



The Western Front Association

Schools' Autumn Competition 2023

Sell, Sell, Sell –

Advertising and the First World War

What are they selling, who to and how? What do they tell us about life during the war?

Choose useful Gifts this Xmas

Whether your gift is intended for a soldier, sailor or a friend at home, you will find the ideal present at Hope Brothers. You will be able to select from an almost endless variety of appropriate, useful presents, inexpensive in price, but of the sterling quality and value for which Hope Brothers are famous. Comforts for our fighting men should be dispatched this week to ensure delivery.

A Few Suggestions

Warm Pants Natural and Unshrinkable. 36in. waist. 4/6	Knitted Waistcoats In various shades with sleeves. 10/6
Warm Vests Natural and Unshrinkable. 36in. chest. 4/6	Fleecy Scarves In Khaki and a large variety of other shades. 1/11
Gentlemen's Knitted Gloves Various shades and mixtures. 1/6	

Write for complete Catalogue post free

Hope Brothers LTD.
Est. 1874. *Complete Outfitters*

44, 46, & 48,
LUDGATE HILL, LONDON, E.C.

Branches throughout London and the Provinces.

BURBERRY TRENCH OUTFIT

ARMOUR OF PROOF
A complete safeguard for Officers against the terrible hardships of the trenches.

OFFICERS AT THE FRONT
have supplied data for the design throughout—men experienced in what is essential during excessive exposure in trench warfare.

BURBERRY TRENCH KIT
is absolutely impervious to rain, sleet, snow, or water,

YET PERFECTLY SELF-VENTILATING.
Biting winds cannot penetrate its densely-woven fabric, and for this reason

SIR E. SHACKLETON, Capt., Scott, Capt. Arvidsen and Sir Douglas Mawson used it on their expeditions to the South Pole as the chief protection against the fierce cold and extraordinary gales of those dreaded regions.

NOTE—This outfit is made in the most perfect manner possible. It is not a mere imitation of the British Army's Trench Kit, but a complete safeguard against the hardships of the trenches.

BURBERRY TRENCH KIT
consists of a **BURBERRY TRENCH WARM**—comprising the services of Trench coats in ONE, each of which can be worn separately. A **WEATHERPROOF** that keeps out any rain that an enemy leaves out; a **Camel Hair SHIRT-WAIST**; and a thick, double-lined **OVERCOAT** for the severest weather.

CAP COVER AND CAPE—a covering for head and face, an extra protection over the shoulders, preventing any possibility of wet seeping in at the collar.

GABARDINE SHORTS warm, as illustrated, under the Trench Warm prevent wet dripping on the trenches.

GABARDINE GLOVES, lined Wool, worn with the gauntlet inside the sleeves of the coat, and

BURBERRY TRENCH BOOTS comprise the staunch and dependable outfit for the Officer in the trenches.

Everything the Officer needs ready for immediate use
is completed to measure in from 2 to 4 days.

