RETERS.

Shich shall I give ?

ROMARY answer the question—and save all worry at Christmas time. Something for everybody, and any price. And always the certainty of giving a present of high distinction, in which more than one can share.



A HAMPER Charmingly decorated and brimming with tins. Slip in your visiting card and off it goes — 10/6.



A SMALL ROUND BOX of Celery Sticks or Parmesticks makes a bright, but inexpensive gift-t/6 each.



HONEY BAKE IN A PARCEL

Only Romary and the bees know the secret! Right where there's nursery tea! Golden, crisp rounds—1/9

A HOST OF OTHERS Call at any leading shop and have a look at Romary's Christmas Tins. They will solve all your problems!

'ASTRA'

Sweet Assortment—exquisite blue Tin, specially designed this Christmas with 8 lovely kinds of biscuits including new "bakes"—3/-.

·MERRY GO.

Savoury Assortment—gay red and green Christmas Cocktail Tin with 7 varieties of Romary's latest "nibbles." Just the present for entertaining friends— $3^{1/2}$.

ROMARY'S "TUNBRIDGE WELLS" BISCUITS

An Interesting Experience

with Di-it

THIS remarkable letter, received by the proprietors of 'Ovaltine,' speaks for itself :--

Dear Sirs,

As Post Manager for the Hudson's Bay Co., at one of their Fur Trading Posts in Northern British Columbia, Canada, I had an experience which I feel you will be glad to hear about.

We were situated several miles from any doctor, and did perhaps for that reason take special care of our health, although at times we got soaked in icy mountain streams and slept out in arctic blizzards. Just about this time last year a prospector from whom I had bought several ounces of gold dust came to me and said that his partner was ill.

The hard and strenuous work of placer gold-mining had undoubtedly told on his physical condition, and I was told that he had spent six sleepless nights, was losing weight, and was there anything I could give him? We had been using 'Ovaltine' in the mess supply and had realised that it was all that its makers claimed for it, and I decided to give this to my customer and told him to take it to his partner and make him drink it right away. I had not a whole tin in stock, but gave him what I had.

About ten days later both he and his partner snowshoed over sixteen miles of mountain trails to come for fresh supplies, so that they might continue their work of washing river gravel and sand to find the small nuggets that meant so much to them.

They were very grateful to me for having given them that sample of 'Ovaltine,' and the very night that the exhausted man drank his first cup of 'Ovaltine' he slept like a log, and continued to improve until he was once again ready for the trail. They became steady customers for 'Ovaltine' and said that they would not be without it, as it was invaluable to men leading the lives they did.

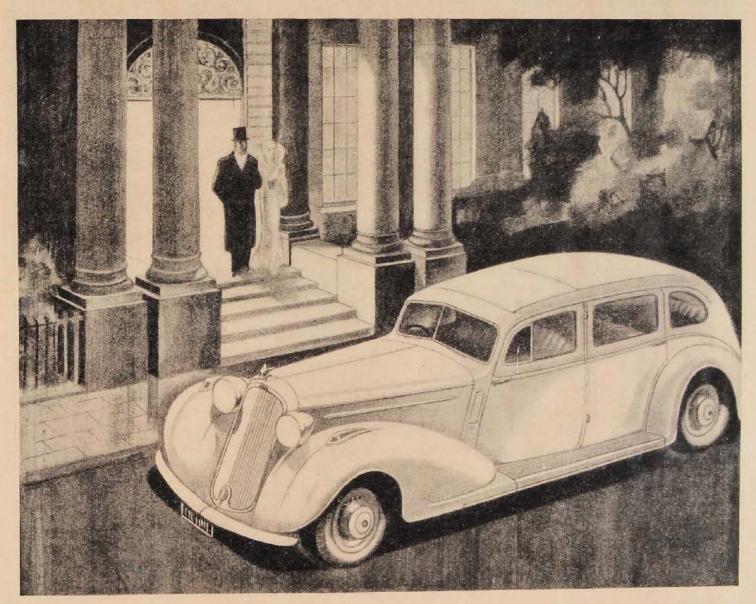
(Signed) S. E. B.



Arcolle

COMFORT BEYOND COMPARE

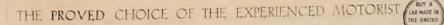
Judged from the back seat as well as the front, Humber is one of the most comfortable cars in the world. The secret lies deep down, beyond those soft, wide seats shaped to support you, beyond even the careful cradling of the seats between the axles. It lies in the spirit=level smoothness of 'Evenkeel', Humber's proved method of independent suspension. To this comfort beyond compare, Humber have matched pre= eminent performance and beauty unsurpassed, achieving a car unique in its quality, exclusive in its appeal.



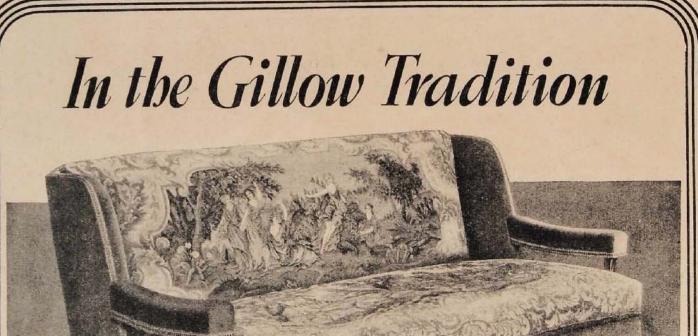
ROOTES LTD. OVERSEAS REPRESENTATIVES EUROPE and NEAR EAST: L. C. Cunningham, Rootes Ltd., Devonshire House, Piccadilly, London, W.1. AUSTRALIA and NEW ZEALAND: C. E. Blayney, Kembla Building, 58, Margaret Street, Sydney-SOUTH AMERICA: Rootes, Argentina, S. A. Calle Juan Fco. Segui 3775, Buenos Aires. INDIA, BURMA and CEYLON: H. H. Lilley, 72, Park Street, Calcutta SOUTH AFRICA: E. C. Griffiths, P.O. Box 1374, Shell House, C/r Rissik and Main Streets, Johannesburg-



Pullman (Limousine) £735 : Snipe (Saloon) £475 : 'Eighteen' (Saloon) £445 : Also the Humber Quality 'Twelve.' Prices from £258. May we send you attractively illustrated and descriptive brochure?



vi



Settee adapted from Charles II. period, covered in fine petit point of the contemporary French style.

The Lancaster factory which Robert Gillow founded in 1695, and where Hepplewhite served his apprenticeship, still sends to Oxford Street some of the finest examples of English Cabinet-making—furniture inspired by the great historic periods and made by craftsmen working to the same exacting standards as the old masters who were their forebears.

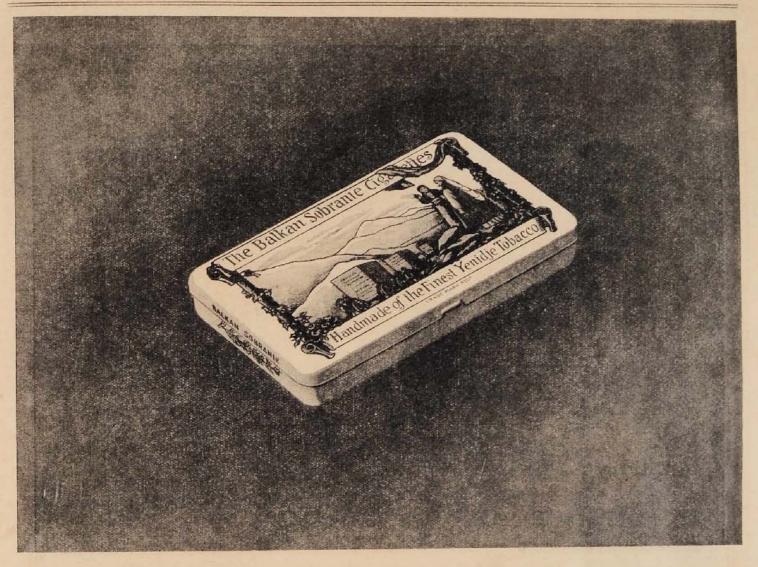
Such pieces (of which the Settee shown above is a fine example) are known as "Gillow Pieces" and play no small part in maintaining the English reputation for fine furniture-making. Catalogue sent upon request.



BOLD STREET LIVERPOOL 1

Telephone : MUSeum 5000

DEANSGATE MANCHESTER 3



It may be true that the level of culture to-day is generally low. You cannot deny that beauty too often is

bottled and music canned. You will be obliged to admit, however reluctantly, that love is too often

a mere shadow on a silver screen. But you may rest assured that Balkan Sobranie are precisely what

they were and always will be, mellow and mellowing, smooth and smoothing, with all the gentle

indulgence of a tobacco blended by hereditary craftsmen. At least you may thank goodness for that.

Turkish Cigarettes : Large 4/- per 25, 15/6 per 100. Medium 3/8 per 25, 14/- per 100. Virginia No. 40 Cigarettes : 2/- per box of 25. Also Balkan Sobranie Pipe Tobaccos : 1/6 per ounce.



For every period there is the appropriate Lee Fabric. This is a fine example of a tapestry based on a sixteenth century design. The quaint figures in soft blues and greens are woven in wool on a lustrous ground of old gold, producing an effect of restrained richness ∞ Lee Fabrics are supplied by the foremost decorators and the best furnishing houses throughout the country.

LEE-FABRICS

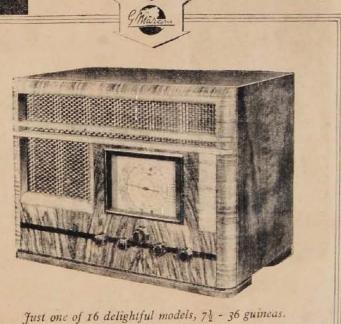
MANDAN BUNK

Althe hallet

ARTHUR H. LEE & SONS, LTD., TAPESTRY WORKS, BIRKENHEAD Please write to this address for the brochure, illustrated in colour, of Lee Fabrics

A Spectator model. MARCONI the REAL thing

orld wide entertainment on all broadcast wavelengths-luxury listening which only allwave radio can give you. Marconiphone, with 40 years tradition offers this, and so much more, in their 5 wave-band (7 to 2250 metres) MODEL 346. 181 gns.



★ If you wish to know more about the many advantages of Model 346 over your present set, write your name and address in the space below and post it to :-The Marconiphone Company Limited, Radio House, Tottenham Court Road, London, W.I.

