



BY APPOINTMENT TO  
HER MAJESTY THE QUEEN  
ARTHUR PRICE & COMPANY LIMITED  
LICHFIELD



BY APPOINTMENT TO  
HIS ROYAL HIGHNESS THE PRINCE OF WALES  
ARTHUR PRICE & COMPANY LIMITED  
LICHFIELD

# Arthur Price of England

The Art of Cutlery and Silverware since 1902

FINE ENGLISH CUTLERY



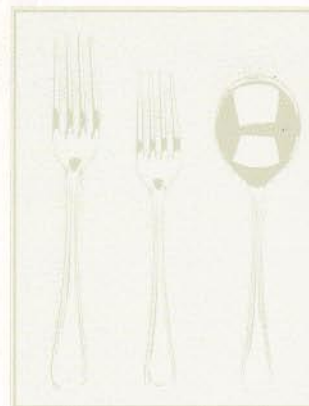
*The*  
**Art**  
*of Cutlery  
and Silverware  
since 1902*

*F*ew things grace a home and define its style with quite such ease and elegance as a table dressed with the finest cutlery. At Arthur Price, our passion for producing luxury cutlery to the highest standards of quality and craftsmanship remains at the very heart of everything we do.

Since 1902, and four Price family generations later, we still insist on handcrafting each individual piece in our Arthur Price of England range, from the refined sophistication of beautiful silver sets to contemporary, chic designs in the most excellent stainless steel. We do this by combining traditional skills, uncompromising quality and the latest manufacturing technology so that a lifetime of dining pleasure awaits you.

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# *The Ultimate in Quality & Craftsmanship*

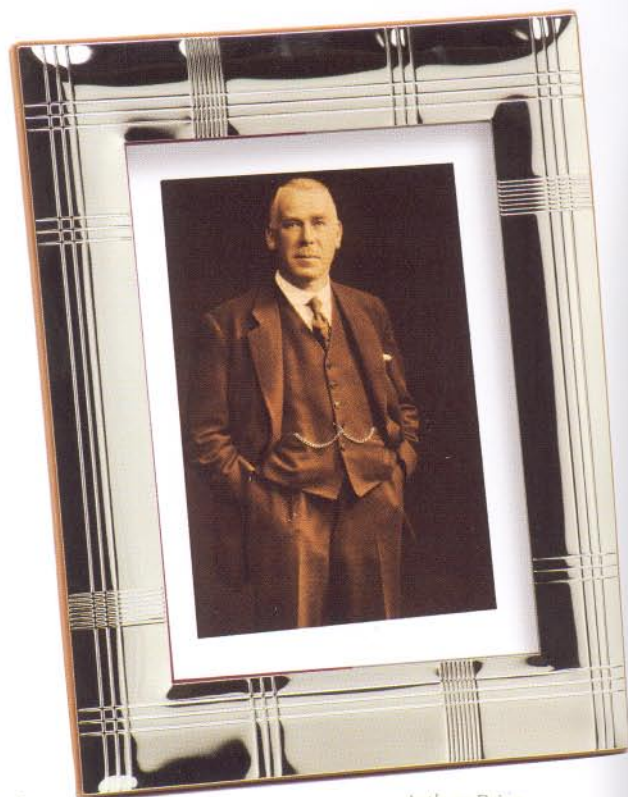
*T*he epitome of traditional British values and manufacturing excellence, the name of Arthur Price of England is synonymous with the highest quality, craftsmanship and specialist expertise.

Our premium Arthur Price of England Collection is simply the finest cutlery that money can buy. That's because every individual item is afforded the same levels of skill, technological innovation, styling and commitment to quality that have been the hallmark of our company for over 100 years.

Our classic, elegant designs never date and are perfectly complemented by our beautiful and very stylish contemporary sets, allowing you a choice of some fourteen different cutlery designs. You can now create an ultimate collection to match your personality and a fine sense of style and good taste. In fact it was my Great Grandfather, Arthur Price, who was often heard to say that he believed you could tell someone's character by how they set their dining table.



Simon Price



Arthur Price





## A history of excellence

It was Arthur Price's dual passion for quality and cutlery which first led him to found the company in 1902 and later pass it on to his two sons, Arthur Junior and Frederick. His profound belief that only the very best will do still remains the watchword of our present owner and his great grandson, Simon Price.