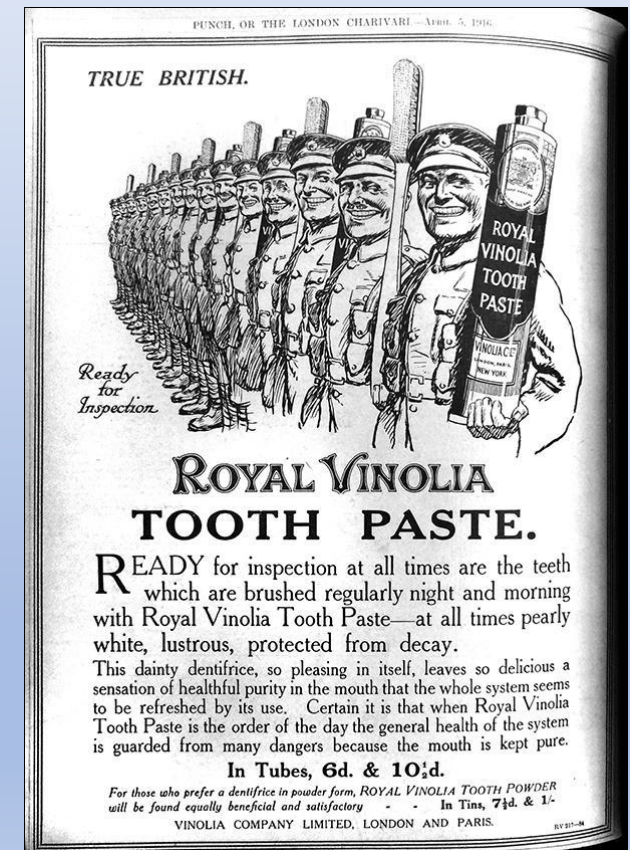
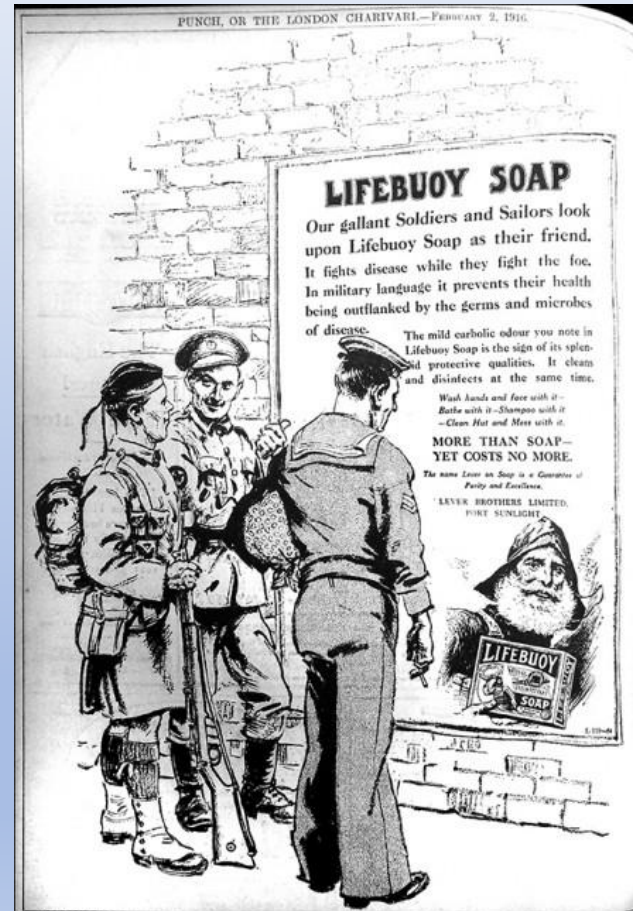
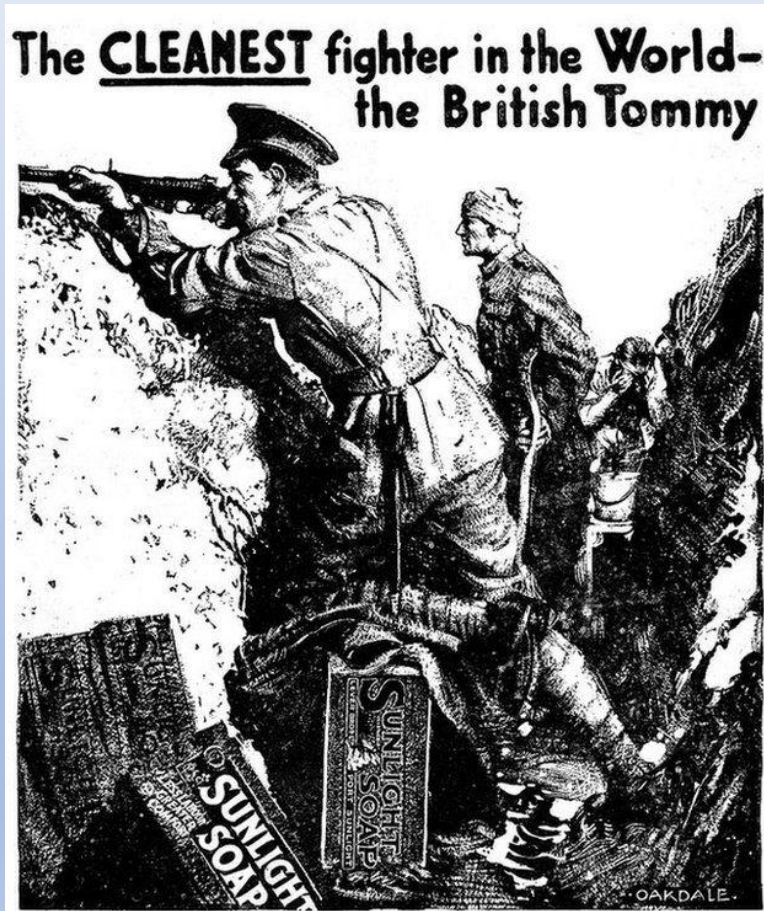
Uniforms from 25 Sh. in Serge; 26 Sh. in Whipcord.
Special quantities made to Government.

BURBERRYS Haymarket LONDON
also 8 and 10 Boulevard Malesherbes PARIS.



Illustrated Military or Naval Catalogue Post Free

What are they selling, who to and how? What do they tell us about life during the war?



What are they selling, who to and how? What do they tell us about life during the war?

BRITISH AND BEST.

Notice the embedded bullet.

This Shaving Stick SAVED THE LIFE of a British Soldier at Ypres. (Original Letter in Our Possession)

“ERASMIC”
Shaving Stick

*is the favourite at the front.
Send him a stick or two.*

10d per Stick in Nickel Case.

ERASMIC Shaving Sticks, LONDON.

PUNCH OR THE LONDON CHARIVARI—SEPTEMBER 12, 1917.

All the services use

Shaving Soap. The more discerning members of them insist upon its being McClinton's. This is because they perceive that its unique combination of pure Vegetable Oils and Plant Ash cannot possibly sting, burn, or irritate even the most sensitive skin, and must yield an exceptionally rich, creamy, persuasive, and non-drying lather. These perceptions are amply proven by experience. The result is an easy, comfortable shave, and your skin left smooth, soft, cool and plastic.

For these reasons McClinton's Shaving Soap is indispensable for the man who shaves with cold water. Try it to-day. You will find it just the thing for your own use, or to send to your relatives or friends on Service.

McClinton's Shaving Soap can be had in Stick, Cake or Cream, whichever you prefer.

Hibernia in Sticks or Cakes, 7½d. and 1/-
 Exquisite in Sticks or Cakes, 7½d.
 Shaving Cream in Pots or Tubes, 7½d. and 1/-

McCLINTON'S
Shaving Soap
And Cream

If your Chemist is out of stock, he can easily obtain for you, or you can write direct to McClinton's, enclosing cost of article (or articles) desired, when your order will be executed post paid.

