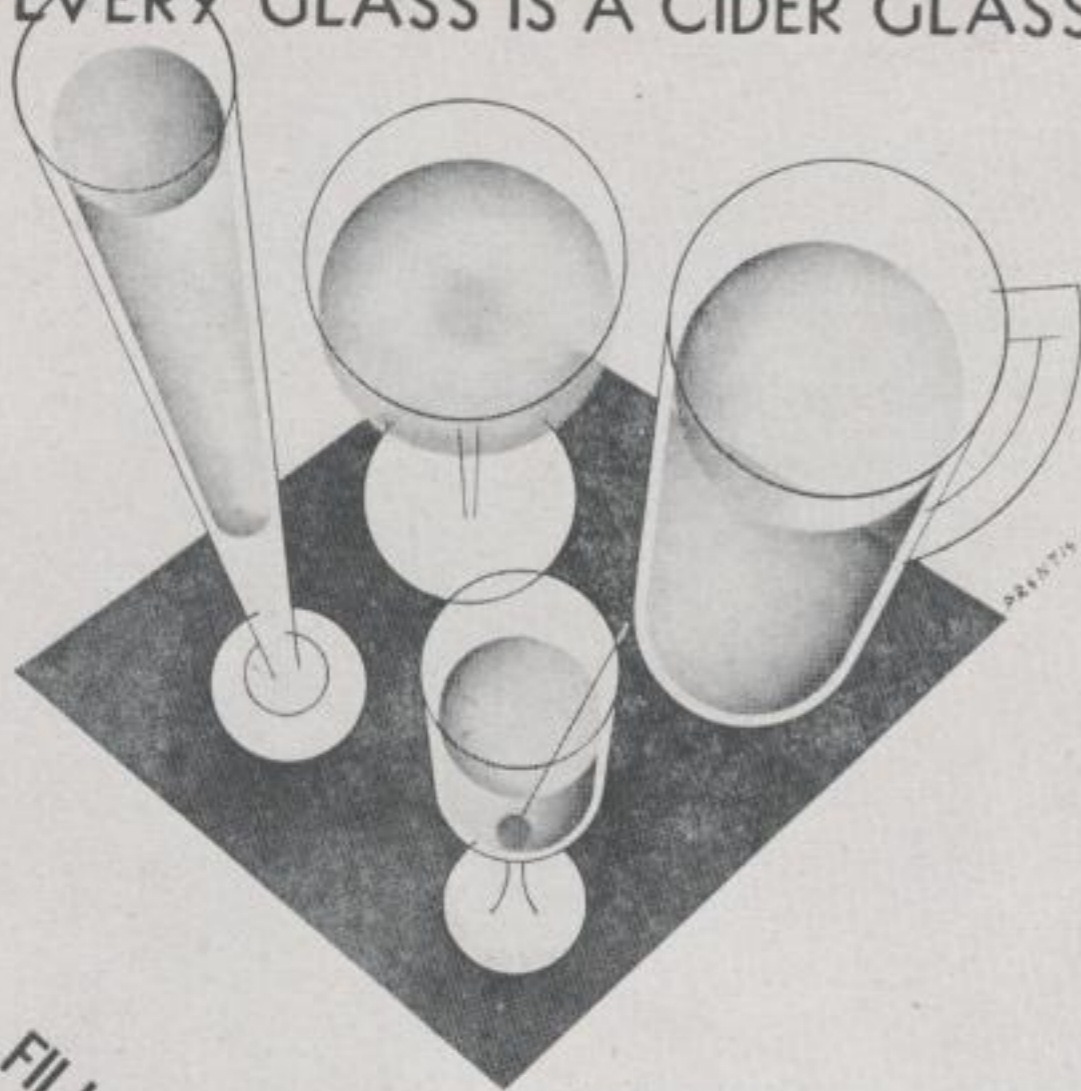


EVERY GLASS IS A CIDER GLASS



FILL EVERY GLASS

Everybody's drinking Bulmer's — everybody's way! Some from tankards, some from tumblers, some from fragile table glass. Everybody's ordering Bulmer's — in every kind of place! From the grocer's, the wine-shop—in restaurant, club and dining car. Because it has a sparkle, a twinkle in its eye. A luscious, candid colour that satisfies the heart. Because it has the sort of taste you want to taste again. Everybody's drinking Bulmer's. **Now, which glass is yours?**

WITH **BULMER'S**

• BULMER'S POMAGNE a dozen bottles 35/- • BULL a dozen bottles 12/- • WOODPECKER a quart flagon 10/- d (London area)

P R E N T I S

sit on the shore and beneficently survey the spectacle presented by their sons and quietly see to it that the harbour remains secure.

In a period of economic difficulty, it is doubly hard to steer an unerring course. And yet there are a number of such bold and skilled seafarers. There is the Underground Railway, there are various railway lines, Jaegers' clothing, Shell Oil Co., — just to mention a few which are internationally familiar names.

The wish to anchor a purposeful beauty securely in business life has made of Prentis a fighter in whom courage, capability and persistence are combined. Backed up by Sir William Crawford's work and reputation and with his organisation behind him, Prentis is never tired of pointing out to business men the importance of strength and uniformity in design, which then has the beauty which comes from fitness to its purpose. The success of his work is a proof of how many merchants are willing to follow his lead and that of other artists with the same ends in view.

Prentis does not stop at the advertisement or the poster. His sign-language of the clean, strong line follows the buyer of a dress, a ticket or whatever it may be, on his way through the streets of this great city. He succeeds in bringing the hasty passer-by to a halt just in front of his

Advertisements

(W. S. Crawford Ltd., London)

simplicity which always dominates Prentis' thoroughly impulsive manner of designing. This impulsiveness is a basic characteristic of young England. It may seem most un-English to the stranger after all he has learned about the country from comic papers and travellers' one-sided observations. Everywhere we see the manifestations of this fresh and *vita spirit*: in the social life of young people, in sport, in the fashions and in all forms of activity. Above all, it is present in art, which the older Englishman regards with that mixture of admiration and reverence peculiar to the Anglo-Saxon.

Especially in art and fashion, there is scarcely another people which sets so many bright-colored, dainty and daring ships a-floating in the peaceful and spacious haven of century-old dogma. The elders

the Lincoln Bennett
approves
of the man



... *who* can read a menu and know that *Jainville* means prawns—but is also aware that *Roast-Beef-and-Yorkshire* means a satisfactory meal . . . Who knows that *Claret* is best with an early pheasant and *Burgundy* with a late—but finds coffee-stall coffee at two in the morning superb with a *saveloy* . . . Who goes to the Grand Opera because he likes music—and not because opera is grand . . . Who can have his flat furnished by *Djo-Bourgeois*, without thinking *Sheraton* dull—and appreciate a *Renair* while still admiring *Rembrandt* . . . Who will wear his silk hat as a matter of course—neither looking as if he is off to a wedding nor coming back from a funeral. In the way a silk hat is made to be worn—as naturally as a smile.

Lincoln Bennett manufacture fine silk hats which sell from Thirty Shillings. Main Town Shop: 3 Burlington Gardens, Old Bond Street, W.1. Our Piccadilly Annex is at the corner of Burlington Arcade. City Shop: 5 Queen Victoria Street, E.C.4. Shops at Birmingham, Manchester, Liverpool and Glasgow. And all the best hat shops everywhere are agents.