

Old School Tie? Material considerations sink into the background when we see what dangers and sufferings must be combated in order to procure all these delicacies.

Even the packaging is not without its complications. But what does that matter, when such results can be obtained!

It was also not an easy matter to create such price lists. (But again what does that matter... etc., see above.) For, after all, they are price lists. How cleverly they are done: down to the last and most painful detail: the order form: Read for yourselves. This series is no machine made product. It fulfils the foremost requirement of good advertising: to be individual. It suits only this one firm. No rival has "once had something like that". (Directors, who also advertise according to this principle, kindly step forward.)

This attitude is something very English. Inside a form-corset which is worn naturally and with grace, the Englishman is conscious of his own figure, peculiar only to himself. And he is proud of it, however eccentric it may be.

During the last few years, Fortnum & Mason has developed into a kind of "Class Department Store". Shoes, sports requirements, gifts, modern house decoration, carpets, etc., fill four stories.

It is excusable that an attempt should have been made to apply the already successful advertising methods to these goods as well. It was an experiment. Admirable to state, after a short test, the methods were altered. (Directors who would have done the same, kindly take another step forward and prepare to receive a decoration.)

The essential factor was retained: good taste and good judgement in the choice of collaborators,—most of the designs were made by McKnight-Kauffer.

Now that everything is published it all seems simple and natural.

Just as natural as we used to find Rastelli's act. So we will lay a beautiful wreath of lobsters' claws on the grave of the long deceased founders, Fortnum and Mason. To the very much alive gentlemen who make the "Commentaries" possible, and to Mister Menzies and his staff of jolly draughtsmen, we present our heartiest congratulations and wish them and us—lots more fun!

Translated by E. T. Scheffauer.

Drawings by Hendy



Entwurf

MILNER GRAY

Design

Our FRESHLY MADE

Plain Calves Foot - 1/6	Port Calves Foot - 1/6
Lemon Calves Foot - 1/6	Champagne Calves Foot 1/6
Bandy Jelly - 1/6	Sherry Calves Foot - 1/6
Chicken Jelly - 1/6	

Our Flautists stimulating the Chef to surpass himself

Unsere Flötenspieler regen unsern Küchenchef zu Höchstleistungen an

MYRNA

It cannot be made here—besides, it is in Smyrna, warm with the lush and richness of the little silver of an... from the East—unexplicable.

den drums 7/6 1/- and 9/6

4 p.m. IN OUR TEA ROOM. Sitting member claiming his chair for the Summer season

4 Uhr vorm. in unserem Restaurant Aktives Mitglied belegt seinen Sitz für die Sommersaison

Luring Anatolian lions with Turkish Delight

If you say there are no lions in Anatolia, we reply that we have caught many a fine one full in Anatolia—So there!

Türkischer Honig als Lockspeise für anatolische Löwen