With only a brief break during World War II when the Sheffield factory produced munitions for the armed forces, we have never sacrificed quality to follow short-term trends. This dedication was rewarded in 1976 when we were commissioned to design and create the cutlery for the launch of Concorde. The following year we were delighted to be granted the Royal Warrant by appointment to H.M. The Queen in her Jubilee year. And in 1988 we were granted our second Royal Warrant, this time to H.R.H. The Prince of Wales. We know that Arthur Price would feel immensely proud to see the company he founded recognised in such an esteemed manner.



## Fine attention to detail

In addition to our commitment to the highest quality, it is also our unparalleled skills and renowned expertise handed down through generations which help set us apart. For example, many people believe the heavier the knife, the better the quality. But in fact a century's experience has shown us otherwise.

We make our knives in two parts to allow for a hollow handle which creates a lighter, more balanced and altogether better knife. We also forge our blades from hot rather than cold metal, ensuring a stronger blade with a keen cutting edge that lasts far longer.

It is this kind of attention to detail, knowledge and craftsmanship which continue to make Arthur Price of England the name you can trust for the finest English cutlery.

# A Collection to Treasure

Starting your Arthur Price of England cutlery collection is a deserved luxury and one of the most worthwhile investments you can make. After all, it will provide so much pleasure and exceptional service for many, many years, both for your family and guests alike.

This is why it's also well worth considering the additional benefits of choosing sterling silver or silver plate.

Our seven styles of sterling silver sets offer the ultimate in luxury, all are crafted from 92.5% pure silver and are hand finished and hallmarked in Sheffield.



To give you the widest possible choice we provide three grades of silver plated cutlery, each produced to an incredibly high specification. Benefit from silver's exceptional qualities; its unique radiance and warmth. It is a stunning material that ages beautifully over time and adds a whole new dimension to fine dining.

Or in addition, if you prefer the look and feel of stainless steel, we use only the finest chromium and nickel content to give you a truly lasting performance. Take our word for it, this is the best there is.



## The Arthur Price of England Unconditional Guarantee

So confident are we in the quality of our Arthur Price of England cutlery that we offer an unconditional guarantee on every single item you buy – in some cases forever. In the unlikely event of something going wrong with the quality of the workmanship or materials during the guarantee period, we promise to repair or replace it absolutely free of charge.

Our guarantees are as follows:

- Sterling Silver – lifetime guarantee
- Sovereign® Silver Plated – lifetime guarantee
- 35 Year Silver Plated – guaranteed for 35 years
- 25 Year Silver Plated – guaranteed for 25 years
- Sovereign® Stainless Steel – lifetime guarantee

Just think, where else can you make a similar investment that comes with an unconditional guarantee that could last for 50 to 100 years or more!

# Creating the Perfect Dining Experience

Of course, how you build your cutlery collection is entirely up to you to fit in with your lifestyle. Most people tend to purchase six to eight settings to begin with. You can then create whatever further combinations you like, co-ordinating and adding from our extensive selection of 18 accompanying accessories to ensure the perfect look every time. And remember, our expert advisers are always on hand to help you match and choose your additional pieces.

## Standard 7-Piece Place Settings

- Table Knife
- Table Fork
- Dessert Knife
- Dessert Fork
- Dessert Spoon
- Soup Spoon
- Tea Spoon

## Additional Complementary Pieces

- Fish Knife
- Fish Fork
- Serving Spoon
- Fruit Fork
- Fruit Spoon
- Coffee Spoon
- Pastry Fork
- Grapefruit Spoon



STANDARD CANTEN COMPOSITIONS												
	Total No of Pieces	Serving Spoons	Dessert Spoons	Tea Spoons	Table Knives	Dessert Knives	Table Forks	Dessert Forks	Soup Spoons	Coffee Spoons	Fish Forks	Fish Knives
6 Person	44	2	6	6	6	6	6	6	6	-	-	-
	50	2	6	6	6	6	6	6	6	6	-	-
	62	2	6	6	6	6	6	6	6	6	6	6
8 Person	58	2	8	8	8	8	8	8	8	-	-	-
	60	4	8	8	8	8	8	8	8	-	-	-
	68	4	8	8	8	8	8	8	8	8	-	-
	84	4	8	8	8	8	8	8	8	8	8	8
12 Person	100	4	12	12	12	12	12	12	12	12	-	-
	124	4	12	12	12	12	12	12	12	12	12	12



# Baguette

With fluid lines Baguette's understated pattern complements both traditional and modern settings.