FREE—THE COLLEEN BOOK OF BRITISH BEAUTY and a generous sized cake of the famous Colleen Soap will be sent free on receipt of a/c. to cover postage, etc. Address:

McCLINTON'S, Ltd. (Department B.B.I.), DONAGHMORE, IRELAND.

As Soft and Sweet as a Parting Kiss

is a shave with McClinton's Shaving Soap or Cream. This is because their unique composition—like that of the famous Colleen Soap—vegetable oils and plant ash—does not include anything which can irritate or sting the skin.

Their resultant lather is not frothy, and does not dry on the face, but is "soft-as-velvet," thick and creamy. Thus it quickly softens the beard (no matter how stubble or so how many days' growth) and leaves the skin refreshed and soothed.

With either hot or cold water, on Service or at home, one of the McClinton Shaving Preparations will give you the easiest, most delightful shave you ever have had.

McCLINTON'S
Shaving Soap and Cream
(Absolutely British).

McCLINTON'S HIBERNIA SHAVING STICK 1/-
 McCLINTON'S HIBERNIA SHAVING CREAM (in tins or open pots) 6d. and 1/-
 McCLINTON'S HIBERNIA SHAVING SOAP (in tins or sachet tubes) 1/-
 McCLINTON'S EXQUISITE SHAVING TUBE 6d.

They are used and recommended by over 200 Members of the British Forces.

AMERICAN LEADER CHAS. BOSTON writes:—"McClinton's Soap is the best I have ever used. I shall always use it."

THE LATE FRANK MURRAY, LEADER BOSTON, said of it:—"I have used your soap for a long time and particularly like the Shaving Cream, which is quite excellent."

Obtainable from all High-Class Chemists and Grocers. If you already are acquainted with shaving, please send us the name and address of your chemist, or we will advise you what store is recommended by us. We are proud to have your order.

McCLINTON'S LTD. (Dept. AB), DONAGHMORE, IRELAND.

What are they selling, who to and how? What do they tell us about life during the war?

When your thoughts fly home—

don't give way to depression and longing—just take out your pen and send a few lines home. It will bring comfort to you and joy to your mother, wife or sweetheart. To enable you to write at once whenever the mood and the opportunity coincide, or when, as often happens, a sudden necessity to pen a few words occurs, a reliable "Swan" Fountainpen is a real help.



At pre-war prices from 10/6

OF ALL STATIONERS AND JEWELLERS.

The "Swan" is quick and easy to use. It is so simple in construction that it can stand hard usage without getting out of order. It is pre-eminently a campaigner's pen. Can be used with "Swan" Ink Tablets and water.

Illustrated Catalogue sent free

"SWAN" FOUNTPEN

Mable Todd & Co., Ltd., London, Manchester, Paris, Zurich, Sydney, Toronto, etc.
Associate House: New York and Chicago.



Canada in Khaki.

PUNCH, OR THE LONDON CHARIVARI.—FEBRUARY 7, 1917.

unless you are a "neutral"

it is both *unpatriotic and bad business* to buy a fountain pen made abroad.

Unpatriotic because that pen would have to be paid for in British gold, which means sending out of the country gold needed to end the war.

Bad business because here in England a better pen is made than any imported from abroad. No other pen combines in itself so many advantages as you find in the British "Onoto" Self-filling Safety Fountain Pen.

For the "Onoto" fills itself, it cannot leak, it is instantly ready to write, it never sweats ink, and you can regulate the ink flow to suit the speed of your handwriting.

When next you are choosing a Fountain Pen, examine it, and make sure that it is not made abroad.

Onoto Self-filling Safety Fountain Pens at all Stationers, etc., from 12/6 upwards. Also Onoto-Valveless, for those who do not want a Self-filling Safety Pen, from 10/6 upwards.



the British Pen is the Onoto

THOMAS DE LA RUE & CO., LTD., BUNHILL ROW, E.C.

Waterman's Ideal Fountain Pen



FORTUNATE the man who in the intervals of fighting can take out his Waterman's Ideal and write a hurried note to loved ones here at home. He is the envy of his fellows.

Has *your* fighting friend a Waterman's Ideal "SAFETY" Pen? He would be glad of one.


The Safety Style is ideal for Soldiers, Sailors, Sportsmen, Ladies, and Travellers, as it can be carried in any position without the slightest fear of leakage.

All high-class Stationers and Jewellers can supply.



What are they selling, who to and how? What do they tell us about life during the war?

Minimise the Risk



Many of the casualties caused by shrapnel, bayonet, spent bullets and splinters could be prevented by wearing the 'Crossman Body Shield.'

It is made from the same class steel as the helmets which have proved so valuable in saving life. It is constructed to fit the body for the purpose of deflecting rifle and machine gun fire.


The **'CROSSMAN'**
(HUNT'S PATENT)
BODY SHIELD

Adjustable, weight almost imperceptible, no restriction or discomfort to wearer. Covered khaki twill. The top and bottom edges are constructed with a slightly outward curve to prevent bayonet thrust from glancing off the shield either up or down.

£2.2.0 Patent Price and Carriage Paid to any address at Home or Abroad.

TYLER & TYLER, Halford House, Leicester.
Agents can be appointed.

