

# ADVERTISING FOR JEWELLRY

The Industrial, Crafts', Wholesale and Retail Dealers' Associations of goldsmiths and silversmiths will hold their Fifth International Congress in Berlin from the 25<sup>th</sup> to the 31<sup>st</sup> of August. We submitted the following question to the well-known Berlin goldsmith, Wilm, who is on the committee:

Our readers would be interested to learn whether the question of advertising and its issues will be discussed at the International Congress of Jewellers in Berlin. What is your personal standpoint with regard to these questions? In what way can, in your opinion, advertising benefit the goldsmiths and jewellers?

Answer: When the members of any calling meet in a Congress and an International Congress at that, their one endeavour is naturally the furtherance of their calling. This is therefore advertising in its widest sense.

The German goldsmiths have of late years been at great pains to revive interest in their valuable art. On August 3<sup>rd</sup> 1932 the "German Society for the Promotion of the Goldsmith's Art" was founded in Berlin. This is not a trade organization but a society formed by notable people who, in spite of the daily cares and struggles of life, still delight in whatever the goldsmith's art has produced and desire to further culture by fostering it. As I have set forth elsewhere the aim of the society is to support public collections in their

Frauenporträts mit Schmuck  
Preisgekrönte Arbeiten aus einem  
Wettbewerb der Deutschen Ge-  
sellschaft für Goldschmiedekunst

Portraits of ladies with jewellery  
Work awarded medals in a competi-  
tion instituted by the "German Society  
for Goldsmith's Art"

1. Preis 1<sup>st</sup> prize  
JOSEF PIEPER  
DUSSELDORF



1. Preis 1<sup>st</sup> prize  
WALTER STENGL, ZWICKAL



3. Preis 3<sup>rd</sup> prize  
PROF. FRITZ RHEIN, BERLIN



2. Preis 2<sup>nd</sup> prize  
PROF. GEORG SIEBERT  
KARLSRUHE

3. Preis 3<sup>rd</sup> prize  
JOSEF PIEPER, DUSSELDORF



2. Preis 2<sup>nd</sup> prize  
HEDWIG HOLTZ - SOMMER  
WUSTROW-MECKLENBURG