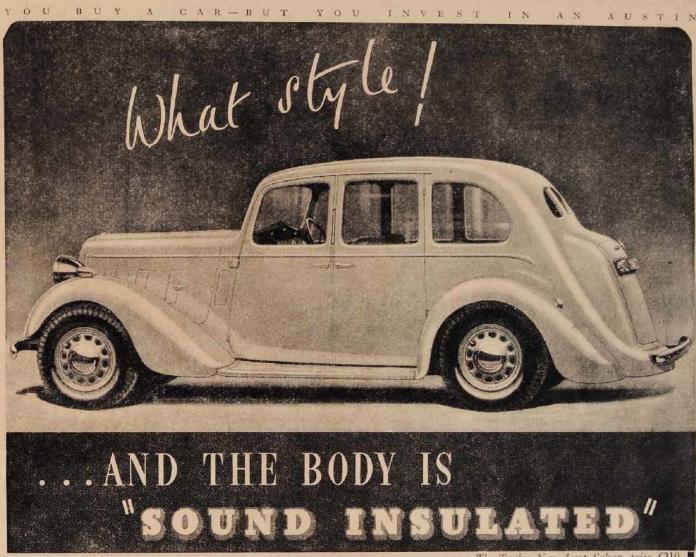
NATIONAL BENZOLE MIXTURE

The spirit of 'STARTABILITY'

Startability is the special virtue of Benzole, the spirit that comes from British coal. Fill your tank with National Benzole Mixture and you will get not only the easy starting that Benzole gives, but also extra power, smarter acceleration and quicker pulling away from cold.

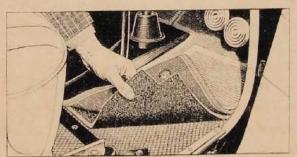


NATIONAL BENZOLE CO. LTD., WELLINGTON HOUSE, BUCKINGHAM GATE, LONDON, S.W.I. (The distributing organisation owned and entirely controlled by the producers of British Benzole.)



The Twelve-Four New Ascot Saloon certainly has BEAUTY OF LINE-beauty and character-in the boldness of its broad wings, the clean-cut flow of its body-moulding, the easy sweep of its tail. But equally important is the new Austin feature, SOUND INSULATION, by which a special body lining guards against noise and 'drumming' at speed ! And that is only one example of the PRACTICAL NATURE OF AUSTIN DESIGN. New Girling-pattern brakes for greater safety . . . longer springs and low-

TWELVE - FOUR PRICES (at works) NEW ASCOT Saloon £210. NEW ASCOT Fixed-Head Saloon £190.



Sound-insulating material ensures silence

BE

The Twelve New Ascot Saloon, price £210.

pressure tyres for greater comfort . . . new engine mounting to cut out vibration . . . improved steering and new flexible clutch to improve control still further . . . larger instrument-board dials . . . all these hear out the Austin principle, that nothing, not even style and smartness, shall interfere with the comfort and safety of driver and passengers. So if your idea of a sound motoring investment is 'beauty that is practical,' see and try the Austin Twelve-Four New Ascot !

READ THE AUSTIN MAGAZINE: 4d. EVERY MONTH .



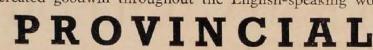
XI

This was in olden times a stronghold of the Saxons. It was cased with stone in the castellated style in 1819. In later years it was the residence of the Rt. Hon. William Ewart Gladstone, and is now in the occupation of Lord Gladstone.

D^{ESPITE} the corrosion of world-wide economic distress and of profound changes in the structure of society, the Great Homes of England stand permanent and secure. They stand as symbols of a tradition founded deep in the enduring forces of a nation's life.

Permanence and Security are the signs of the victory of civilisation over the jungle in which rage Pestilence, Fire, Robbery and Final Disaster. Insurance is the most scientific force arrayed against violence and mischance.

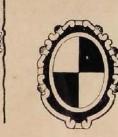
For over 30 years the Provincial Insurance Company has used its vast financial resources for the protection of its clients, offering them, indeed, the maximum of protection at the minimum of cost. Its generosity in interpreting the terms of its contracts has created goodwill throughout the English-speaking world.



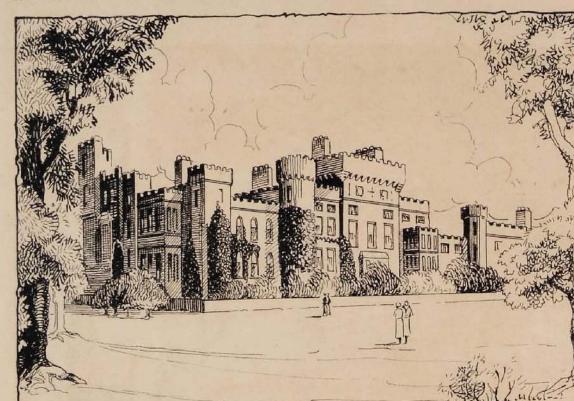
CHIEF OFFICES: 32, OLD JEWRY, E.C.2 & STRAMONGATE, KENDAL

Branches throughout the Country

You can insure with Provincial through any agency. Applications invited for agencies both home and abroad.



HEMANS.

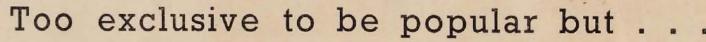




in the book of SANDERSON WALLPAPERS

ARTHUR SANDERSON & SONS, LTD., Showrooms: 52 3 53, Berners Street, London, W.1, 6 37, Newton Terrace, Glasgow, C.3

SPUELE





MAY WE SEND YOU A SAMPLE

If your tobacconist has not yet received supplies we will gladly send you a trial box of 50 for 2/3, plain or cork tipped, post free. If, after smoking five or six, you wish to return the remainder, we will refund the purchase price.



 10 for 6d.
 20 for 1/

 PLAIN OR CORK TIPPED

 50 for 2/3
 In tins of 100 for 4/

 A larger cigarette (Marcos size)

 25 for 1/6
 100 for 5/6

 For these abroad: In airtight tins of 50, British

 Duty Free Insurance and Carriage paid, 30/- per 1000

 Marcos size 40/- per 1000

if you like the best Turkish or Egyptian cigarettes, you will find Kyprinos Brand CYPRUS very much to your taste. For they are made from tobacco so honoured for its mildness and delicacy that for two hundred years it was reserved for the Sultans of Turkey.

To those who put quality above price, it will come as a surprise that cigarettes so excellent should cost so little; to those who obey the dictates of economy, that so low a price should buy cigarettes so excellent. The reason lies in the lower rate of duty imposed on this tobacco, now that Cyprus is a Crown Colony.

BRAND

CYPRUS Cigarettes

KYPRINOS

CYPRUS CIGARETTE CO. LTD., 38 KING STREET, ST. JAMES'S SQUARE, LONDON, S.W.1

Introducing

CARILLON

Deficate as gossamer dew-laden in the dawn ... haunting as the refrain of a favourite melody ... exquisite as a bride beneath her veil ... Carillon is the perfume that enchants every woman and captivates every man.

CARILLON ATKINSONS latest perfume 3/- 5/6 10/6 20/- (TRIAL SIZE 1/6)

NSON

Through 'Phyllosan' to a New Life of Youth and Power

Recharge your Vital Forces !

" My husband and I have been taking 'Phyllosan' tablets for a few weeks, and we are both feeling about 20 years younger ! Everybody is astonished at my appearance now, as up to six weeks ago I was looking so tired and ill." (Mrs.)—

Strengthen your Nerves!

"For years I have been a sufferer from nerve pains. Life was a misery and I could stand no excitement, but after taking "Phyllosan' tablets I feel like a new woman—in fact, ten years younger—and work is a joy." (Mrs.)—

Rejuvenate your Arteries!

"I was suffering from Arteriosclerosis, and was very bad with heart attacks. The pain was awful, at times it used to double me up. After I started to take 'Phyllosan' tablets the pains were less severe until I quite got rid of them. My doctor says he never passes me without thinking what a marvel I am." (Mr.)-

Correct your Blood Pressure!

"For 20 years I suffered with High Blood Pressure. I had given up hope of keing set free from the cruel pains in the head. At last I tried 'Phyllosan' tablets. Within a week the pains in the head practically ceased. The nervous system has been toned up. Although I'm 71, I feel more like 41." (Mr.)—

Fortify your Heart!

"I was suffering from a fatty heart and was a perfect wreck. I decided to try 'Phyllosan' tablets. People who have known me are dumbfounded at the change. I am 60, and they tell me I only look about 45, and I can assure you I feel less than that." (Mr.)-

Of all Chemists 3/-, 5/-, and Family size 20/-

The 5/- size contains double, and the 20/- size nearly ten times the quantity of the 3/- size. (These prices apply in Great Britain and Ireland only).



The rejuvenating, 'revitalizing power of 'Phyllosan' brand of chlorophyll tablets has been convincingly and widely established. The most notable and gratifying result of taking these tablets is generally expressed in the words " *I feel and look ten or twenty years younger.*"

The fortifying effect of 'Phyllosan' tablets upon the heart, their rejuvenating effect upon the arterial system and all the tissues of the body, their revitalizing effect upon the processes of metabolism and the restoration of worn-out cells, and the way in which they re-activate the vital forces of the whole organism, means nothing less than a New Life of Youth and Power to everyone over forty.

All men and women over forty should take 'Phyllosan' tablets as regularly as their daily food, and many men and women *under* forty should take them if they wish to display the maximum of vitality and physical and mental power.

For these tablets have a profoundly re-activating effect upon all that is essential to vigorous life the blood, the heart, the arteries, the nervous system and the vital forces.

And it is so simple. Just two tiny tablets three times a day. But if you take the tablets *regularly* the results will astonish you.

⁶ Phyllosan' tablets are the brand tablets sold by Natural Chemicals Ltd., and are prepared according to the formula and under the direction of E. Buergi, M.D., Professor of Medicine at the University of Berne.

