

## SO they went to the Jeweller's

Everybody in the office liked Meredith. When he was leaving to take up a bigger job, the Directors put their heads together and decided to make him a farewell gift.

"I'd like to give him something handsome," said the Chief, "something that he and his wife can use, something that will never lose its value. Let's say it in silver."

So they went to the jeweller's.

The Merediths have had their silver tea-set for twelve years now. They use it every day, and years of polishing have given it a smooth, lustrous surface that is even lovelier than its clean brightness when it was new. It is a lasting and much-loved token of affection and goodwill.



Gifts  that last

The symbol of the National Jeweller's Association

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When Patricia got married her Uncle Bill debated long what he should give her.

He was just a bit of an egoist, was this Uncle Bill. He wanted his gift to last, so that in a score of years Patricia might still be able to show it and say, "Dear old Uncle Bill gave me that when I got married."

He wanted it to be something beautiful and valuable and useful now and always; an ever-present asset of perhaps increasing value; something she might even hand over to her own daughter on her wedding day.

So he ruled out one thing after another—and he didn't give a cheque. He went to the jeweller's. And Patricia gave a squeal of delight when she opened the box.



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

Entwurf

A. H. MACDONALD

Design

der Höhe sind, und gerade darauf legt man doch bei einem solchen Reklamefeldzug großen Wert.

Zeitungen von der Art der "Times" (Die Zeit), des "Daily Telegraph" (Täglicher Telegraph), soweit Tageszeitungen in Frage kommen, und von der Art der "Sunday Times" (Sonntagszeit) und des "Sunday Observer" (Sonntags-Beobachter), soweit Sonntagszeitungen in Frage kommen, scheinen für diesen Zweck eigentlich mehr geeignet.

Zunächst wurde eine Schutzmarke geschaffen; sie besteht aus drei Kronen, von denen jede einen Anfangsbuchstaben der "National Jeweller's Association" trägt. Die Schutzmarke wird zum Zeichen der Echtheit auf den Waren angebracht. Tatsächlich entspricht sie dem Echtheitsstempel.

Jede Anzeige beginnt mit dem Schlagwort:

»Deshalb ging er zum Juwelier«

oder etwas abgeändert:

»Deshalb gingen sie zum Juwelier.«

Am Fuß jeder Anzeige steht das Leitmotiv, nämlich »Geschenke von bleibendem Wert«. Die Inserate sind von A. H. Macdonald illustriert, dessen Stil in vieler Beziehung dem Ludwig Kainers ähnelt.

In einer Reihe stark wirkender Zeichnungen gibt er wichtige Momente im menschlichen Leben

authenticity to the copy. In fact, it acts as a hall mark.

Each advertisement starts with the slogan:

"So he went to the Jeweller's" or a variation of this: "So they went to the Jeweller's".

On the bottom of each advertisement the "leit motiv" is found, namely,

"Gifts that last"

The advertisements are illustrated by A. H. Macdonald whose manner is in some ways similar to that of Ludwig Kainer.

In a series of most attractive designs he gives the representation of certain events important in life. Patricia gets married and Uncle Bill has the very selfish thought of wanting to give her a gift that will last — Meredith leaves his firm and is made a presentation of a beautiful parting memento — John goes off to college and his parents are anxious to give him something that he will really treasure — Camilla has presented her husband with a baby and the happy father is anxious to make her a present.

Patricia will receive a piece of jewellery, Meredith a canteen of cutlery, John a gold watch, and Camilla a rope of pearls.