is the story of America itself. It is a story of spiritual imprisonment and ultimate freedom, of search and discovery, of dreams and reality . . . and it is the story of a rose.

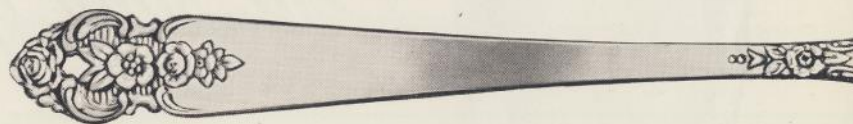
The hero of the story was a visionary who found his laborer's existence devoid of beauty, purpose, or happiness. He dreamed of a day when he could throw off the shackles which held him to his fruitless life. He longed to strike out in search of a place where men could live in freedom, creating things of lasting beauty.

At last—and it was just one hundred years ago—came the opportunity so long awaited. With a large group of faithful friends, he set out to find a locale where they all could realize their dreams. But the success of their mission was not to be achieved quickly or easily. They soon found that theirs was not the only community where people lived in bond. In city after city, they found little welcome and much disappointment, until at last it appeared that their search had been in vain.

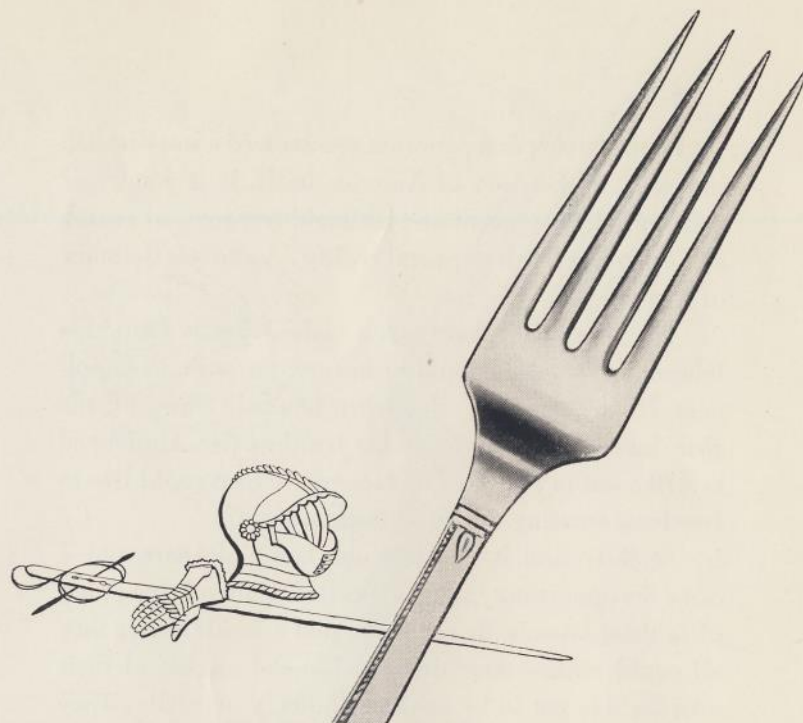
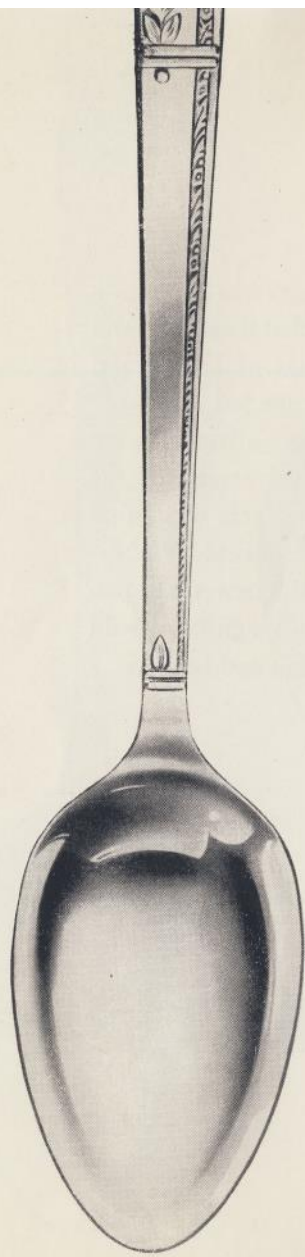
Then one afternoon, as they stopped in a field to rest, they noticed a lovely wild rose blooming untended and strong. Taking this rose as their symbol—an omen of success, they realized that their quest was over. Here, where weeds could not extinguish the magnificence of a thing of rare beauty, they took new hope and built their home. The rose was their symbol. And their home was a happy one, for it was dedicated, purely and simply, to

creation and achievement. The community was thus established a century ago. And it was there that these men and women spent their lives creating things of beauty and lasting life. Of all their achievements, one has surpassed all others and withstood the test of time—silverware.