Start taking **PHYLOSAN BAYLOSAN EAND OF CHLOROSAN TABLETS TO-DAY!**

To revitalize your Blood, rejuvenate your Arteries, correct your Blood Pressure, fortify your Heart, strengthen your Nerves, and increase your Physical and Vital Forces

Proprietary rights are not claimed in this preparation apart from the regd. trade mark 'Phyllosan' which is the property and denotes the products of Natural Chemicals Ltd., London

AUXHALL

xvii:

OFFICIALLY APPROVE



AA IN SUMMER CW IN WINTER

C · C · WAKEFIELD & CO · LTD · WAKEFIELD HOUSE · CHEAPSIDE · LONDON · E · C · 2



'MY TUTOR BEGAN IT' says the Vicar

"Before you write me another essay," said my tutor long ago, "I suggest, young man, that you furnish yourself with a straight-grained briar pipe and an ounce of Three Nuns tobacco." With all the abandon of your first-year man, I acquired a college-crested jar into the bargain. For thirty years and more that jar has stood within arm's length to remind me of *one* piece of advice that wasn't wasted.

the original tobacco of curious cut

2/5 per 2-oz. TIN $1/2\frac{1}{2}$ an ounce (airtight tin 1/3)

Issued by STEPHEN MITCHELL & SON, Branch of The Imperial Tobacco Co. (of Great Britain and Ireland), Ltd., St. Andrew Square, Glasgow

331

'Mind you have your Vitamins to-day!'

THE WAR AGAINST THE COMMON COLD

How quickly this invisible enemy steals upon us all! What can we do for our protection? We cannot just say 'There's another cold' and kill it as we do the garden pests. But medical science has taught us that we are more likely to remain safe if we build up a barrage of good health. This is done most effectively by obtaining a sufficient and *regular* supply of vitamins throughout the winter.

The two vitamins most necessary for our defence are Vitamin A, which protects the body against infection, and Vitamin D, which tones up the body, strengthens the frame, and builds good bones and teeth.

HOW TO MAKE SURE OF YOUR VITAMINS

From childhood days we have all known that fish liver oils are good for us. Actually their virtue lies in their high Vitamin A and D content. You will appreciate, therefore, the importance of the following fact :

There is 80 times more Vitamin A in Crookes' Halibut Liver Oil than in the finest liver oil you used to buy, and 30-40 times more Vitamin D.

Wouldn't it be worth while to take Crookes' Halibut Liver Oil regularly? No, there's no need to take a spoonful. The concentrated vitamin content makes that unnecessary. A capsule or two is the dose for adults ; for children, a drop or two is sufficient. And Crookes' has no taste or smell to upset delicate stomachs.

Start taking Crookes' Halibut Liver Oil now. But make sure it is Crookes' you get. Look for the green label on the carton. It is your safeguard, for it guarantees a high and *standardised* vitamin content.

You can take Crookes' Halibut Liver Oil either in liquid form or in the handy capsules, 2 or 3 drops—not 2 or 3 spoonfuls—is an adequate dose.

★ In liquid form, with dropper, per phial containing sixteen days' full adult dosage 2/-. In capsule form, per bottle of 25 capsules, each containing a full dose, 2/6. Of all chemists.

There are three other preparations of Crookes' Halibus Liver Oil: Halimalt, Halycitrol, and Halycalcyne.

60

COLLOSOL BRAND (Regd.)

CROOKES'

PURE HALIBUT LIVER

No taste-no smell

9)



SPODE'S FINE CHINA

BUY A CAR MADE IN THE UNITED KINGDOM



XX

For nearly 200 years Spode has graced the tables of England's premier hostesses. With its *outward charm* bequeathed by Josiah Spode, its *inward strength* of body and glaze so hard that it will never 'craze' or discolour, Spode is both the most economical in every-day use, and as beautiful as any you can 'buy.

Weste for your copy of Spode Catalogue of fine china.





following

have

arrived ...

Un Piccasilier



It may be that you *can* buy a grander overcoat than the brown Ulster shown above. But if so—we don't know where. Its burly lines are built in the finest pile fabric that Scotland has ever woven—its shoulders and sleeves are lined with satin. The price is 10 guineas . . . The green semi-Ulster is no mean coat either. Its West of England herringbone will stand a lot of knocking about without losing its looks—and this one also is satinlined in shoulders and sleeves. The price is 7 guineas.

\$IMPSON 202 PICCADILLY, REGENT 2002 (THERE IS AN AGENT FOR SIMPSON TAILORING IN YOUR DISTRICT)

GIVE GILLETTE THIS CHRISTMAS!

RADE STHEEtet MAR

RRISTOCRAT MADE ENGLAND

GILLETTE ' ARISTOCRAT ' ONE-PIECE RAZOR. Represents Gillette's latest achievement. There are no loose parts, no separate pieces to assemble. Twist the handle-the head opens, permitting a blade to be changed or removed in a second. Twist again the head shuts and the razor is ready for another perfect shave.

Scientifically balanced, heavily silver-plated, equipped with a mansized handle, and packed in a handsome nickel-plated 15 case, together with ten Blue Gillette Blades.

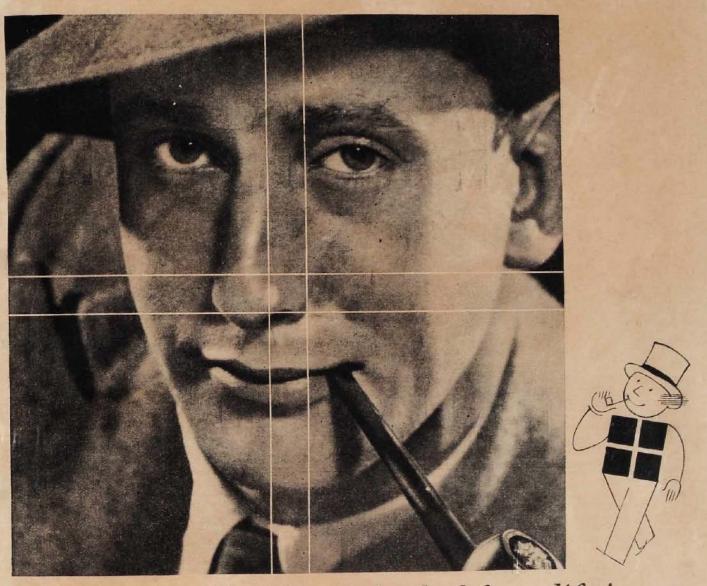
GILLETTE No. 77 SET. Contains Gillette razor, three Blue Gillette blades, two blade holders, complete in walnut-coloured 3.6 36 hygienic moulded case.

GILLETTE No. 88 SET. Contains Gillette razor and three Blue GILLETTE No. 88 SET. Contains Cinetic land incorporating 6 a specially designed hinged blade holder (see illustration)

Other sets from 2 5 to 35 - Of all dealers. These prices do one apply in the Irish Free State.







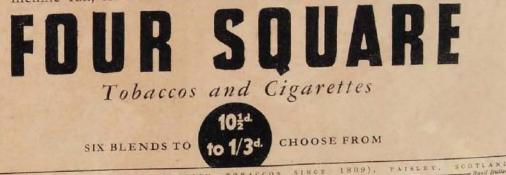
Yes, laddie, it's booked for a lifetime run !

Matured Virginia

Original Mis	(nea squares)	adone
Oliginin -	(Blue Squares)	1/23d.
Ripe Brown	(Brown Squares)) 11 <i>d</i> .
	(Yellow Squares)	
Curlics	(Purple Squares)) 10fd.

Empire Mixture (Green Squares) 10 hd. Sold in the new easy-to-open 1-02. and 2-02. yacuum lins. All Blends are Medium Strength.

All Blends are Medium Strength. ALSO FOLR SQUARE OUTSIZE UNGINA GLOARSTTRS: PACKETS: 10 FOR 74, 20 FOR 1/2d. PLAT TINS: 25 FOR 1/6d. Residents overseas where dealers are not available, may obtain supplies direct from the manufacturers, British Duty Free and postage paid, at the following prices: Matured Virginia, or Original Mixture 25/- per 2 lbs. Ripe Brown, Cut Cake, Curlies, or Empire Mixture 21/- per 2 lbs. Assorted, containing tins of each of the six Four Square blends 22/6 per 2 lbs. Acting is a full time job these days, but I find plenty of time for a pipe in between. And what is a pipe without Four Square? Hamlet without the Prince of Denmark — a revue without a bevy of beauties! I'll tell you why: Four Square is blended from the purest leaf, matured by nature, and free from artificial flavouring. Morning, noon and night you can smoke it, with never a hint of harshness, never a taint to the tongue. With me, at least, it's booked for a lifetime run, for I've a voice to consider!





WILKINSON BWORD CO. LTD., 53 Pall Mall, S.W.1 FACTORY : Acton, W.4





xxiv

A shave of unvarying excellence— That's what the Rolls Razor gives you . . . every time, everywhere. One trusty hollow-ground blade will last you many years. Just strop it after use and hone it now and then.





GIFT FOR PLEASING WOMEN!

Fitted Travel Case

In black or coloured leather, containing a lavish array of favourite Elizabeth Arden preparations £6.16.6. Other cases from 16/6



The Manicure Coffret

A smart and convenient leather case with every manicure requisite from tiny soap balls to finishing lotion £3.13.6

Night and Day Perfume Delicate, elusive, a fragrance for lovely women - £3.3.0 Eau de Toilette to match 30/-



Jewelled Compact & Lipstick

Gilt compact with baguette clasp, and space for monogram 12/6. Double 17/6. Automatic Lipstick to match - - - - 8/6



On sale at smart shops everywhere.

Elizabeth Arden Ltd.

LONDON 25 OLD BOND STREET W1

November 2 1936

PUNCH ALMANACK FOR 1937



NAVY CUT CIGARETTES and TOBACCO PLAYER'S

150 TINS DNLY 7/3

PLAYER'S MEDIUM NAVY GUT TOBACCO 4 OZ TIN 44

look out, clever!

CREEPING BEHIND you these days (care-free youngster as well as old-stager) is the bogey that brought even Napoleon low—wintry weather ! Chills, bills, pills and all the rest of it, unless . . . Unless you get into pure wool underwear, *Wolsey* underwear, now ! . . . There's more than health-sense in wearing Wolsey; there's comfort-sense and money-sense as well. For Wolsey is fully-fashioned to fit you like a second skin; it's made to wear and wear and wear; it's guaranteed against shrinkage; and it costs you the same whether you're a nimble 34 around

the chest or a noble 44. When you're shopping, say: IT . . . MUST . . . BE . . . WOLSEY !





THE DUAL BURBERRY (Reversible—Two Coats in One)

To beat the bite of bitter cold winds nothing has yet been invented to equal the DUAL BURBERRY.