Arthur Price  
W. England





## Bead

The Bead pattern was originally designed by Huguenot silversmiths to represent pearls, which were popular in the French court of the 1760s.



Arthur Price  
of England



## Britannia

Quintessentially English, the Britannia pattern is based on the threaded Old English patterns of the 1750s which have enjoyed international popularity ever since.



## Chester

This pattern was commissioned by the Lord Lieutenant of Cheshire, the 2nd Duke of Westminster during the early 19th century.



## Dubarry

The Dubarry design originated during the early 19th century. Inspired by the fashions of the period this pattern is the epitome of sleek delicacy.



## Grecian

The Grecian design was first produced during the Art Deco period, its bevelled edges and angular corners reinterpret the geometry of classical Greek architecture.





# Harley

Harley originated from the Art Deco period of the 1920s and 1930s which demanded bold geometric design and a strong emphasis on quality.



## Inspiration

Inspiration was created to celebrate Arthur Price of England's Centenary year in 2002. The uncomplicated brilliance of its design makes Inspiration perfect for every occasion.





## Kings

Kings is a direct descendant of an older pattern called Fiddle Thread and Shell.

This particular adaptation first appeared around 1817 and is still enormously popular today.



# Old English

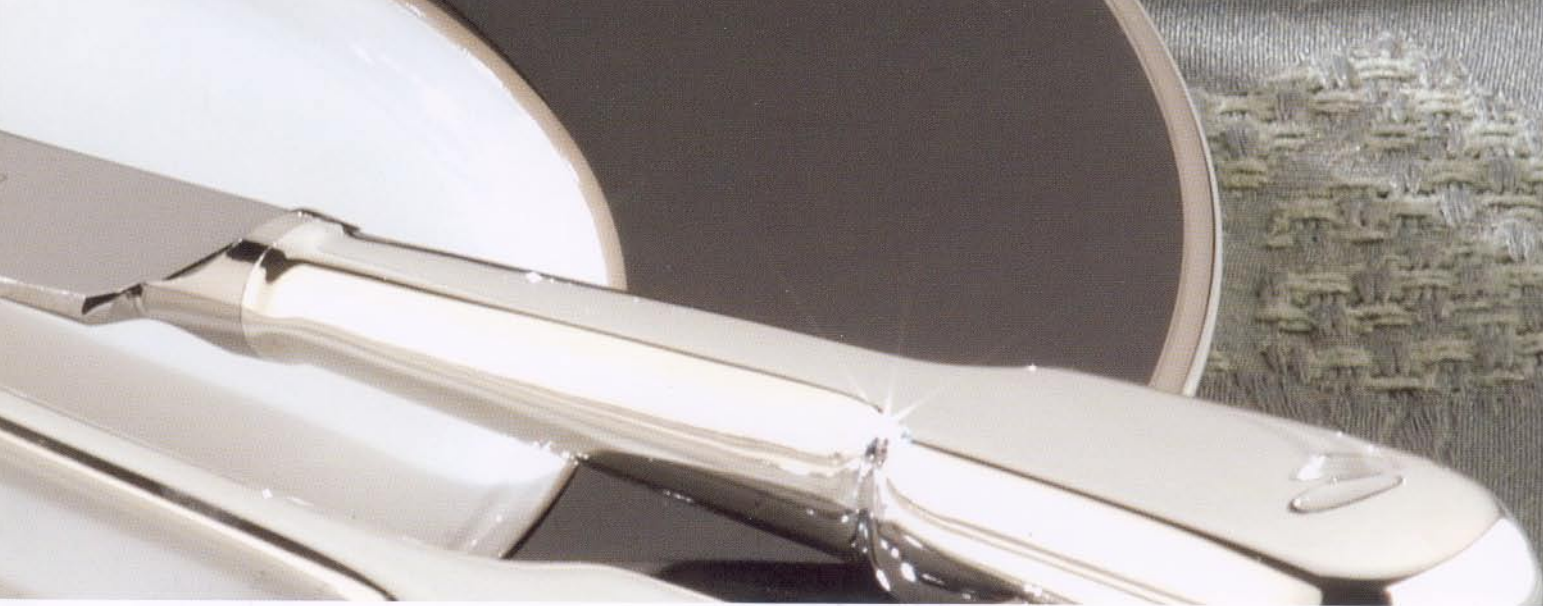
Old English evolved in the 1750s from the Rattail pattern. The 'pip' seen on the front of the fork handle appears on the reverse of the spoon because, in the Georgian era, spoons would have been laid face down on the table.





