

besserer Versuch, die Aufmerksamkeit die Publikums zu erlangen, unternommen. Ganze Seiten wurden im „Punch“, der berühmten illustrierten Zeitschrift, belegt (reine Ver-

Man könnte über die Wahl dieser Blätter überrascht sein, weil sie mit Ausnahme des „Punch“ trotz ihrer großen Auflagen qualitativ nicht auf der Höhe sind, und gerade

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 Jewellers' Association

Abb. 1

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 Jewellers' Association

Abb. 2

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 tack was eaten, a precious link with home.

Gifts  that last

The symbol of the National Jewellers' Association

Abb. 3

SO he went to the Jeweller's



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 unfading 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."

Gifts  that last

The symbol of the National Jewellers' Association

Abb. 4

kaufsaufgabe ungefähr 125000), außerdem 250 mm, also über drei Spalten, in zwei wichtigen Sonntagszeitungen, nämlich „The Weekly Dispatch“ („Wochenpost“, deren damalige reine Verkaufsaufgabe ungefähr 750000 betrug und heute ungefähr 1 1/2 Millionen beträgt) und „The Sunday Chronicle“ (reine Verkaufsaufgabe über 1 Million), ferner in einer Tageszeitung, nämlich „The Daily Mail“ („Tagespost“), reine Verkaufsaufgabe über 1 3/4 Millionen.

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 mehr geeignet.