It is a marvel of comfort on such occasions as Field Trials—Point to Point—Over the Sticks— Football-matches—you know!

Those places where there is no shelter to speak of and if ill-clad the wind reaches and searches the very marrow of your bones.

Those are the places and those are the times when the DUAL BURBERRY brings such a large amount of comfort as one could never have hoped to obtain under such raw conditions.

Prices and full ranges of the season's latest styles sent on mention of "Punch."

BURBERRYS IT LONDON, S.W.1

"Tell me, 1 doctor ... They won't have to –

will they? Not his leg!... I've been so frightened — terrified. It all happened so quickly: he said it was only a scratch — days ago. And then all that pain — the worry, the danger! It *looked* so awful, Doctor. Surely — surely it needn't have gone so far! I mean, anybody might scratch their leg. Is there nothing one can do to stop such dreadful things ...?"

The way to prevent blood-poisoning is to get rid of the germs which cause it. 'Detrol,' the modern antiseptic, kills germs. It is clean, clear, non-poisonous, and pleasant in smell --yet three times more effective germicidally

ETT

than pure carbolic acid. Whenever you cut or scratch yourself, apply 'Dettol,' there are directions on every bottle. A break in the skin is a wide-open door to the germs of septic infection. Keep 'Dettol' handy—use it in time. ¶ Buy a bottle of 'Dettol' from your chemist now —and be ready. Prices 1/- and 3/-

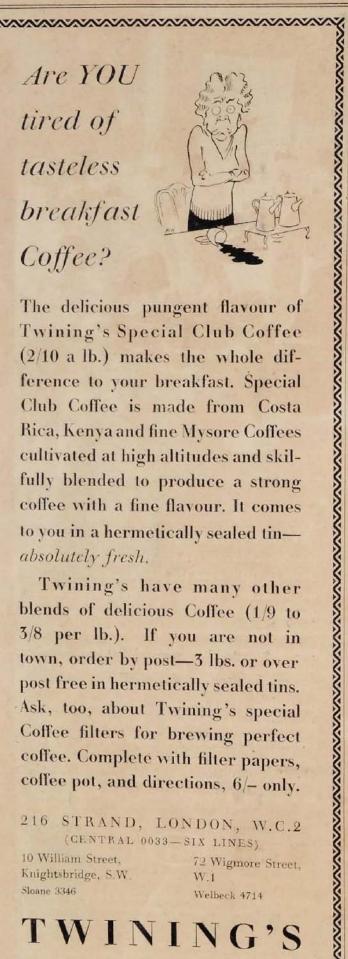
MODERN

THE



ANTISEPTIC





The delicious pungent flavour of Twining's Special Club Coffee (2/10 a lb.) makes the whole difference to your breakfast. Special Club Coffee is made from Costa Rica, Kenya and fine Mysore Coffees cultivated at high altitudes and skilfully blended to produce a strong coffee with a fine flavour. It comes to you in a hermetically sealed tinabsolutely fresh.

Twining's have many other blends of delicious Coffee (1/9 to 3/8 per lb.). If you are not in town, order by post-3 lbs. or over post free in hermetically sealed tins. Ask, too, about Twining's special Coffee filters for brewing perfect coffee. Complete with filter papers, coffee pot, and directions, 6/- only.

216 STRAND, LONDON, W.C.2 (CENTRAL 0033-SIX LINES)

TWINING'S

10 William Street, Knightsbridge, S.W. Sloane 3346

72 Wigmore Street, W.1 Welbeck 4714

OVERCOATS

Good Clothes need not be expensive. This well-cut Coat in best Scottish or West of England cloths costs



Temple Bar 4477

(Private Bch. Ex.)

November 2 1936

MOSS BROS

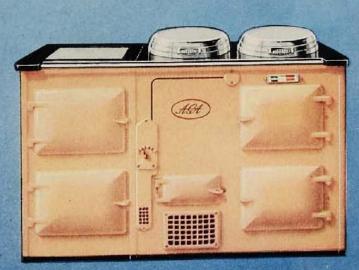
COVENT

GARDEN

Illustrated Catalogue sent on request.



BAUERNHOCHZEIT by PIETER BRUEGEL (1525-1569). Kunsthistorisebes Museum, Wien. After the print by Antol Schroll & Company, Vienna (London the Medici Society, Ltd.)



WHEN Pieter Bruegel was alive there were no Aga Cookers. That dark age lasted right down to 1929, when the first Aga Cooker came on the scene. To-day, seven years later, there are more than 20,000 Aga Cookers in use. Cream enamel, chromium plate, a fuel consumption guaranteed less than $\pounds 5$ a year, a fire which *never* goes out. Fuelling and riddling only twice a day, incomparable baking and roasting, fast boiling at the rate of a pint a minute, and slow cooking à la haybox. Perfectly automatic control of temperatures, clean habits, and a guarantee plainly indicative of the makers' faith in a great invention. There are 6 different models from $\pounds 35$, or by Hire Purchase.



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APRICA - Age Reat (Abida) (Pty.) IAG., P.O. Sez 7008, 1st Floor, Hamilton Huuss, Corner Kerk and Risel Streets, Johannesburg: BRITISH WEST INDIRnerminal Konfineering Co., Ltd., RAMILTON, BERMISIA - NEW ZRALAND Leven & Co., Ltd., Conner of Postheriton and Ballance Streets, WELLINGTON



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"What perfect soup!"

-BEAMED THE BISHOP

6

must be HEINZ" "_it

A delicious aroma floats up to whet/the appetite. The first critical sip reveals a flavour balanced to perfection. One senses the quality and purity of its ingredients. And the thought springs up "What perfect soup - it must be Heinz." Mind you, there is no secret about Heinz soups. They are made just as any good housewife makes her soups. If you had Heinz facilities-the pick of the market, the long experience and also the time you would probably do as well. But if you haven't, there's always Heinz. Eighteen tempting varieties to choose from. All ready prepared. You only have to heat them - and eat them. And there's no doubt about it, they are magnificent soups.



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OTHER VARIETIES-HEINZ TOMATO KETCHUP HEINZ BAKED BEANS, HEINZ SALAD CREAM MEAT SOUPS

Mock Turtle Vegetable. Oxtail Julienne Kidney. Mulligatawny Beef Broth Scotch Broth Chicken Consomme Clear Chicken Broth with Rice

CREAM SOUPS

Asparagus Tomato. Celery. Gre Spinach Green Pea Mushroom Onion Chicken.

PUNCH ALMANACK FOR 1937



FIGURE DIVINING

The letter came from a wild and woolly part of West Africa, and had obviously been written in great excitement. It was from a young man who had decided to hasten from West Africa to Australia with a view to matrimony. The trouble was that he wanted to travel direct, that the ceremony was to be a full-dress affair, and that, apart from a rather magnificent dressing-gown given to him by an aunt, his wardrobe contained nothing very decorative.

He was a customer and we had taken his measurements three years previously, and he wanted us to send out all the clothes necessary for the occasion and have them ready waiting for him on arrival.

We were just about to write and explain that his dimensions might have changed a good deal in three years, and that we would strongly advise some confirmation when a cable arrived requesting us to go ahead without fail.

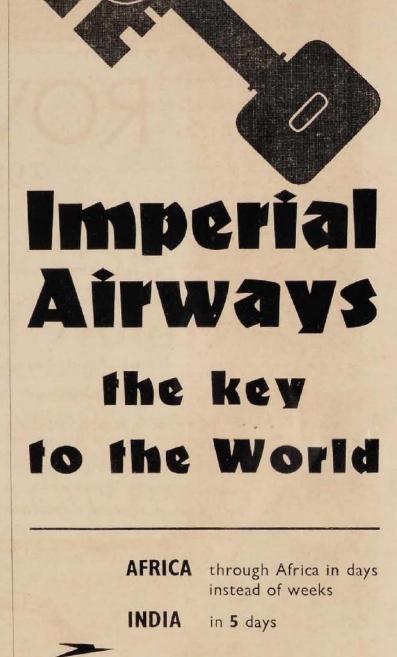
It appeared that he had everything lined up, including the lady, and delay was unthinkable. So after elaborate graphical study of the trend in our customer's measurements we selected 2 pairs of smart grey striped trousers, 2 morning coats and 2 grey waistcoats. In each case we selected both the fitting we thought would be correct and an emergency fitting, slightly larger. We also sent 2 shirts, a number of collars, a choice of

grey silk ties, a pair of smart grey silk socks and one or two other things he had ordered.

We were pleased to hear that everything arrived in time, and that the bridegroom had been ready for action 12 hours after arrival. He wrote a very charming letter when he sent back the alternative wardrobe, apologising for giving us so much trouble and assuring us that he wouldn't do it again.



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7744 is a new, alternative model of the famous Lotus Veldtschoen shoe. It is guaranteed waterproof. It is as flexible as a slipper. And it weighs no more than an ordinary walking shoe. When the sole becomes worn, the shoe can be repaired again and again and will still retain its virtues to the full.

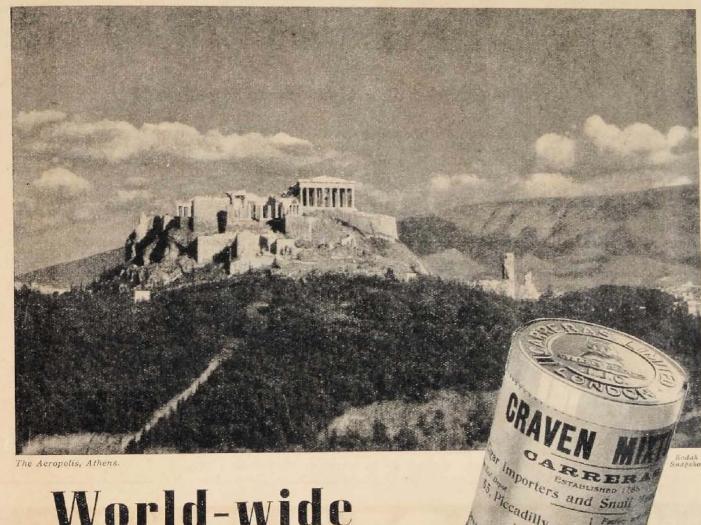
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Carreras first blended Craven Mixture for the Earl whose name it bears . . . in the little shop off Regent Street,

MIXTURE

CRAVEN

which became the foundation of the mighty Arcadia Works of to-day. And Craven, this one-time personal blend, is now regarded by Smokers over the whole World as a tried and trusted friend . .