Save the lives of our Men by sending them
— THE —
**ANTI-LIVE BARBED-WIRE
GLOVE**



THE Sharpest Spikes of Barbed Wire cannot penetrate this Glove. It is, moreover, waterproof, warm and comfortable.

COMPLETELY INSULATED AGAINST ELECTRICITY, AND LINED WITH ANTISEPTIC WOOL.

Price .. **7/6** per pair.
Post free { United Kingdom, 4d. extra.
Abroad, 1/- extra.

TURNBULL & ASSER, 71-72 Jermyn St., St. James's,
LONDON, S.W.

BODLEIAN LIBRARY PUBLISHING

What are they selling, who to and how? What do they tell us about life during the war?

CARTERS

Telegrams: "Bathchair, Wesdo, London." Telephone: 1045 Mayfair.

"The Alleviation of Human Pain."
(ESTABLISHED OVER 60 YEARS.)

Recognised throughout the World as the Leading Manufacturers of
EVERYTHING FOR THE WOUNDED OR INVALID

WICKER BATH-CHAIRS & SPINAL CARRIAGES
By Special Appointment.

Every article British made throughout at our works in London. One standard of quality only—**THE BEST.**

WICKER BATH-CHAIRS
from **50/-**

(Supplied at Special Prices for Hospitals or Presentation to the Wounded.)

Write for Sectional Catalogue No. 3, or, if further interested, ask for "Modern Comfort Furniture," the standard work of reference for all invalids and comfort lovers (600 illustrations), post free.

2, 4 & 6, NEW CAVENDISH ST., LONDON, W.

The "BADEN," 1916 Model.



PUNCH, OR THE LONDON CHARIVARI.—July 25, 1917.



A Delicious Body-BUILDER

THE delicacy fit for a king, and also ideal for invalids; appetising, nourishing, sustaining and so easily digested that its beneficial properties are quickly assimilated by the weakest. For strengthening the weak and sustaining the strong there is nothing to equal the soup of superlative excellence which is made in a minute with

FREEMANS TURTLE EXTRACT

Made from the choice meat of selected West Indian Turtles, this gastronomic triumph—Real Turtle Soup—becomes a dainty within the reach of all. The high cost of living prohibits all luxuries, but the price of Freemans Real Turtle Extract need never be a bar to its appearance on the table of the most patriotic and thrifty.

All high-class grocers, in cartons containing 4 cubes 1/-, and boxes of 3 dozens 9/-.
A novel containing 3 dozen tablets can be despatched direct to the troops everywhere, securely packed at the inclusive charge of 10/6. Carriage Paid.
If undeliverable from your grocer, will be sent post free on request by

THE WATFORD MFG. CO., LTD., DELECTALAND, WATFORD.

Freemans
FOOD PRODUCTS
Watford

THE PNEU-HYGIENIC ADJUSTABLE CRUTCH.


Designed to give the greatest amount of comfort to the patient.

The pneumatic arm rest, being resilient, adapts itself to the irregularities of the arm-pit, and forms a perfect cushion.

Adjustable to suit tall or short men.

Write for Illustrated Booklet and Price List.

MANSFIELD MOTOR BODY CO., Ltd., Mansfield, Notts.



BODLEIAN LIBRARY, PUBLISHING

What are they selling, who to and how? What do they tell us about life during the war?

Overalls for Women Workers



THE "AGRICOLA" OUTFIT.
as illustrated, is strong, serviceable, well cut, and becoming. Specially designed and made for women workers on the land, and capable of withstanding the hardest wear. In superior quality Khaki Jean, Overall (40 inches long) and Breeches (small, medium, or large).

We also supply Overall Outfits for Factory, Home, Office, and Warehouse and Blouses in Khaki and Fancy Materials in a large variety of colors, styles, colours, etc. Special quotations for large quantities. We are the manufacturers, and guarantee the fullest satisfaction.

WRITE TO-DAY FOR ILLUSTRATED CATALOGUE.

The CLEVELAND MANUFACTURING CO.
— CLEVELAND HALL —
54, CLEVELAND ST.
FITZROY SQUARE
LONDON, W.1

(Proprietors: Chamberlain & Co., Ltd.)

Overall and Breeches complete,
15/11
(Postage, 6d. extra.)
Puttees, per pair, 2/3
Mob Cap, 1/3, or Dutch Cap, 1/-

GAMAGES

SMART AND SERVICEABLE OUTFITS FOR WOMEN WORKERS ON THE LAND.

Special Women Workers' Booklet Post Free.

The "COLWYN" for Women Farmers.
Smart and Practical Outfit. Coat: S.B., with three large Pockets to Button, Straps at Sleeves, slit at back, all-round Belt. Length 42 ins. In Stout Khaki Bedford Cord. Price **25/6**
Breeches to match. Elastic waist, laced knee. Prices **14/6 & 18/6** post free

The "CARLTON" Washing Hat (see illustration on left).
In White Drill. Price **3/6**. In Khaki Drill. Price **2/11½**, post 4d. Very durable and light in weight.

THE "ORANLEIGH."
Smart and Serviceable Outfit.
Made in durable Corded Velvetreen. Colours: Moase and Brown.
Smock with all-round Belt, two large Pockets, vent and slit at back. Length 38 and 40 ins. Price **28/6**
Breeches, laced at knee. Elastic waist. Waist measures 26 and 29 ins. Price **13/6**
Outfit **39/6** post free.