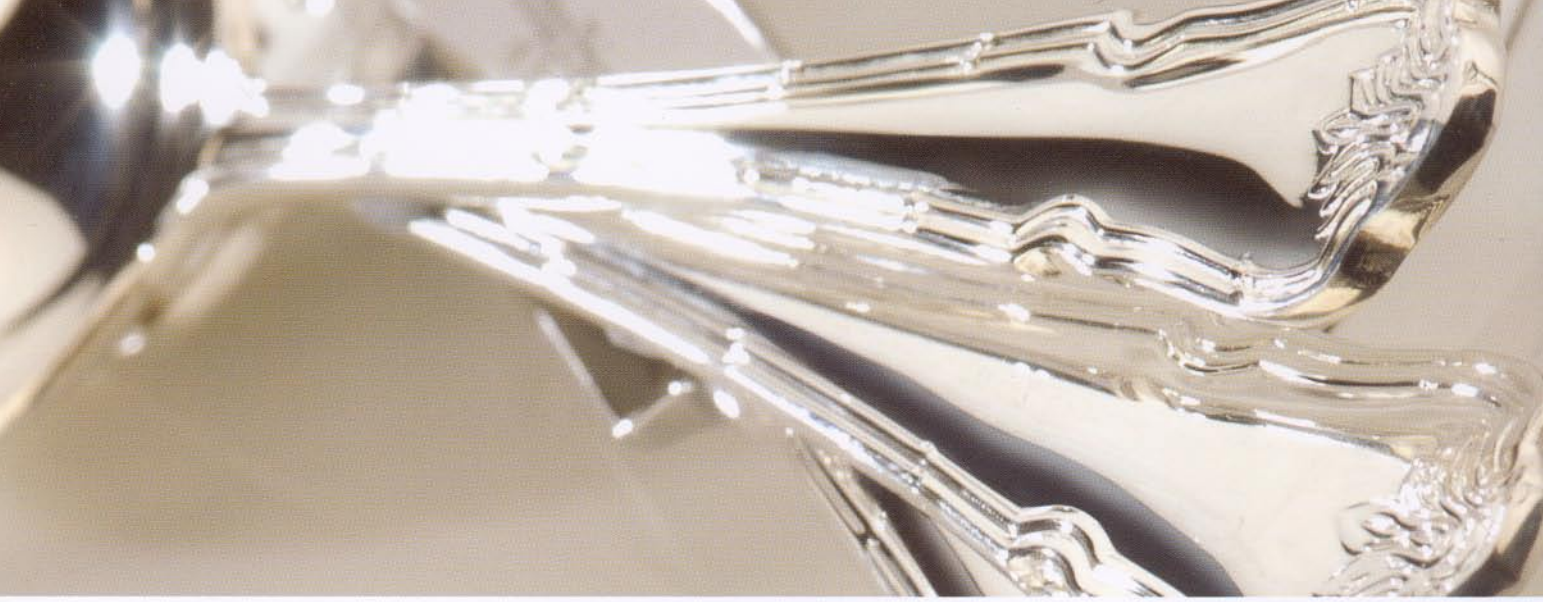
## Old English Fiddle

Old English Fiddle is a classic design with a fine heritage that continues to stand the tests of time.



## Rattail

Rattail is the oldest pattern in the range and dates from around 1710 when modern table etiquette started to develop.