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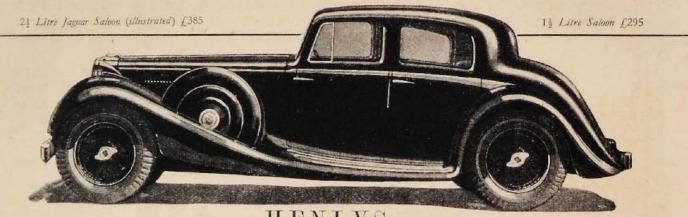
XXXIV

S.

No other car within hundreds of pounds of its price can offer such fascinating ease of handling . . . such safe cornering and road-holding . . . such complete restfulness combined with such responsive vivacity. And surely no car at *any* price can match its coveted individuality of design or its unparalleled value.

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From Croydon to the Cape across India to Port Darwin Presenter

THE perfection of condit on which prevails in the Barneys Factory is maintained *inside* each "EVERFRESH" Tin, wherever in the World that tin may go.

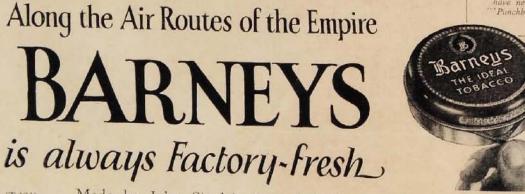
Barneys smokers in all parts of the Globe have testified to this universal Factory-freshness; and now an Air Pilot, quite spontaneously, tells of his experience of "EVERFRESHNESS" under almost every condition of climate—from the arid dryness of the African deserts to the steaming heat of Singapore.

(T.131)

This Barneys freshness means just as much to smokers who have never left their native shores. In Moorland Village and Seaside Shop alike . . . Barneys is always Factory-fresh . . . Good Tobacco hept good, sweet and fragrant.

If you have still to find the Tobacco which does not vary in its friendly charm or fine condition, make a trial of Barneys. It may bring a new conception of pipe-joy; certainly no other tobacco has won greater praise from men well qualified to judge. "I am not a habitual writer of testimonials, but it might be of interest to you to know that I have smoked Barneys "Punchboule' regularly for several years and in most parts of the World."

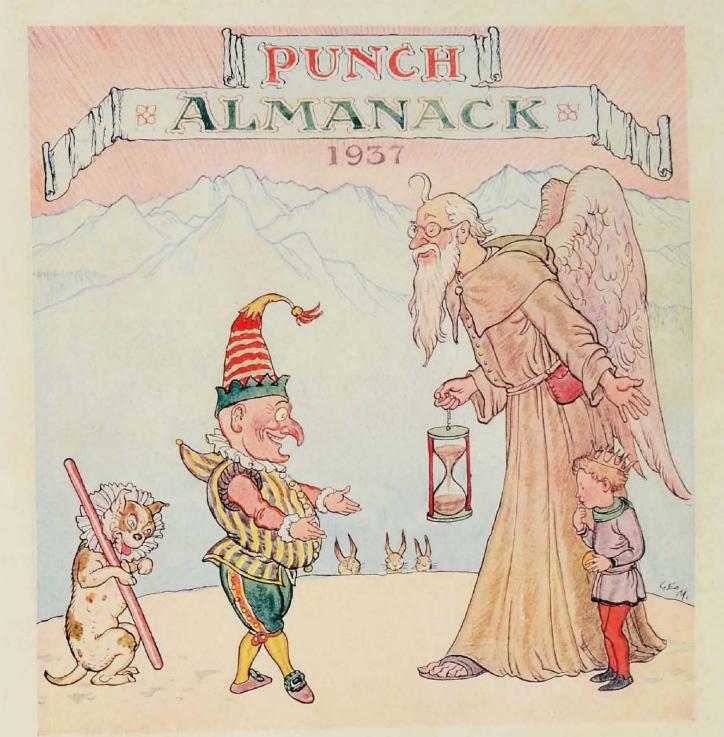
My duties as a pilot call for service anywhere between Croydon and Cape Town, via Cairo and across India, through Singapore, and on occasion as far as Port Darven in Australia. Could one have a greater diversity of climatic conditions? A strenuous sets of a tobacco, but 1 can conscientiously state that 1 have never had a single stale tin of "Punchbowle." Factory-fresh is right."



Barneys (medium), Parsons Pleasure (mild), Punchbowle (full-strength) In "EvraFnesn" Tins, 12d.oz. "READY-FILLS", Cartons of 12, 1/2d.

Barneys Empire _"the best Empire yet," 10hd. oz. Also in "REARY-FILLS": Cartons of 12, 10hd

Made by John Sinclair, Ltd., Bath Lane Factory, Newcastle-on-Tyne, England.



CALENDAR MCMXXXVII

Gammary S. 2, 10, 17, 24, 31 M. 4, 11, 18, 25 TG, 5, 12, 19, 26 W. 6, 13, 20, 27 TH, 7, 14, 21, 28 F1, 8, 15, 22, 29 8, 2, 9, 10, 23, 30 Guide and an analysis M. 4, 11, 18, 25 TH, 7, 14, 21, 28 F1, 8, 15, 22, 29 8, 2, 9, 10, 23, 30 Guide and an analysis M. 5, 12, 19, 26 TC, 6, 13, 20, 27 W. 7, 14, 21, 28 TH, 1, 8, 15, 22, 29 F, 12, 9, 16, 23, 30	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	$\begin{array}{c} \textbf{ANarcb} \\ \hline \textbf{S} & 7 & .14 & .21 & .28 \\ \textbf{M} & .1 & .8 & .15 & .22 & .29 \\ \textbf{TU} & .2 & .9 & .16 & .23 & .30 \\ \textbf{W} & .3 & .10 & .17 & .24 & .31 \\ \textbf{TH} & .4 & .11 & .18 & .25 & \\ \textbf{F} & .5 & .12 & .19 & .26 \\ \textbf{S} & .6 & .13 & .20 & .27 & \\ \hline \begin{array}{c} \textbf{Scptember} \\ \textbf{S} & .5 & .12 & .19 & .26 \\ \textbf{M} & .6 & .13 & .20 & .27 \\ \textbf{TU} & .7 & .14 & .21 & .25 \\ \textbf{W} & .1 & .8 & .15 & .29 & .29 \\ \textbf{TU} & .2 & .9 & .16 & .23 & .30 \\ \textbf{F} & .3 & .10 & .17 & .24 \\ \textbf{S} & .4 & .11 & .18 & .25 & \\ \end{array}$	$\begin{array}{c} \mbox{Elprif}\\ \begin{tabular}{lllllllllllllllllllllllllllllllllll$	$\begin{array}{c} \label{eq:main_select} & \begin{tabular}{lllllllllllllllllllllllllllllllllll$	$\begin{array}{r} \begin{array}{c} \begin{array}{c} \begin{array}{c} \begin{array}{c} \begin{array}{c} \begin{array}{c} \begin{array}{c} \begin{array}{c$
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Provocative Redbreast. "WELL, I'M OFF, RATHER THAN BE A PARTY TO SUCH A CONVENTIONAL CHRISTMAS PICTURE!"

November 2 1930



PRESENTS (A MORAL STORY)



PUNCH ALMANACK FOR 1937





WHEN PAUL WAS A YOUNG MAN, MANY YEARS AGO, HIS AMBITION WAS TO BECOME A GREAT PAINTER.



AND FOR YEARS IT HUNG IN THE WIND AND RAIN.



AND STILL THE SIGN HUNG IN THE SUN AND WIND.



And afterwards it dawned on Paul that the Gem of his collection was no other than the work of his youth-



AND ONE DAY IN PAYMENT FOR HIS BED AND BOARD HE PAINTED AN INN-SIGN.



AND PAUL GAVE UP ART AND WENT INTO BUSINESS-



AND PAUL, NOW A WEALTHY MAN, BECAME A COLLECTOR.



AND PROSPERED.

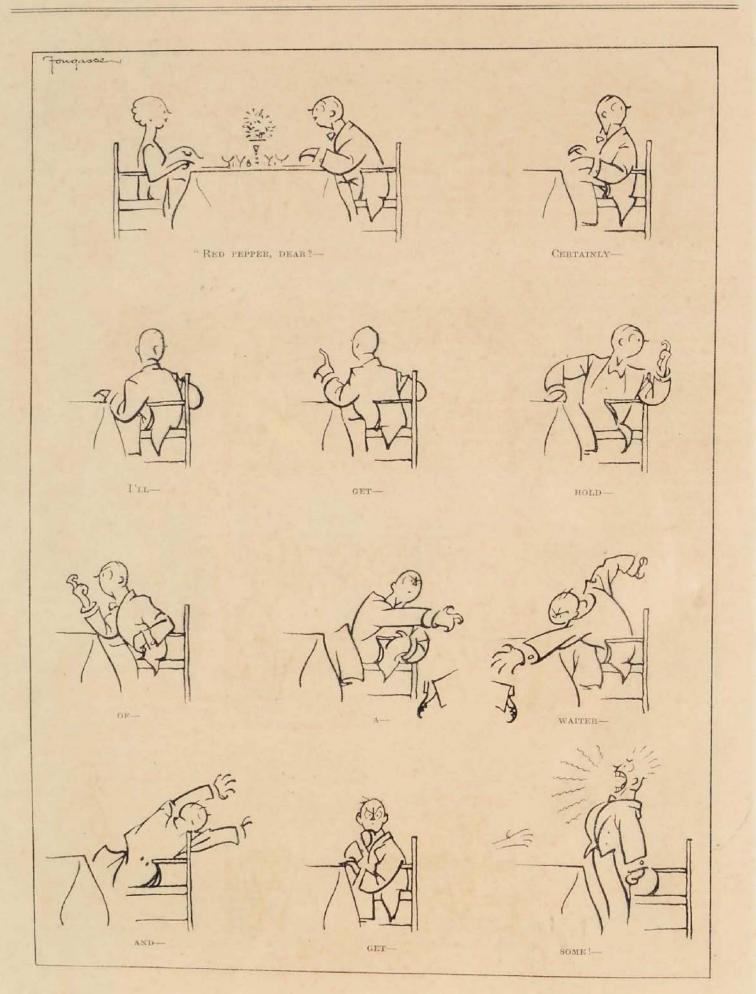


AND ONE DAY A DEALER SOLD HIM FOR A LARGE SUM AN OLD PAINTING MELLOW WITH AGE.



