



Announcing MODERN CLASSIC



ROBERT E. LOEGER, architect and designer, is world known for his modern designs and innovations in art and metal. His inspired approaches for more durable, permanent designs, and for more lasting craftsmanship, have made him a leader in the field. Mr. Loeber's designs have won many awards and distinctions. His designs are modern yet distinctive, with his unique designs, have received recognition, notably in "House & Garden", "Casa", "Home & Yard", etc., work has been accepted into permanent collections of the Louvre, Louvain, The Metropolitan Museum of Art, and the National Museum of Art in the Soviet Union.

- Rogers, Lunt & Bowley, Silversmiths, present MODERN CLASSIC, a new pattern in TREASURE Solid Silver. It was created by Robert E. Loeber, one of America's most important contemporary designers.

- Hence, indeed, it is modern alone in fine styling without . . . the work of a master designer and master craftsman. Its simple beauty expresses the very essence of the modern spirit.

- The short, slim handles have classic proportions . . . the French curve panel continues over the top into a fine and effective scroll on the back. The radiant beauty of the pattern, you suddenly realize, is achieved by the subtle composition of the gleaming plain surfaces. Amazing that anything so simply made can have such character—and so elegance!

- MODERN CLASSIC may now be seen in leading jewellers in most of the principal shopping centers. If you do not easily want to see this pattern before you make any decision, if your jeweller has not yet received his stock, write us and we shall promptly arrange for you to see this new design. We know you will be delighted with MODERN CLASSIC in the actual silver. When you take a piece in your hand you will instantly recognize its harmonic weight—and its rare beauty.

- If you will let us know that you are interested, we shall gladly send you a copy of the MODERN CLASSIC brochure, with a price list. Address: Dept. H-10, Rogers, Lunt & Bowley, Somerville, Massachusetts, Mass.

"Treasure" Solid Silver

Inserat

Advertisement

Freude und Genuss empfinden an allem, was die Goldschmiedekunst im weitesten Sinne hervorgebracht hat, und durch Pflege dieser zur Förderung der Kultur beitragen wollen. Wie ich schon an anderer Stelle geschrieben habe, will die Gesellschaft die öffentlichen Sammlungen in ihrer Tätigkeit unterstützen und das private Sammlertum anregen. Diese Ziele können auf verschiedenen Wegen erreicht werden. Durch Ausstellen hervorragender Werke alter und neuer Goldschmiedekunst, durch Vorträge mit Lichtbildern und Demonstrationen an erlesenen Stücken. Wir wollen die Verbindung pflegen zwischen Universitäten, den geistigen Zentren unserer Kultur und Wissenschaft, den Akademien und Schulen, den Ausbildungsstätten des

activities and stimulate private collectors to fresh endeavour. These ends can be attained in various ways—by the exhibition of outstanding examples of old and new work and lectures demonstrating the choicest work either by means of lantern slides or the actual pieces. Our object is to form a link between the universities, the intellectual centres of our culture and science; the academies and schools, the educational centres of coming talent, as also between the exhibition executives and authorities, as well as the unions, associations and guilds which are active in the interests of the goldsmith's art either as regards handicraft, industry or trade.

A third aim of the Society lies in an intensive cultivation