SPECIAL FOOTWEAR for Lady Farmers.—Made with extra stout Brown Waterproof Hides uppers and solid ½ ins. Oak-bark Tanned Damp-proofed Soles. The most durable Farrow Foot procurable. Wear and comfort guaranteed. **40/-** per pair, post free.

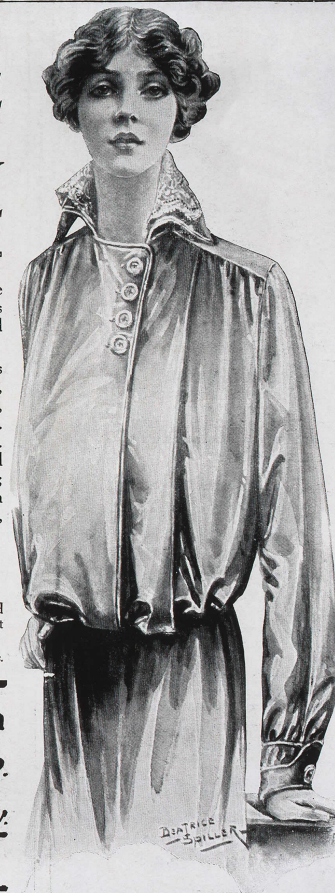
When ordering our Farrow Boots please quote size of Boots, neatly worn.

NOTE.—All Farrow Boots require periodical greasing with a waterproof solution. Use the celebrated S.N.O. Waterproof Solution. 2s. per bottle. Post 6d.

HOLBORN, LONDON, EC.1

We guarantee every garment perfect in style and make.

PRACTICAL BLOUSES FOR WOMEN WORKERS



Specially designed to meet the present demand for becoming blouses that can be guaranteed to stand hard wear.

STRONG SILK BLOUSE (as sketch), in rich Satin Merveilleux, made in our own workrooms, full, ample shape, finished with lace collar. An ideal blouse for war workers. In a very large range of practical colours to wear with tweed skirts; also in vivid shades to wear with navy skirts, including black and navy, stocked in 4 sizes.

Special Price—
15/9

Also in blue and white spot Foulards and practical Shirtings, or in good white linen at the same price.

Sent on Approval. Catalogue post free.

Debenham & Freebody.

(INCORPORATED LIMITED)
Wigmore Street.
(Covendish Square) London, W.

Famous for over a Century
for Taste, for Quality, for Value

What are they selling, who to and how? What do they tell us about life during the war?



Beauty on Duty has a Duty to Beauty

ROYAL VINOLIA CREAM preserves the natural softness and bloom of the skin under all conditions.

Its antiseptic properties make it particularly useful as a healing agent in cases of burns, bruises and abrasions, and it is, therefore, the ideal Toilet Cream for Mmunition Workers.

In Boxes, 1/1½ & 2/-

ROYAL VINOLIA CREAM

For those who prefer a non-greasy Cream, **ROYAL VINOLIA VANISHING CREAM** is a delightful preparation. It imparts a dainty bloom to the skin. In Tubes, 8d. & 1/-

VINOLIA COMPANY LIMITED, LONDON-PARIS.

THE GRAPHIC, DECEMBER 1, 1917

VINOLIA
FOR THE WOMAN WORKER'S TOILET.



TENDER HEARTS AND SLENDER HANDS.

NO one knows better than nurses and others who help in our hospitals how difficult it is to keep the hands smooth and soft. Scrupulous cleanliness must be maintained, and the scrubbing of floors and woodwork, the washing of dishes and the cleaning of metalwork are bound to make the hands rough and hard, unless precaution is taken.

ROYAL VINOLIA CREAM

will meet the nurse's need exactly. A little of this antiseptic cream rubbed on the hands night and morning will keep them soft, white and supple. It quickly soothes and heals all cuts and abrasions of the skin. For keeping the complexion clear and fresh, Royal Vinolia Cream is ideal.

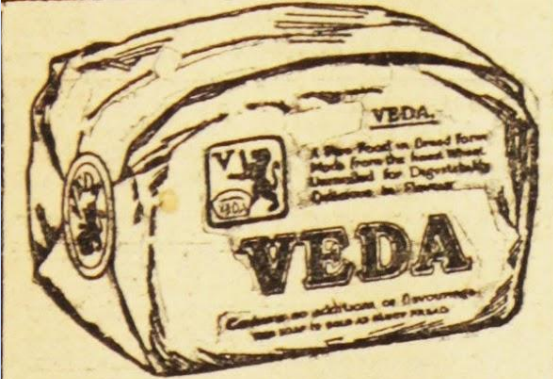
IN BOXES, 1/1½, 2/-, 3/9 & 6/9.

ROYAL VINOLIA TALCUM POWDER gives the complexion a pink-like bloom. Keep the skin cool and soft. Sprinkled in the shoes, it keeps them cool and soft to the feet through long hours of standing. It keeps the feet white and smooth and its purity the mouth. ROYAL VINOLIA TOOTH PASTE, antiseptic and refreshing, should be used by every nurse night and morning. Tubes 8d. & 1/-



VINOLIA COMPANY LIMITED, LONDON - PARIS.

What are they selling, who to and how? What do they tell us about life during the war?



***THIS is the Bread
For War Workers***

—Because it remains **FRESH, SOFT and SWEET** in the hottest Factory air. Make your sandwiches with **VEDA**.

**VEDA
BREAD**

Ask Mother or the Wife to get Veda. Your Baker, Grocer, and Store sell it.