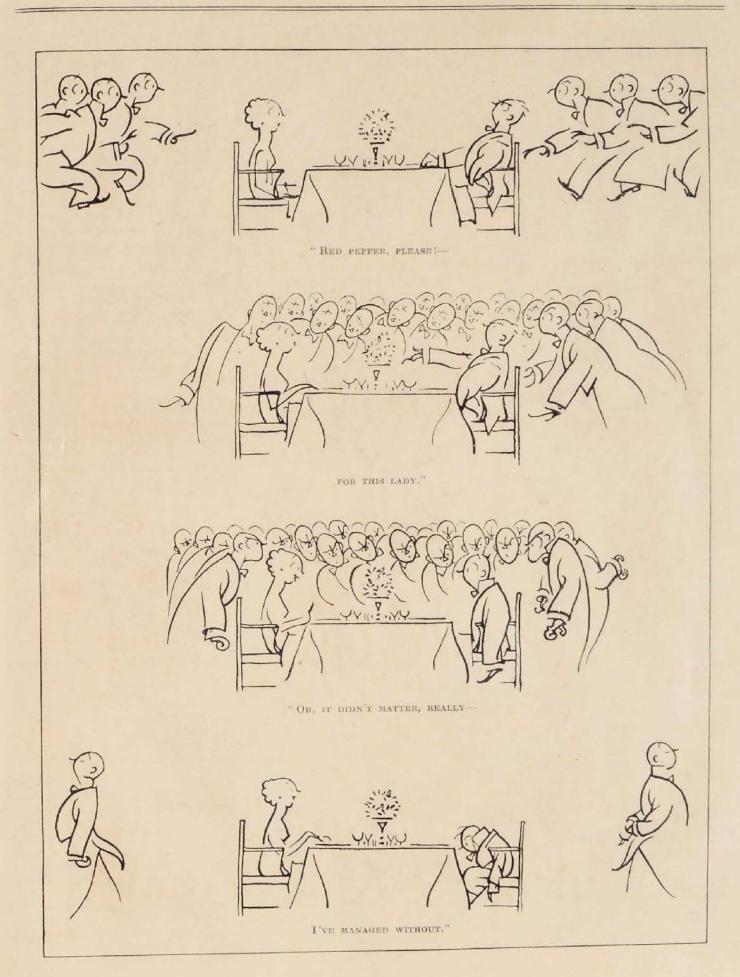
AND, BEING A SENTIMENTALIST, HE TOOK IT BACK TO "THE JOLLY HORSEMAN."

PUNCH ALMANACK FOR 1937



November 2 1936

November 2 1930



The Bogchester Chronicles

The Grey Monk of Bogge Manor

"Meadows, I have bequeathed to you the large brown overcoat and my second-best pair of riding-breeches. Let Mrs. Meadows have the table-linen, and tell Henry that he can keep his chauffeur's suit.

"For it may well be that your master will not be here in the morning. Who can tell the fate of those who cast mortal eyes on the dread shape of Geoffrey de Bouillon, the Grey Monk of Bogge Manor?

"Nay, Henry, I will drive myself to the house. I will involve no one else in this venture. Farewell, old faithful friends, farewell!"

And with this affecting leave-taking I drive on to where the long low shape of Bogge Manor rises dark and sinister



"DARK AND SINISTER AGAINST THE MOONLIT STORM-WRACKED SKY."

against the moonlit storm-wracked sky. Six hundred years ago within these grey and crumbling walls the black-hearted monk Geoffrey de Bouillon most foully did to death a brother-priest. And now, so rumour says, his ghostly form has of late been revisiting the scene of his crime when the moon is at the full. He has been seen flitting down the dark and winding passages, while from behind him comes the blood-curdling sound of his victim, choking and sobbing out his life.

Such at least is the story, vouched for by the domestic staff of the Manor, which has grown up in the neighbourhood of Bogchester since the house, after a lapse of many years, has at last found a tenant.

It is a story to appal the stoutest heart on such a night as this. Nevertheless Sir George Gorge, the owner of the Manor, and I are not the sort to shirk a plain duty, however terrible, and we are determined to investigate to the full this rumour which is not only alarming the whole neighbourhood but is liable to cause considerable depreciation in a valuable property.

As I draw up opposite the massive front-door of the Manor Sir George's car sweeps up the drive, and the next minute he has descended to join me. In a low undertone he explains to me that during the afternoon he has been visited by Captain Featherstonehaugh, who has offered to come to-night, bringing with him a friend of his, a professional medium. They will, he says, be here shortly.

While admitting the usefulness of an expert in an important investigation such as this, I cannot feel that the Captain is the type of man I should willingly choose for a crisis. But it is too late to raise objections now; we advance to the door and send a heavy knock echoing through the house.

AN UNGRACIOUS RECEPTION

There is a long pause, and then at last the door is opened by the tenant himself, Mr. Perkinson, an elderly gentleman of a rather difficult disposition, who has shown very little inclination to co-operate with us in our investigations. He holds a lantern in front of him and peers out into the night.

"Well, come in, come in," he calls out impatiently. "There are quite enough draughts in this house of yours, Sir George, without my needing to stand half the night at the front-door. I'm the only one left now; this infernal talk of ghosts frightened the last servant away this morning."

And with this ungracious reception we pass on into the house and gather round the big fireplace in the stone-flagged hall.

"Understand this," continues Mr. Perkinson: "If you want to hang about here looking for ghosts I can't stop you. I've lived here for three months now, and all I've seen is rats, mice, cockroaches and beetles. But have your bit of fun if you want to; I'm going to bed."

Having thus shown how completely he has failed to grasp the gravity of the situation, Mr. Perkinson lights a candle and mounts the staircase, leaving us to settle down to our vigil.

THE FIRST ALARM.

Almost immediately there comes from outside the frontdoor the sound of weird moans, eldritch cries and an occasional shriek. Sir George springs to his feet tense and shaken, but my nerves are stronger. "That will be Captain Featherstonehaugh, if I know anything of his habits," I remark impatiently. Sure enough, the next minute the Captain's head appears round the door. "Any ghosts about yet?" he bawls out in an offensive manner. "Come on then, ghost. Good ghost, then. I've brought a friend of yours to see you."

And with these words he ushers in a stout gentleman in



"'ANY GHOSTS ABOUT YET?' HE BAWLS."

a loud tweed suit whom he introduces to us as Mr. Joseph Smith the well-known medium. Mr. Smith tells us to keep a good look-out and to call him if anything happens. He then seats himself in the most comfortable chair, props his feet up on the fender, yawns and announces that conditions are now favourable for him to go into a trance. Shortly afterwards his heavy breathing and occasional loud snores tell us that he is *en rapport* with the other world.

Sir George gives a sharp rebuke to the Captain for his

levity; but he has already wandered away, and can be heard in the distance opening and shutting doors and making loud comments on the furniture. Once again we settle down to wait.

Shuffling Footsteps

Some minutes pass, and then faintly from somewhere beneath us I hear 'the sound of footsteps ascending shuffling uncertain footsteps getting nearer every second. "To the cellar," I breathe, and by the light of a single candle we grope our way to the back premises. The cellardoor is open and an icy breath is blowing through it.

And the sounds show that some Thing, human or inhuman, is dragging its way up the steps.

"Who is there?" calls Sir George in quavering tones.

"I can call spirits from the vasty deep," replies a sepulchral voice.

Then—as we might have expected—Captain Featherstonehaugh emerges from the gloom, carrying a bottle of whisky under one arm and a siphon under the other. "Might as well make ourselves comfortable—what?" he says, uneasily meeting our indignant looks.

At this I move forward and snatch his burden from him. "Captain Featherstonehaugh," I cry, "this is no time for carousing. Kindly go and sit in the hall and let us have no more of this extraordinary behaviour, which has already jeopardised the success of this important and dangerous experiment."

"Oh, all right, all right," says the Captain moodily. "I only thought you looked as though you needed something to keep your courage up."

We return to the hall in indignant silence to resume our interrupted vigil. Mr. Smith is still deep in his trance, the fire is burning low, no sound is to be heard save the deep ticking of a clock in the background.

ONE'S BLOOD RUNS COLD

Suddenly from up above us, softly at first but rising in intensity, we hear a new sound, a sound to make the blood run cold, the choking gurgling sound of someone whose



"Some Thing, HUMAN OR INHUMAN, IS DRAGGING ITS WAY UP THE STEPS."

throat has been cut from ear to ear. The Grey Monk of Bogge Manor is with us in the house!

Captain Featherstonehaugh brings Mr. Smith out of his trance and we urge him silently before us up the staircase, for we are all tacitly agreed that it is best for an expert to have the first chance of seeing what is before us.

At the top of the stairs a long corridor stretches away into the darkness and at the far end of it a faint flickering light can be seen approaching. Breathlessly we flatten ourselves against the wall as the light draws near enough to reveal the form of a cowled monk gliding silently down the passage. Pushed forward by Captain Featherstonehaugh and perspiring freely, Mr. Smith advances towards the apparition.

"Are you the ghost of Geoffrey de Bouillon, the Grey Monk of Bogge Manor?" he asks in shaking accents.

"No," says the apparition, "I am the ghost of Henry Perkinson, the unhappy tenant of Bogge Manor, who has been hounded to death by a party of busybodies."

UNMASKED

"So, Mr. Perkinson," says Sir George sternly, "you are the ghost of Bogge Manor? Perhaps you will explain to us why you are masquerading in a monk's robe?"



"ARE YOU THE GHOST OF GEOFFREY DE BOUILLON?"

And with that Mr. Perkinson for some reason or other seems to lose his self-control. He throws his candlestick to the ground, stamps on it and kicks it down the passage.

"Sir George," he cries out of the darkness, "I have worn this dressing-gown for forty years, my father wore it for twenty years before that, and this is the first time that half the neighbourhood have had to sit up to watch it coming out of the bathroom. Perhaps you would like to see my nightshirt now and tell me whether it looks like the ghost of MARY QUEEN OF Scors?"

"And were you also making that unpleasant choking noise, Sir?" I ask severely.

"Certainly not," replies Mr. Perkinson. "If you mean that beastly noise the bath makes whenever the water runs out, I have already complained about that to Sir George's agent. I expect the waste-pipe is blocked up with beetles, the same as the rest of the house."

"Ah!" says Sir George.

