



ONE EIGHT TWO PICCADILLY

Folders:
Design: McKNIGHT-KAUFFER

"When we speak of our Turtle Soup our voice becomes very tender—do not think us unmanly" is the beginning of one of the Fortnum & Mason Commentaries.

He who has ever bought anything from the two alarmed gentlemen will certainly refuse to entertain the possibility of such an insulting assumption. His voice will also be heard gently joining in the Pilgrim's Chorus with which the employees leave the



WE HAVE SPECIALLY CREATED A NEW RANGE OF
SPRING COLOURS FOR THE COMING SEASON

OUR NEW COLOURS FOR YOUR SPRING
AND SUMMER DRESSES

NEW BLUE
SKY BLUE
MIST BLUE
NEW GREEN
LEAF GREEN
CHOCOLATE
YELLOW
RUSSET
STONE
PINK

YOU WILL FIND THESE SHADES MATCHED
IN EVERYTHING THROUGHOUT OUR
LADIES DEPARTMENT AND COMBINED IN
• SUITS • DRESSES • JERSEYS • HATS
• AND SCARVES

NEW COLLECTION • MARCH 14TH

imposing scene of their activities every evening. America was still an English colony and Frederick the Great exercising his greyhounds at Sans-Souci when Mr. Charles Fortnum took out a policy on his business at the Sun Insurance Company in London. The ancestors of many a Mayfair gourmet were eating plain cold beef and pickled onions when he began to sell good tea and delicate sardines to cultivated Londoners.

To-day there here stands a great house in Piccadilly and Duke Street, under the guardianship of stately gentlemen in cutaway coats.