Veda Bakeries (Lancs.), Ltd., Hulme, Manchester.

BRITO
versus
Profiteering

Brito has always been, *is*, and always will be the highest-grade margarine. Because of its superior quality it could not be sold at a low price—quality is the dominating factor. The housewife recognised it, and the consequent demand for Brito could not be filled. Here was the low-grade margarine makers' opportunity — they charged Brito prices, but did not give Brito quality. Whilst these low-grade margarines have brought retribution in the form of lowered demand by the public, "BRITO" is daily — hourly — winning new customers. Brito's profit margin is fixed—the big turnover has cheapened cost of production, so—Brito customers get the benefit: the price is reduced to **1/3**

**BRITO
MARGARINE**
BRITISH AND BEST

the highest-grade Margarine; for which the best, purest, freshest butter is but a costly substitute.

Brito is **NOT** a **NUT** Margarine, but is made exclusively from pure products of the highest food value. BRITO is sold in dainty-pound and half-pound packages.

REDUCED PRICE
1/3
PER POUND.



Brito builds bonny, healthy BRITOKIDS.

THE ENGLISH MARGARINE WORKS Ltd.
Broad Green, Liverpool.

What are they selling, who to and how? What do they tell us about life during the war?

THE ONLY "PIECE" AT ANY PRICE.




Always on Active Service.

Fry's PURE BREAKFAST **Cocoa**

Contractors to the Allied Forces.

All undesirable advertisements are carefully excluded from the pages of this magazine.



Before Flying.

The ideal emergency ration for flying men is DELECTA WATFORD CHOCOLATE.

Its rare delicious flavour appeals to all, and its **sustaining** qualities enable one to perform long feats of endurance without fatigue.

It is more than a sweetmeat, it is an **actual food**, it satisfies hunger, it steadies the nerves and provides the body with warmth.


A very large proportion of the output of Delectaland is put aside for our fighting men, but limited supplies are now available at many confectioners.

Delecta
WATFORD
CHOCOLATE

MADE IN DELECTALAND.

THE WATFORD MFG. CO., LTD.
Distributors (Retail) in the U.S.A.,
10, Green, and Freeman Food Products,
DELECTALAND, WATFORD, ENG.

iv. THE ROYAL MAGAZINE.