## Ritz

A design exclusive to Arthur Price of England, Ritz is based on the French Empire styles of the 1780s and reflects the tastes of the court of Louis XVI.



# Royal Pearl

Royal Pearl was first introduced in 1990 to celebrate H.R.H. Queen Elizabeth, The Queen Mother's 90th birthday and reflected her love of pearls.

Arthur Price  
of England  
★★★★  
SHEFFIELD

# Glorious Cutlery Cabinets

There's a real sense of unbridled luxury and anticipation of pleasures to come upon opening a handmade wooden cutlery cabinet. Arthur Price of England's cabinets are beautiful items to display in your dining room and are made using traditional methods by highly skilled craftsmen.

Our cabinets are available in a range of elegant and attractive styles and are the ideal way to protect your cutlery and store it safely. The cabinets also help to keep 'atmosphere' tarnish to a minimum. And for the perfect lasting gift, imagine the joy of giving or receiving such a beautiful treasure.





5



6



7



8



9

- 1 Georgian
- 2 York
- 3 Waldorf Table Cabinet
- 4 Monarch
- 5 Universal in mahogany
- 6 Universal in walnut
- 7 Universal in oak
- 8 Universal in cherry
- 9 Collector

# *Building Your Collection*

One of the many hugely appealing aspects of choosing Arthur Price of England cutlery is its collectability. In fact few other cutlery ranges can offer so many fine pieces for your collection.







With Arthur Price of England, not only can you collect the standard seven piece place setting and serving spoon in your chosen design, but you can also collect a further seven other cutlery pieces and almost twenty accompanying pieces.

The end result is a truly stunning and beautifully co-ordinated fine cutlery collection that you will be proud to display on the grandest of occasions.



## Adding to your set

With Arthur Price of England you can buy items individually if you so choose. The easiest way to grow your cutlery set is to buy from the following:

- A. Coffee Spoon
- B. Grapefruit Spoon
- C. Fruit Spoon
- D. Fish Knife
- E. Fish Fork
- F. Fruit Fork
- G. Pastry Fork
- 7 Piece Place Setting in a Gift Box
- Additional Serving Spoons
- Accompanying Pieces (see pages 26 & 27)

# The Perfect Accompaniment

It's the little extras that make a cutlery set all that more special.

With Arthur Price of England you can choose from a fantastic range of 18 complementary pieces which will provide the perfect finishing touches to your table settings.



Our beautiful collection of accessories are available in both silver plate and stainless steel in most Arthur Price of England designs and we are working towards them being available in all designs over time.



- 1
- A. Cake Knife
  - B. Wedding Cake Knife
  - C. Flanged Cake Server
  - D. Cake Lifter



- 2
- A. Pie Knife
  - B. Steak Knife
  - C. Cheese Knife
  - D. Tea Knife
  - E. Butter Knife



- 3
- A. Soup Ladle
  - B. Sauce Ladle
  - C. Cranberry Sauce Ladle
  - D. Cream Ladle

- 4
- A. White Handled Tea Knife
  - B. White Handled Dessert Knife
  - C. White Handled Table Knife



6 Three Piece Carving Set



5 Pair of Salad Servers

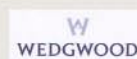
# Your Opportunity to Join Our Exclusive... Silver Service Club

Arthur Price of England would like to extend a special invitation for you to become a privileged member of our exclusive Silver Service Club. By purchasing any 6 person, 44-piece cutlery set (or more) in any of our 14 stunning designs you'll immediately qualify to become a valued Silver Service Club member.

## Silver

Enjoy a multitude of benefits that membership brings, including:

