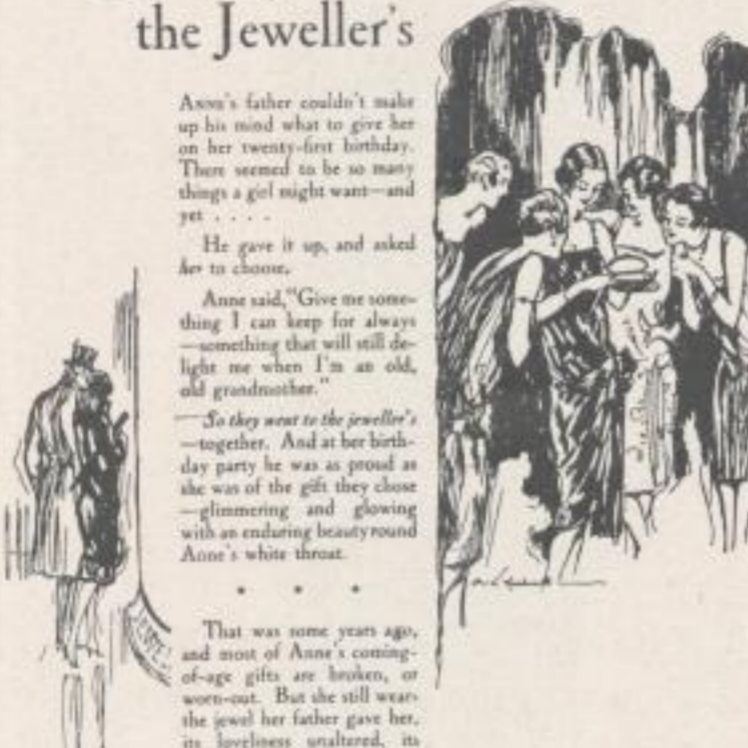



So they went to the Jeweller's

Anne's father couldn't make up his mind what to give her on her twenty-first birthday. There seemed to be so many things a girl might want—and yet
 He gave it up, and asked her to choose.
 Anne said, "Give me something I can keep for always—something that will still delight me when I'm an old, old grandmother."
 —So they went to the jeweller's—together. And at her birthday party he was as proud as she was of the gift they chose—glimmering and glowing with an enduring beauty round Anne's white throat.

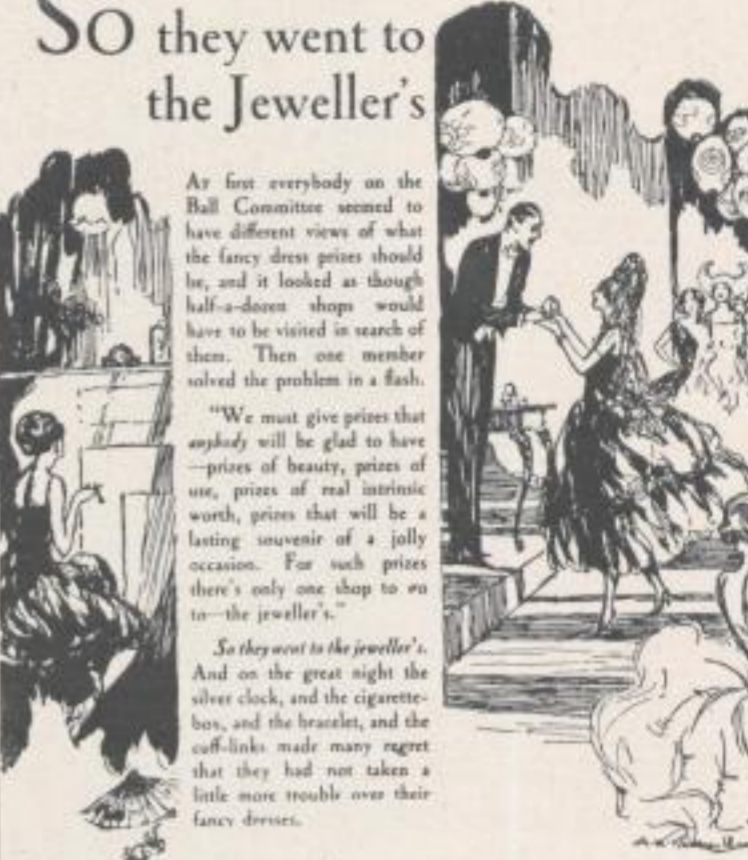
 That was some years ago, and most of Anne's coming-of-age gifts are broken, or worn-out. But she still wears the jewel her father gave her, its loveliness unaltered, its worth perhaps increased.