AN UNPLEASANT EPILOGUE

And it really seems as though our vigil is over. Mr. Perkinson asks if we would like to look under his bed to see if there are any ghosts there; but we refuse, as we already feel well satisfied with the night's work. With a word of reassurance to Mr. Perkinson—which is received somewhat ungraciously—we descend the staircase and pass out into the night, secure in the knowledge that the ghost of Bogge Manor has been laid for ever.

But the next morning I am surprised to see that there is an inaccurate and deplorably facetious account of our experiences in *The Clumphampton Mercury*. On inquiry I find that Mr. Smith, far from being an expert medium, is actually one of that paper's reporters. It is then that I realise the full folly of allowing Captain Featherstonehaugh any part in so important an investigation. H. W. M.

As Soon as Possible

A CORRESPONDENCE has recently taken place between my publishers and myself.

But not a straightforward man-toman correspondence, like the kind between me and my butcher, or me and my Aunt Emma.

My publishers and I communicate with one another $vi\hat{a}$ my literary agent. This helps to swell the Inland Revenue account (extra stamps), and does its bit towards the reduction of the Unemployment figures (my literary agent's office-girl), and also serves to mark the difference—which is gradually becoming less and less obvious in most other ways—between English and American methods.

DEAR MISS PIN (writes my agent), — Messrs. Button and Mutton write that they would be glad to know as soon as possible whether you will have a new novel ready for inclusion in their Spring List, and, if so, if you could let them have a short descriptive paragraph. They would be glad to receive this as soon as possible.

Yours sincerely,

G. W. A. F. CHEESE.

To this I reply:-

DEAR MR. CHEESE,—Will you be so kind as to let Messrs. Button and Mutton know as soon as possible that I am hoping to have a novel completed for inclusion in their Spring List. It is a very intensive psychological study of HENRY VIII., the rather well-known Tudor king.

Yours sincerely, E P

E. PIN.

DEAR MISS PIN,—Messrs. Button and Mutton have asked me to let you know as soon as possible that, whilst they are delighted to hear that you have got a new novel for them, they are rather anxious as to your choice of subject. Practically every writer of any significance, and many of none, has quite recently published a book about HENRY VIII., and they are a little bit afraid that the Tudor vogue may be running out.

They would be glad to hear your views as soon as possible.

Yours sincerely,

G. W. A. F. CHEESE,

DEAR MR. CHEESE,—Could you inform Messrs. Button and Mutton as soon as possible that I will do my best to meet their views (as soon as possible)? The trend of my new novel is so entirely psychological that I think I could substitute JONAH and the Whale for HENRY without in any way interfering with the theme.

If Messrs. Button and Mutton would let you know as soon as possible if they like the idea, would you let me hear from you as soon as possible, when I will effect the comparatively minor alterations involved as soon as possible?

Yours sincerely,

E. PIN.

Very well. Hardly have we settled Messrs. Button and Mutton, HENRY and JONAH (and the Whale) than the publishing world begins to get busy on the far side of the Atlantic.

My American publishers do not take any notice of Mr. G. W. A. F. Cheese. They go straight to the fountain-head (me):—

MY DEAR MISS PIN,—We in New York are all so happy to hear that we may hope to bring out another of your wonderful novels in the Fall. That's just the best news!

Now, I wonder if you could find a minute to have your secretary cable us the title, chapter-headings and main theme of your book, together with a quite brief outline of the plot? This will enable our boys to get right on with a big advance-advertising campaign all over this country.

I just can't tell you how very much we are all of us right here in this office looking forward to the arrival of your manuscript.

Cordially,

FRANK B. HOCK. (Messrs. Hock, Bassedge & Co.)

Well, there are reasons, or anyway there's one reason, why I don't have my secretary do as Mr. Frank B. Hock suggests. But I convey the necessary information to him, and two days later his return cable arrives:—

Your theme absolutely O.K. by us but would suggest HENRY TUDOR sexlife somewhat overdone of late prefer alternative offered JONAH stop suggest you elaborate well-known episode with whale as can see great film possibilities stop also suggest very careful handling final catastrophe avoiding anything likely to offend humanitarian susceptibilities stop this with reference to Women's Magazine Editors in view possible serialization stop letter follows stop very cordially.—FRANK B. HOCK.

Nor does it end there.

Whilst I am already settling downspurred on by encouraging cables-to thinking about my next novel-(not HENRY VIII. and not, now, JONAH and the Whale, but what about Yankee Doodle?)—the Transatlantic telegraphlines are kept alive, the excitement grows and grows; Mr. Hock, Mr. Bassedge, Co.—"our boys," I suppose? —get more and more happy and busy and more and more cordially mine.

Mr. G. W. A. F. Cheese enters into his own when the moment comes for arranging a contract. Whether Mr. Hock, Mr. Bassedge or our boys are on the same terms of blithe intimacy with him that they are with me I do not know. Mr. Cheese has ceased—temporarily—to write to me. He is far too fully occupied with his snappy American correspondence—so different from Messrs. Button and Mutton's efforts.

The only thing is, when one comes down to actual *sales*—on either side of the Atlantic—is there so much difference in results as in methods? One of those questions that we must all answer for ourselves. As soon as possible. E. M. D.

Old Dancing Days

At a dance in the jolly old nineties We galloped all over the room;

We had never heard then of a floor twelve by ten

Where we'd amble with faces of gloom.

When we sat at our dinner or supper We tackled each excellent dish,

And didn't go puffin' around full of muffin Or waltz 'tween the soup and the fish.

- The dancing was more like a riot,
- Each partner was seized in a grip Like a wrestler's hold, for disasters untold

Was her fate if she happened to slip.

- In the rollicking polkas and lancers The timorous went to the wall,
- For we dashed like expresses; 'twas rough on the dresses,

Though that didn't matter at all.

- As we crashed with a joyous abandon Into most of the couples around,
- A spot of reversing set everyone cursing And several went to the ground.
- In a furious gallop to end with
- And shouting for all we were worth, With joy undiminished, the third collar

finished

And shirt-front like nothing on earth,

- We were footsore, bedraggled and dripping,
- A sight to draw tears from the gods, Our partners were tattered, but none of that mattered,

We were happy, so what was the odds?

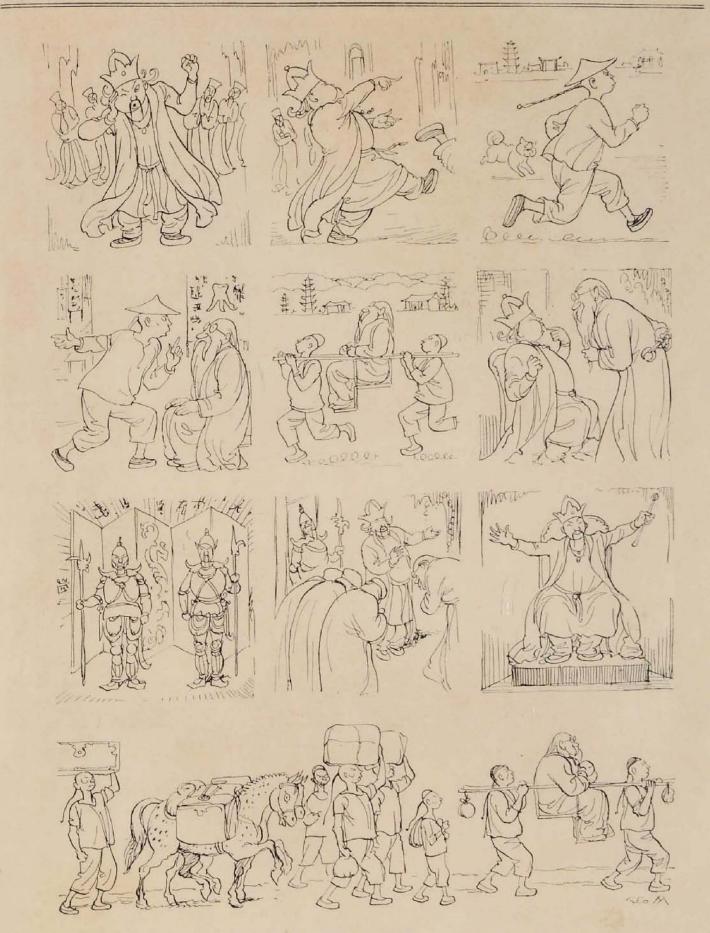


ANOTHER EXAMPLE OF NAUGHTINESS IN THE NINETIES.



THE SURREALIST'S NIGHTMARE.

PUNCH ALMANACK FOR 1937



THE DENTIST

THE FIN DE (HOLIDAY) SAISON PARTY

A HINT TO HOSTESSES





INTRODUCTIONS ARE EFFECTED WITH DIFFICULTY-

AND ARE FOLLOWED BY A CERTAIN COOLNESS-



THE FIN DE (HOLIDAY) SAISON PARTY

A HINT TO HOSTESSES



AND IT IS NOT UNTIL A QUANTITY OF EXCRUCIATINGLY NOISY INSTRUMENTS ARE PRODUCED THAT THE CLOUD DISPELS AND ALL IS PEACE AND HARMONY.