- 🌸 **Buy one, get one free.** This applies to all further cutlery or complementary accessories that you buy from the Arthur Price of England range. Whether that's a single fork, a whole place setting or any complementary piece, we'll give you another free of equal or lower value.
- 🌸 **20% off cutlery sets** from our Arthur Price Contemporary, Llewelyn-Bowen by Arthur Price and Arthur Price Classic brands, enabling you to enjoy a second more casual set for everyday dining.
- 🌸 **10% off our home, tableware and gift collections** – Present Day Gifts, Lichfield Collection Photo Frames, Home & Table and Children's Gifts. Choose from a stunning range of over 200 beautiful pieces for your home and table, as well as very special gifts for all occasions.
- 🌸 **10% off Arthur Price Kitchen items.**
- 🌸 **10% off Wedgwood, Royal Doulton, Waterford Crystal, Royal Worcester and Spode.** Arthur Price has joined forces with these great names in fine china and crystal to offer Club Members these superb benefits. Simply present your Silver Service Club Card at any of the concession shops for these brands inside department stores and enjoy 10% off anything from their beautiful collections.
- 🌸 **Free 5 year service** – a thorough clean and polish of your Arthur Price of England cutlery set that will leave it looking sparkling and revitalised.
- 🌸 **Exclusive Silver Service offers**, which we will send to you from time to time.



## Membership details

Once you join the Silver Service Club you'll receive a membership pack that includes:

- 🌸 A leaflet detailing the exclusive Club benefits.
- 🌸 A list of participating stockists.
- 🌸 Your unique Membership card. You will need to present this each time you wish to take advantage of the Club's benefits.

# Service

## How to use your Silver Service Club membership card

- 🌸 In store – by visiting any participating stockist. To enjoy 3rd party benefits (Wedgwood, Royal Doulton, Waterford Crystal, Royal Worcester and Spode) you will need to visit their concessions shops inside department stores.
- 🌸 Online at [www.arthurprice.com](http://www.arthurprice.com) – type in your 16 digit membership card number in the 'Promotional Code or Silver Service Club Number' box when placing your order online, click on the 'Redeem' button and the website will automatically apply the Silver Service benefits. Full details can be found on the Silver Service Club page on our website.



# Caring for Your Collection

"Creating beautiful cutlery that lasts a lifetime. That's what my family has been doing for generations and we're as committed today to absolute quality as my great grandfather was when he started the company in 1902."



Simon Price, Chief Executive, Arthur Price

It's a myth that silver plated cutlery is difficult to look after. Contrary to popular belief silver does not have to be polished constantly with specialist cleaners. Arthur Price of England's 'best' silver cutlery has been designed for everyday use and the more regularly you use it, the easier it is to care for. And when it looks this good, why hide it away?

By following a few simple guidelines you can easily keep your cutlery in peak condition.

- All our cutlery is dishwasher safe, simply use a gentle detergent and ensure the rinse agent is topped up.
- Exposure to sulphur in the atmosphere and certain foods such as sprouts, eggs, fish and vinegar can cause tarnishing, most noticeably to the fork prongs, which should be removed with silver polish. To reduce tarnishing, wash as soon as possible after use and try to store your cutlery in a canteen.
- Avoid immersing in water or a damp atmosphere for prolonged periods as this will have a corrosive effect, particularly to knife blades.
- Detergents and rinse agents containing lemon are not recommended.
- Always avoid using scouring pads or abrasive sponges when washing up by hand as this will scratch the silver plated surface.
- Every now and again you'll notice your cutlery looking a little dull. This is completely normal and

the time to give it a quick polish. Arthur Price has created an excellent Easy-Care range which includes time-saving items such as a cloth, polish, foam, mitts and spray. This specially designed range of care items will help minimise the effort required to care for your cutlery, giving you more time to enjoy using it in perfect condition.

- Please remember that silver is a soft metal and its surface will gradually mark over time. This will evolve into the soft, mellow appearance known as patination, which gives antique silver its extraordinary lustre. It will take at least six months of regular use to mature and it'll continue to improve with age. A good tip is to try to use the pieces in rotation so the set matures evenly.

If you purchase stainless steel cutlery from the collection, you should adhere to the recommendations laid out above and also note the following:

- Avoid mixing stainless steel and silver plated cutlery in the same dishwasher basket as it will corrode the stainless steel.
- When washing by hand do not use liquid bleach as it can smear and stain.
- Avoid immersing in water, particularly water with a high salt content, for prolonged periods of time as this has a corrosive effect.
- And please remember that 'stainless' means the steel stains less! Unfortunately it doesn't mean that it won't stain at all. If staining does occur, remove with a good stainless steel polish.

*Above all, we hope you enjoy your cutlery as much as we enjoy making it for you.*





Arthur Price  
cutlery & gifts