Whoa!
for Cocoa

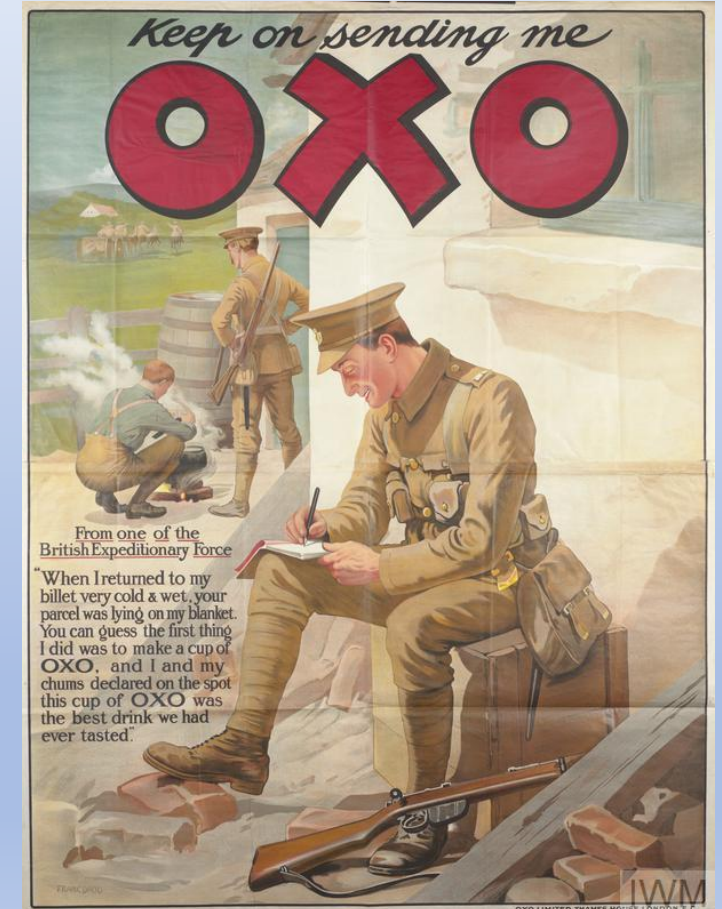
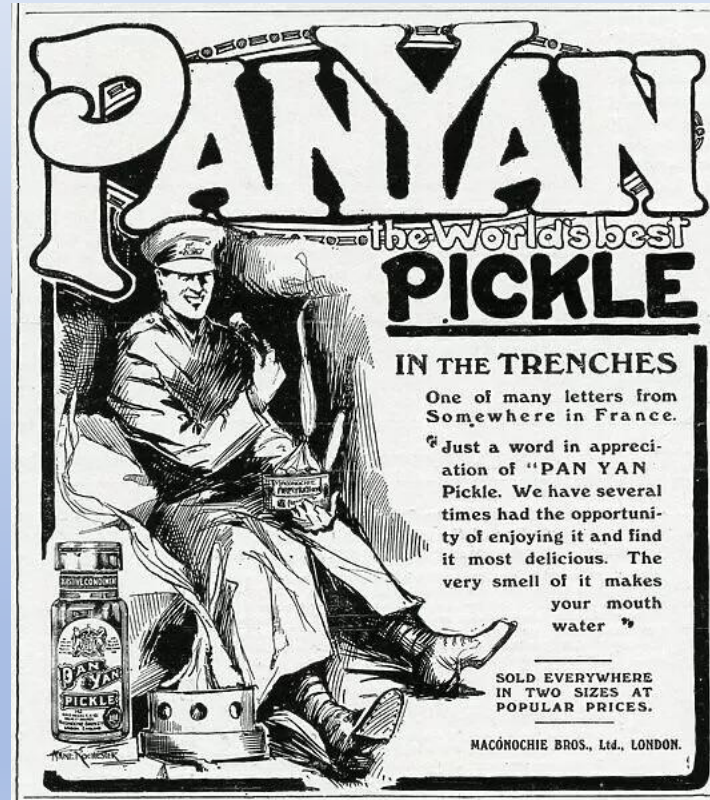
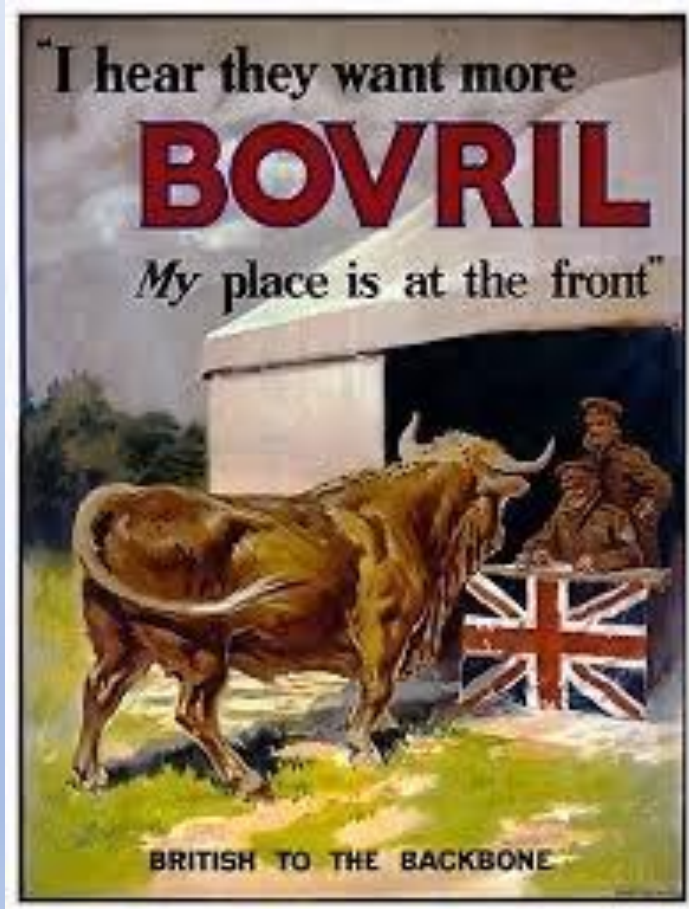
MILKMAID
MILK-COCOA

THE COCOA WITH THE MILK-CHOCOLATE FLAVOUR.

A Delicious Beverage—a Complete Food—and First-rate Economy. Made in a Moment. No Milk or Sugar required. Made in England by the well-known firm of NESTLÉ, and SOLD BY ALL GROCERS AND STORES.

Printed by GEORGE BIRNEY DEBRIE, Windsor House, Bryan's Buildings, E.C. 4, and Published by G. ARTHUR FRANKO Ltd., Henrietta Street, London, W.C. 2.
All Advertisements to be addressed to the Advertisement Department, 17 Henrietta Street, London, W.C. 2.

What are they selling, who to and how? What do they tell us about life during the war?



What are they selling, who to and how?

What do they tell us about life during the war?

ANDREWS' LIVER SALT

is the "short cut" to Fitness in War-time. An early-morning spoonful in a glass of water for three or four days running, will remedy any disturbed condition of Liver, Stomach, Bowels or Kidneys.



For the minor functional ills which War-diet conditions have a tendency to impose, Andrews' Liver Salt is the correct antidote. Its occasional use will clear the system of all clogging, body-waste and keep the Stomach normal, Liver active, Bowels regular, and Kidneys effective.

Andrews' makes a sharp, sparkling, refreshing draught, acceptable and beneficial alike to Adults and Juveniles. It exercises on the system the easy corrective influences of Fruit, Vegetables and Cereals, whose natural Salts it almost exactly duplicates.

N.B. The proportion of Sugar hitherto used in Andrews' (for the sake of palatableness only) has been lessened in accordance with National requirements. In the new form Andrews' is still pleasantly palatable. Its medicinal properties are guaranteed to be exactly as before.

If you are an old User, you can continue with confidence to buy Andrews' for your purpose, as in previous years. If you have not yet tried it, one Tin of Andrews' will explain why many families have used it for upwards of 20 years.


Sold in the familiar Green tin, in two sizes.
USUAL SIZE 7d.
FAMILY SIZE 1/1



Get a tin of this pleasant-to-take Corrective from your Chemist or Grocer. Take an early-morning spoonful in a glass of water for 3 or 4 days running whenever you feel "out-of-sorts." It will put you right and keep you right. But get ANDREWS'.