Gifts  that last
The symbol of the National Jeweller's Association

So they went to the Jeweller's

At first everybody on the Ball Committee seemed to have different views of what the fancy dress prizes should be, and it looked as though half-a-dozen shops would have to be visited in search of them. Then one member solved the problem in a flash.
 "We must give prizes that anybody will be glad to have—prizes of beauty, prizes of use, prizes of real intrinsic worth, prizes that will be a lasting souvenir of a jolly occasion. For such prizes there's only one shop to go to—the jeweller's."
 So they went to the jeweller's. And on the great night the silver clock, and the cigarette-box, and the bracelet, and the cuff-links made many regret that they had not taken a little more trouble over their fancy dresses.



Gifts  that last
The symbol of the National Jeweller's Association

Illustrationen zu dem Artikel »Geschenke von bleibendem Werte« / Illustrations for the article "Gifts that last"

Entwurf

A. H. MACDONALD

Design

durch den Versuch, das Publikum sowohl wie die Zeitungen zu täuschen.

Alle diese Schwächen, die bei den meisten sogenannten Reklamefeldzügen zu finden sind, waren der Grund für den Mißerfolg des ersten Versuches, der von der National Jewellers Association in dieser Richtung unternommen wurde.

Am 16. März vorigen Jahres, genau eine Woche vor Ostern, wurde nun ein zweiter und in jeder Beziehung besserer Versuch, die Aufmerksamkeit des Publikums zu erlangen, unternommen. Ganze Seiten wurden im "Punch", der berühmten illustrierten Zeitschrift, belegt (reine Verkaufsauflage ungefähr 125 000), außerdem 250 mm, also über drei Spalten, in zwei wichtigen Sonntagszeitungen, nämlich "The Weekly Dispatch", (Wochenpost, deren damalige reine Verkaufsaufgabe ungefähr 750 000 betrug und heute ungefähr 1¹/₂ Million beträgt) und "The Sunday Chronicle" (reine Verkaufsaufgabe über 1 Million), ferner in einer Tageszeitung, nämlich "The Daily Mail" (Tagespost), reine Verkaufsaufgabe über 1³/₄ Millionen).

Man könnte über die Wahl dieser Blätter überrascht sein, weil sie mit Ausnahme des "Punch" trotz ihrer großen Auflagen qualitativ nicht auf

more legitimate manner of securing the attention of the prospect was undertaken.

Full pages were booked in the famous illustrated weekly "Punch" (net sales of about 125 000) and 250 mm, over three columns, in 2 important Sunday papers, namely "The Weekly Dispatch" (the nett sale of which, was at that time about ³/₄ million, and is now about 1¹/₂ million), and "The Sunday Chronicle" (nett sales of about 1 million), also in one daily paper, namely "The Daily Mail" (nett sales of over 1 million and three quarters).

The choice of these papers may be surprising because with the exception of "Punch", they represent quantity and lack the quality which one would associate with such a campaign.

Papers of the type of "The Times", "The Daily Telegraph" as far as dailies are concerned, "The Sunday Times" and "The Sunday Observer" as far as Sunday papers are concerned, would seem more suitable. But for all that the manner in which the appeal is put before the public, scores through its very dignity.

A symbol was first adopted, it consists of three crowns each carrying the initial of the National Jeweller's Association. It gives an appearance of