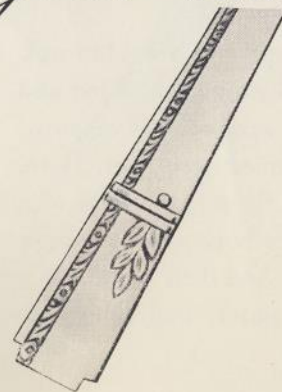
Today, on the one hundredth anniversary of the founding of this community, the descendants of its first settlers have combined all of the skill of a century of experience into the creation of an exquisite new silver pattern. For their design they have taken the magnificent wild rose as a symbol of struggle, achievement and beauty.







*The story of your* **GRENOBLE** *pattern*





Nestled in the Chartreuse Mountains of southern France lies the friendly and gracious city of Grenoble . . . founded in the Fourth Century.

A bridge, spanning the River Isère, connected the city with the outside world. It was over this bridge that the Grenoble Crusaders, Knights from surrounding estates who had pledged their swords and faith to follow their great warrior leader, Count Basil, rode forth to join in the First Crusade to free the Holy Land. Grenoble holds dear to its heart a legend of those far-off days—the story of Count Basil, and his sweetheart, Héloïse.

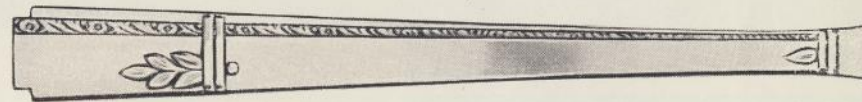
On the day the Knights were to leave for their holy mission, the countryside was beautiful with lustrous wild roses. The city itself was resplendent with flags and flowers. The Knights' armor shone until it hurt the eyes . . . the horses wore the colors of their riders . . . and roses were showered upon the men and their steeds. As the little army reached the bridge, a blessing on the mission was pronounced by the Bishop, then followed cheers by the onlookers, and soon the brave band was lost in the distance.

Through long years of waiting, Héloïse made daily pilgrimages to the bridge Isère to send a rose down the stream with a whispered message to her loved one.

Finally, couriers reached the city to tell how in 1099 the Holy Land was won from the Moslems, and that Count Basil with his surviving followers was returning. What happy news! Héloïse reached the bridge with an armful of roses to toss upon the water. Others followed her lead

and scattered blossoms until the river looked like a carpet of beautiful flowers. When the Crusaders arrived, they were met by the floating fairyland and the people's shouts of welcome. As Count Basil approached Héloïse, she cried, "O, Basil, did you receive the rose I sent you every morning?" With knightly chivalry, the Count replied, "Of course, every morning brought me your message."

Interpreting this legend, the River Isère, laden with roses, is etched along the full length of the silverware motif. Even the bridge is symbolized, with a sprig of flowers to represent Héloïse. Your Grenoble pattern unfolds this story of staunch love in all its beauty.





