

SO they went to the Jeweller's

When John went off for his first term at a public school his father gave him a present.

He had talked it over with his wife beforehand, and they both decided that their boy ought to have something to take away with him that he would always be proud to possess.

So they went to the jeweller's, and chose a really good watch for John—the kind that would stand a good deal of hard wear and would never get him into trouble for being late.

And all through his first day at the strange big school John's new watch ticked away companionably in his pocket—something of his own that would stand by him when all the tips were spent, and all the tuck was eaten, a precious link with home.



Gifts  that last

The symbol of the National Jewellers' Association

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To-day Camilla was coming downstairs . . . and in his new pride of fatherhood Dick felt that the occasion called for a gift.

It must be something very beautiful, he decided, and yet enduring, delicate yet of un-fading worth. It must be something that would not lose its value with daily enjoyment, an investment as well as a token, an intimate and well-priced gift not only for to-day but for to-morrow and all the to-morrows.

So he went to the jeweller's. And the radiant gift he chose there will be just as lovely and even more precious when, in the years to come, Camilla shows it to her daughter and says, "Daddy gave me that when you were born."



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

Entwurf

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Design

wieder. Patricia heiratet und Onkel Bill hat den Wunsch, ihr ein Geschenk von bleibendem Wert zu machen. Meredith nimmt eine andere Stellung an und erhält eine schöne Gabe zur Erinnerung. John kommt auf das Gymnasium, und seine Eltern wollen ihm etwas mitgeben, was wirklichen Wert hat. Camilla hat ihrem Gatten ein Kindchen geschenkt und der glückliche Vater möchte ihr nun ein schönes Geschenk machen.

And the argument which is ever repeated, not only at the end of the advertisements, but also in different forms throughout the copy, is the fact that gifts bought at the Jewellers' never depreciate.

The retailers have been advised in good time and their co-operation assured.

Many of them have desired to add the weight of their local advertising to the National campaign of their association.

Patricia wird ein schönes Schmuckstück bekommen, Meredith einen Besteckkasten, John eine goldene Uhr und Camilla ein Perlenkleid.

Und das Schlagwort, das stets wiederholt wird — nicht nur am Schluß der Anzeigen, sondern auch in verschiedener Form im Anzeigentext — besagt, daß Geschenke, die man beim Juwelier kauft, niemals ihren Wert verlieren.

Die Einzelhändler sind rechtzeitig von dem Werbefeldzug in Kenntnis gesetzt worden und haben ihre Mitarbeit zugesichert. Viele von ihnen haben den Wunsch geäußert, unabhängig von der Gesamtreklame ihres Verbandes auch mit einer Reklame am eigenen Ort hervorzutreten.

Übersetzt R. Knorr