



AFTERMATH—“Never mind, Aurora, it shall never happen again—we’ll send for Fortnum & Mason’s Store Cupboard List”

Nachspiel — „Tröste dich, Aurora, es soll nie wieder vorkommen, wir werden uns sofort Fortnum & Mason’s Preisliste schicken lassen!“

4

to advertise the merits of choice dainties. But, tell me, pray, why is Fortnum & Mason’s advertising appeal so unusually attractive and unique? Probably because all the world over, foodstuffs are advertised with such appalling seriousness. America perhaps makes her advertisements somewhat more tasteful by using coloured photographs. And that from time immemorial man’s good-temper depends on his digestion is a fact well known to Fortnum & Mason and to Stuart’s Agency who produced these booklets with the help of their best illustrators and writers. Hence the slogan “make people happy!” In delightfully exaggerated form creepy stories are told of how rare titbits are carried to the remotest corners of the earth in the face of deadly dangers. Such is the theme of this appeal.



HOSPITALITY—“Come in and have something, everyone of you”

Der freundl. Empfang — „Aber kommen Sie doch alle zu einem kleinen Imbiß herein!“

6



THE TRIUMPH—(thanks to good old Fortnum’s)

Der Triumph — den sie nur Fortnum & Mason zu verdanken haben

7

Design RICHARD TAYLOR



HAPPY DAYS—they stock their store cupboard from F & M’s List

Glückliche Tage — Der Vorratsschrank wird nach Fortnum & Mason’s Liste aufgefüllt

5