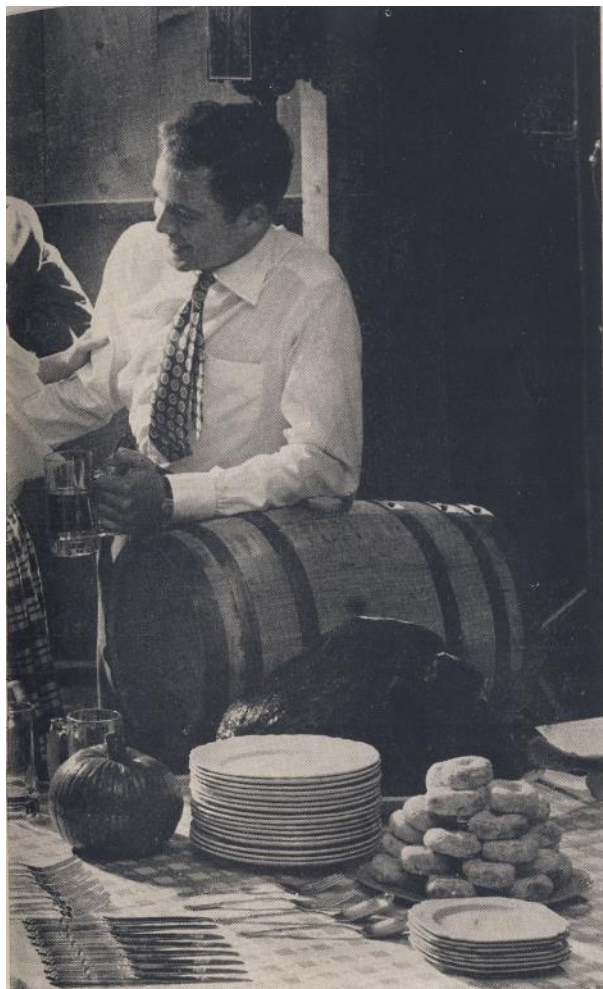


## *Let us help you Plan your Parties*

As a Prestige Club Member, you are entitled, without charge, to the counsel of the Emily Post Consultation Service. Every time you plan a shower, luncheon, dessert

bridge, even a house warming, simply write the Consultation Service for new and unusual ideas in invitations, table settings, refreshments, decorations and favors.





*Every day the Consultation Service  
answers inquiries about:*

Weddings	Menus
Receptions	Bridge Parties
Bridal Showers	House Warmings
Stork Showers	Holiday Parties
Club Banquets	Athletic Parties
School Proms	Open House
Dinners	Anniversary
Luncheons	Celebrations
Teas	Club Meeting
Dances	Procedure

There are no form letters, no booklets. Your inquiry will be given careful thought and consideration, and will be answered personally by charming, vivacious Betsy Adams, one of the staff advisors serving under the direction of Emily Post in the Consultation Service.

She will show you how to make novel invitations that are sure to be conversation pieces. You will receive menu suggestions that you will find appetizing, yet within your budget. Her game suggestions will add sparkle to your party; and your questions on etiquette will be answered with the indisputable authority of Emily Post. Betsy Adams has only one thing in mind—to make your party a success.

Write us as often as you please, concerning any form of social function. Entertaining can be *so* wonderfully easy, and *such* delightful fun when it's done in the proper manner, with graceful Prestige, the loveliest of silver plate.

Here are things to remember when writing:  
Address your inquiry to: Consultation Service,  
Home Decorators, Inc., Newark, New York State.

Be specific in your request! Tell what kind of a social function you are planning. How many will be coming? What is the occasion? How much do you want to spend? Where will the party be held? Be particularly generous in the details about which you'd like suggestions and advice!

The Consultation Service is a part of the Silver Counselor's plan to give you the most satisfaction from your Prestige silver.









# *How to make your Wedding a Grand Success*

As a member of the exclusive Emily Post Consultation Service, you are entitled to complete and detailed information on conducting your wedding. All of your questions will be answered personally by authoritative experts specially trained under the consultant direction of Emily Post.

Your inquiry about the proper procedure for the particular kind of wedding you are planning will receive personal attention. From the day the engagement ring is slipped over your finger . . . till the beginning of your honeymoon . . . anything and everything to make your wedding a perfect success will be answered in detail.

Prestige Silver Consultation Service Members receive authoritative advice on:

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| 1. Announcements, Parties          | 8. Wedding Attire                     |
| 2. Engagement Presents             | 9. The Wedding Party                  |
| 3. Showers                         | 10. Wedding Gifts                     |
| 4. Rehearsal                       | 11. Formal and Informal<br>Receptions |
| 5. Formal and Informal<br>Weddings | 12. Pomp and Ceremony                 |
| 6. Special Weddings                | 13. Decorations                       |
| 7. Music                           | 14. Going Away                        |

*. . . and any other questions you may have about your wedding.*





*"It is wise to select a silver pattern  
that will meet the permanent  
standards of good taste."*

*Emile Post*



## *You have made an Investment in Your Future*

Among all the world's treasures, a woman regards a silver table service as the most romantic. To a bride-to-be, silver becomes the heart of her hope chest, the promise of her future happiness. To the discriminating hostess, silver is the symbol of the hospitality of her home. And—of all silver, Prestige is considered the ultimate expression of the silversmith's graceful art . . . a fitting realization of cherished hopes and dreams. The achievement of a set of lovely Prestige is indeed the treasure at the foot of every woman's rainbow . . . few other possessions give her the same, deep heart-felt satisfaction . . . few other possessions remain so close to her throughout the years.

As an owner of Prestige . . .

*You* can not only give parties but welcome your

friends on all occasions with confidence in the knowledge that you have the best.

*You* possess a priceless heirloom to hand down to your children, generation after generation, always and proudly to be identified with your family name.