Should you experience any difficulty, please send your Chemist's or Grocer's name and address, and your own, together with 7d. in stamps. We will forward you the tin post free and refund your postage too.

SCOTT & TURNER, LTD. (Dept. A. 18) NEWCASTLE-ON-TYNE. ATO [L.H.]



Mr. Matheson Lang
the Famous Actor says:

'Hall's Wine is an excellent Wine when one is tired or run-down, and an invaluable "pick-me-up" after a long and strenuous performance.'

We are all suffering from nerves and anxiety these days as a result of worry and overwork; weakness, exhaustion, sleeplessness and depression are the inevitable results.

In these cases the tonic and vitalising effects of Hall's Wine are nothing short of marvellous. Hall's Wine creates new nerve force, enriches the blood, and builds up the bodily strength to resist fatigue.

Hall's Wine quickly repairs the havoc wrought by overstrain or insomnia.

Hall's Wine

The Supreme Restorative

'Where a change or holiday is not possible the best tonic is a bottle of Hall's Wine. It gives the strength to "carry on.'

A Patient writes: "Being terribly run-down through overwork, I took Hall's Wine and it braced me so effectively that I have pinned my tail to the wall since."

GUARANTEE—Buy a bottle to-day. If, after taking half you feel no real benefit, return to us the half-empty bottle and we will refund all outlay.

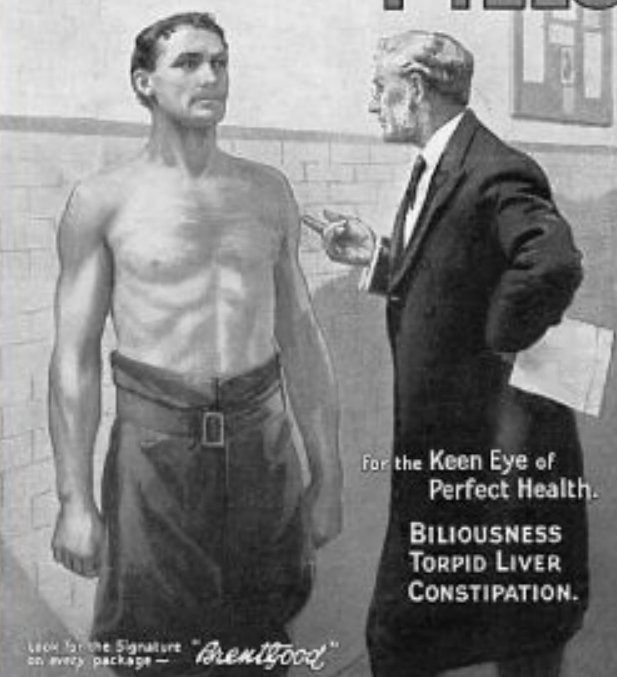
Extra Large Size—4/6. Retailer—2/9

Of Wine Merchants, and Grocers and Chemists (with some licences).

Stephen Sains & Co., Ltd., Dist., London.

CARTER'S LITTLE LIVER PILLS

for Active Service.



For the Keen Eye of Perfect Health.

**BILIOUSNESS
TORPID LIVER
CONSTIPATION.**

Look for the Signature "Brentford" on every package.

What are they selling, who to and how? What do they tell us about life during the war?

Do You Drink German Waters?

APOLLINARIS comes from GERMANY.
PERRIER comes from FRANCE.



The Battle-Cry of the Allies:
"Shoulder to Shoulder, in War and Trade."

Perrier
"The Champagne of Table Waters"

Perrier stands as the great representative of France against a host of waters from Germany. Thanks to the iron grip of the British and French Fleets, Perrier is being shipped as usual.


The crowning glory of Perrier is its natural gas, the masterpiece of Nature's Chemistry.

Perrier mixes perfectly with Whisky, Brandy, or Wine, or with Lemon, Mint, etc. Simply with a slice of lemon Perrier Water is delightful.

N.B.—Perrier is of real value in cases of gout and the uric acid habit generally.

London Offices: 45-47, Wigmore St., W.

BODLEIAN LIBRARY PUBLISHING



THE GERMAN MENACE

BEWARE of purchasing GERMAN TYRES, many of which are made in the same factory as the fabric for ZEPPELINS.

The supreme ALL BRITISH TYRES which have never been "banned" by the brand "Made in Germany" or its equivalent are the

North British
CLINCHER

All Plantation Rubber
MOTOR TYRES

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"The cussed Huns have got my gramophone"



to the Army Pay Corps

Another Loss Made Good.

The other day I quoted from the letter of a young officer who, referring to the loss of personal belongings, owing to the German conquest, said, "worst of all, the cussed Huns have got my gramophone." The note has touched the heart of one of my readers, who has written asking me for the address of the officer, so that he may send him a new gramophone.

A small incident, but typical of the spirit of the nation—anxiety to make every loss good.

Another reader says: "Your note re the officer's loss of a gramophone is rather interesting, as my own son (captain, R.E.) wrote on the 24th: 'Of course, we have certainly lost a lot of guns and stores of all kinds (possibly a gramophone!). They do think a lot of their music!'"

Seems that two out of every three gramophones at the front are "Deccas." The chances are that the one mentioned in the Evening Standard, April 3th, was a "Decca."

THE "Decca" is the ideal gramophone for Active Service.
It can be carried with ease anywhere. No case required; no loose parts to get lost. Plays perfectly all makes and sizes of needle records.

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