*You* are building into your life, with silver, a permanence and tradition that few other material possessions can give.

*You* will be establishing in your children a sense of good manners and a gracious personality. They will be proud of your home and, as they grow, proud to keep it the center of their life.

*You* can know that you have invested in a possession of enduring value, no matter what market trends may be.



## *How to treat your silver...*

With proper use and care, your lovely Prestige will last a lifetime. When you became a Prestige Club Member, you made an investment in your future. Thus, it is only fair to yourself to give your silver the care it deserves. *The best protection you can give it is use.* Treat it as you do your home. Use it constantly and clean it frequently. That's the smartest way of insuring its enduring charm. That's the sure way of getting the utmost pleasure from your silver.

Here are a few easy-to-follow rules to preserve the beauty of your Prestige silver. Follow them carefully and you will have lovely silver forever.

1. When you unwrap your silver, wash each piece separately in hot, soapy water. Rinse in clear, hot water, then wipe thoroughly dry at once with a soft cloth and return each piece to the protection of a tarnish-resistant flannel roll or chest. Prestige chests are lined with chemically-treated material, especially designed to protect your silver from tarnishing elements in the air.

2. The first and foremost principle in the care of your

silver is to use it every day, so that it won't tarnish. Silver in constant use seldom requires hard polishing.

3. If you have a large silver service, and use it for only a limited number of people, rotate the pieces in their use, as you do your linens. In this way, each piece gets used and washed every few days.

4. Wash silver soon after meals, especially if you have served eggs, which invite tarnish. This will eliminate the need for hard polishing later.

5. Don't overload the dishpan with your silver. You may make deep scratches by crowding it too close together in washing. All silver takes on tiny, almost invisible scratches with use, but you'll find that these blend together with constant rubbing from a dish towel and actually beautify the surface.

6. Make it a habit to touch up tarnish spots as quickly as they appear.

7. Keep silver out of contact with salt, or anything made of rubber.



8. Protect your silver by keeping it in tarnish-free flannel rolls or a silver chest, away from the tarnishing elements that are present in the air—especially city air.

9. Occasionally, you may need to polish your silver to restore the soft, mellow patina. Choose a good polish, free from any trace of grittiness. Counselor Polish imparts a mellow, gleaming finish. Applied with a soft cloth

and with sweeping strokes, the full length of each piece, all traces of tarnish vanish like magic. Polishing in small, circular dabs, without a final rubbing in one direction, robs your silver of its even luster.

10. After polishing, wash, rinse and wipe dry before putting away. A good rub with a clean chamois or soft flannel will produce an extra fine luster. Elbow grease, wisely used, is wonderful.

*Above all, use your silver! Your Prestige was designed for graceful living. Enjoy it!*

#### **A FEW DON'TS**

1. Don't try to remove the dark shading that outlines the decorative detail of your pattern.

2. Don't put your silver on a rubber mat on the drain board of your sink—use a clean, folded towel.

3. Don't wrap a convenient rubber band around your flannel rolls containing your silver. Tie them with a piece of cord or ribbon.

4. Don't keep pencils with rubber erasers inside the silver drawer.

5. Don't clean your silver in an aluminum pan, containing a solution of boiling water, salt and soda.

6. Don't keep salt in the drawer with your silver if there is any possibility of spilled grains sifting into the silver rolls.



## *You can earn extra Prestige Silver this easy way*

As a Prestige Club Member you enjoy the rare privilege of earning, without cost, additional silver to supplement your service.

And it's so easy!

For every friend you recommend who enrolls as a Prestige Club Member you receive, as a gift, a place setting of the required number of pieces to match the settings in your original service. If you originally purchased six place settings you may earn two additional place settings; if you originally purchased eight, you may earn four additional place settings.

When you see your friends, keep in mind your privi-

lege of earning additional silver. Tell your friends about the Prestige Club and the advantages of membership. Give these new names to your Silver Counselor and as soon as one of your recommended prospects purchases Prestige, *regardless of the size of the set*, you can begin watching the mails for that completely *free* place setting for your own service!

In the back of the manual you will find postals conveniently ready for mailing to your Silver Counselor whenever you think of someone else on whom you'd like her to call and show our silver. She is only too anxious to help you build your Prestige service.

## *It's so easy to add to your lovely Prestige Silver*

As a paid-in-full Club Member, you may order more silver at any future date without a down payment if your order is \$10 or more. Your order will be filled immediately, and you will not be billed for 30 days. Payments will be spaced over a period of 10 months, just as they are now, and by then you will be familiar with the ease with which small time payments can be met; you will know the rare joy that comes with paying a-little-at-a-

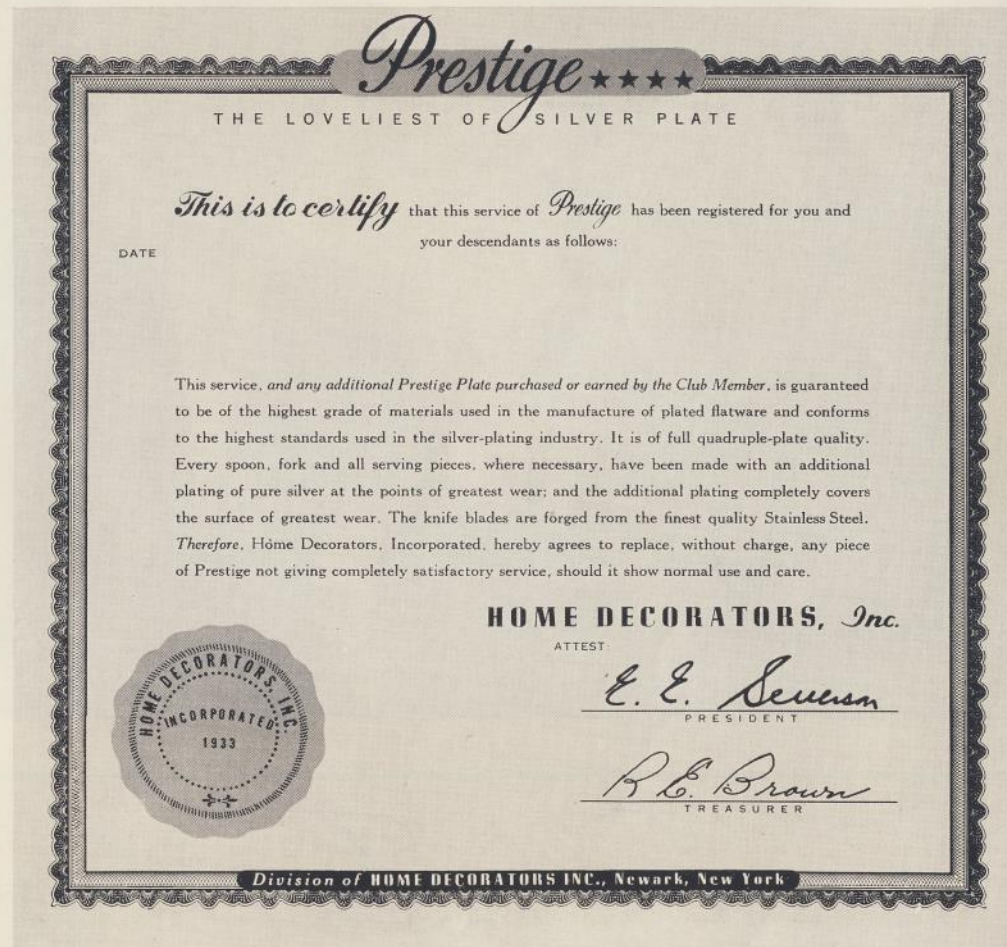
time, yet owning, using and enjoying your silver from the very beginning.

Very likely, you will find, as time goes on and as your needs in table settings change, the need for more pieces than your original order included. Consult pages 25 and 26 which show every available and necessary piece in your service! The only thing more satisfying than Prestige is a *complete* set of Prestige.



YOUR SERVICE  
OF PRESTIGE  
IS REGISTERED  
AND GUARANTEED

It's a satisfying thing to know that your service of Prestige silver has been registered for you and your descendants in the permanent files of Home Decorators, Inc. In addition, your service carries with it the guarantee reproduced here, issued in your name and order number.



This is a specimen of the actual guarantee issued as evidence of the quality of your silver service.



**Y**our Silver Counselor, trained under the consultant direction of Emily Post, is thoroughly versed in all matters pertaining to the etiquette of silver usage. It is her main desire to help you with every silver problem you may have.

By working together, she will help you earn additional place settings *at no extra cost* through the magic of the Prestige Club Plan. And, she is always anxious to show you new additions to the Prestige line as they become available from time to time. Remember, as a Prestige Club Member, you may add to your service at any time by making a small investment each month and no down payment.

The postcards in the back of this book are for your convenience in earning additional place settings . . . use them and watch your silver service grow!

YOUR *Silver Counselor* IS A VALUABLE FRIEND

*If you haven't seen  
your Silver Counselor recently—  
call her today!*