THE MOVEMENT FOR MORE USEFUL CHRISTMAS PRESENTS



BAYONET-PRACTICE OUTFIT FOR LITTLE JIM



FIRST-AID OUTFIT FOR NIECE SUSAN ANNE



FIELD-BOOTS FOR SISTER MATILDA



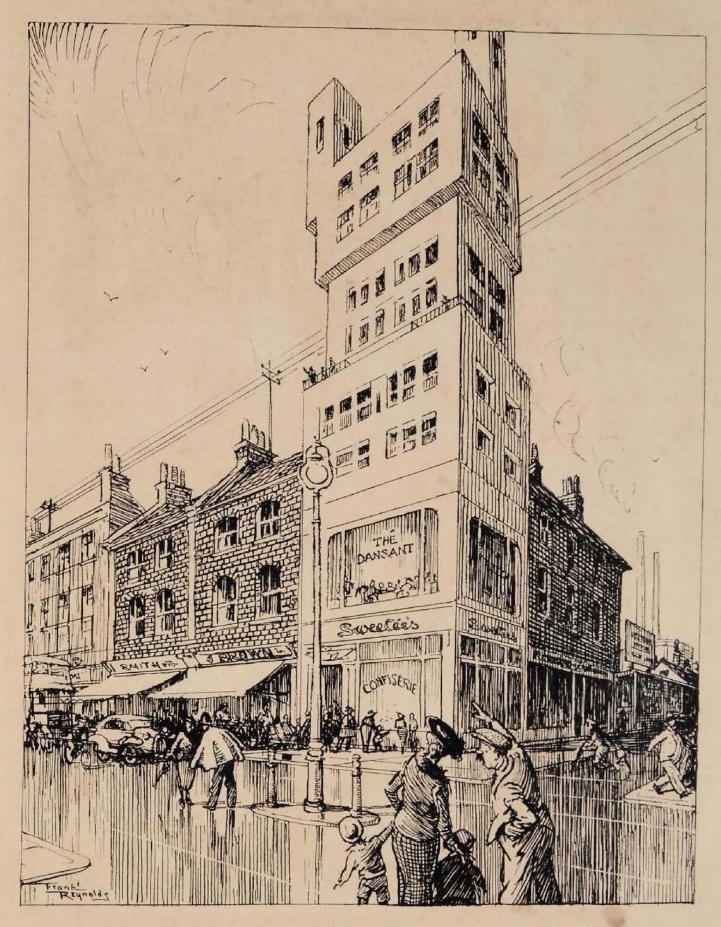
A SUB-MACHINE-GUN FOR YOUNG TOM



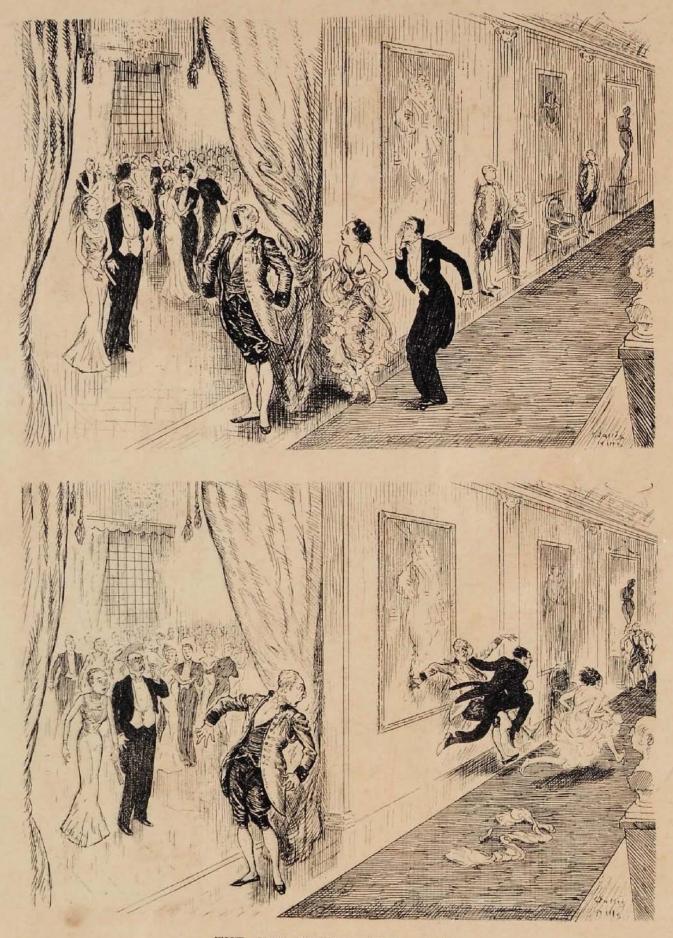
A STEEL HELMET FOR UNCLE DICK



THE LATEST THING IN GAS-MASKS FOR AUNTY EILEEN



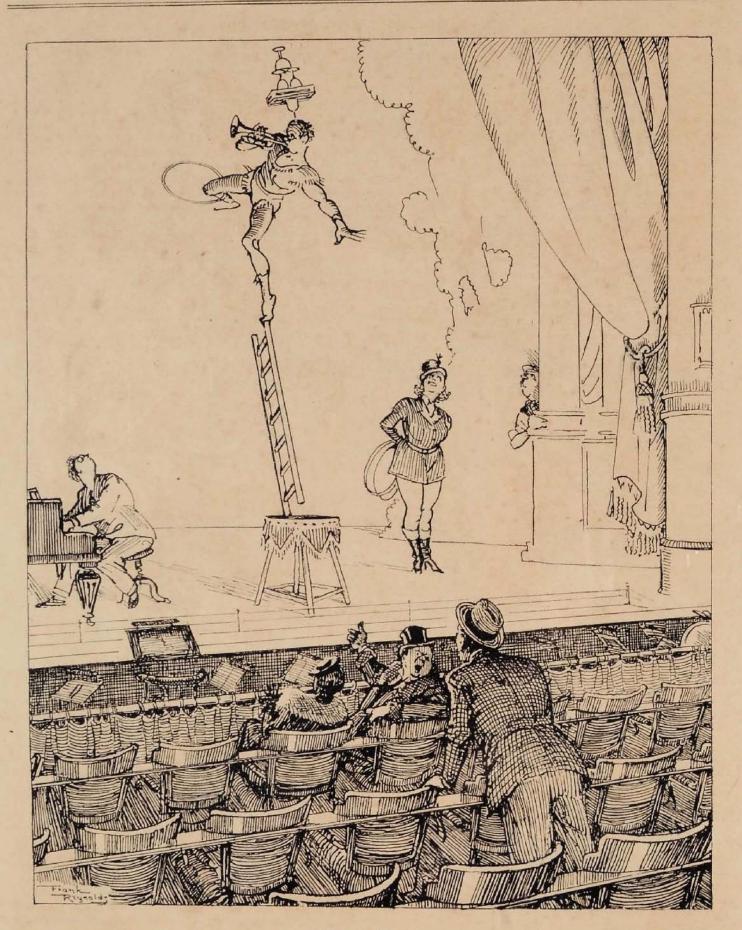
Former Resident, "STRUTH ! THEY 'AVEN'T 'ALF REBUILT THE LITTLE SWEET-STUFF SHOP !"





THE BLIND MAN'S DOG A LESSON IN EXPRESSION

PUNCH ALMANACK FOR 1937



THE TRY-OUT Very Hard-boiled Manager. "LEFT 'AND'S DOIN' NOWT!"

THE ACTOR WHO GOT INTO A RUT



HE MADE SUCH A SUCCESS AS THE HIND-LEGS OF A HORSE-

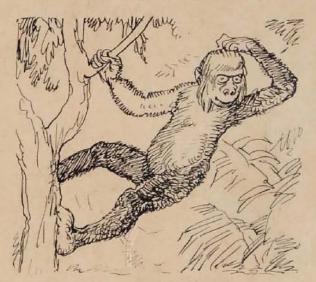


IN CONSTANT DEMAND-





THAT HE WAS EVER AFTERWARDS-



FOR THE IMPERSONATION-



WHILE ALL THE TIME HIS REAL AMBITION WAS TO DO THIS KIND OF THING.

OF ANIMALS-

Working in the Dark

(The story of a true Englishman and how he held the whole alphabet at bay)

"DID you ever hear how 1 once let down the British Empire?" asked Big Bill Strangerson with a yawn.

We were discussing a bottle of exquisite pimento wine in Guffy Thompson's rooms at the time (a grateful President of Guadeloupe had bestowed it upon him at the time of the Ratterson business), and the talk had turned naturally upon the queer places we had seen and the queerer things some of us had done in remote outposts of the Empire.

"You're joking of course," observed Fletcher of Barts, deftly twisting his long black cigar (Collinsons of the Haymarket used to get them over specially for him from almost silently. "We can't let it rest at that, you know"and I think we all felt-I know I did-that he was only putting into words what was already in the mind of each one of us.

Bill looked slowly round at our intent faces with an expression I couldn't fathom-not then, anyhow. It was not quite a grin and yet it was not quite anything else. Have you ever seen the look on the face of an Annamite klong priest when he is just about to offer himself to . Buthnu? Well, it was that sort of look.

"I'd better tell you the whole story," he said.



"WE WERE DISCUSSING A BOTTLE OF EXQUISITE PIMENTO WINE."

Cochin-China) in those strong supple fingers of his that could isolate a man's lobelium or trisect a malignant

clavicle as easily as you or I could saw a plank in half. "I'm perfectly scrious," replied Strangerson quietly (he was not called "Big Bill" for nothing).

There was a moment of absolute silence. To say that we were shocked at hearing such a confession from a man with Strangerson's record gives no inkling of the electric atmosphere that seemed suddenly to fill the room. We were all old friends of Bill's and we should hardly have been human had we not been profoundly moved. Sir Egerton Crumb (he refused the K.C.B. offered him for his share in the Bramahputra affair) paused with a match halfway to his unlighted cigarette; Davies, the eminent K.C., began feverishly to polish his spectacles, and even General Post, who had faced CETEWAYO'S impis without a tremor, raised his great tangled eyebrows for a moment. "You'll have to explain yourself, old chap," he said

THE ENCOUNTER

"It was a good many years ago that the thing happened," began Bill Strangerson when he had got his pipe going to his satisfaction. "The actual year doesn't matter, but it was a fine November evening, I remember, when I turned into a little coffee-house off the Mile End Road where one can get the best champignons aux fines herbes in London-

Josef's?" suggested Davies.

"Ah! I wondered if any of you would know it. Well, I had given my order and was sipping a glass of Château de la Pomme de Terre '06, that noblest of red wines, when a fellow I didn't know from Adam came staggering across the room, gasped out something of which I could only catch the word 'Bokhara' repeated twice, and collapsed across the table. When I tried to lift him up I saw to my horror that a great crimson stain was spreading slowly

over the cloth. It was obvious that it was all up with the poor chap.

"Well, I've had a little experience of this sort of affair, as you know, and I don't suppose much more than an hour-and-a-quarter had passed before I was down at Croydon chartering a plane for Bokhara. I had left the Mile End Road by tram, changed my hat, coat and beard



" A FELLOW I DIDN'T KNOW CAME STAGGERING ACROSS THE ROOM."

in a taxi between Ludgate Circus and Euston, taken a roundabout route by train and completed my journey from Kingston to the aerodrome on a borrowed bicycle, so I had good hopes that even if I had been watched leaving Josef's I should have thrown my pursuers off the trail. I didn't know then, you see, what I was up against."

BOKHARA

Strangerson paused to relight his immense Siberian narghile.

"Any of you fellows know Bokhara?" he asked casually. "I was out there for a few days in 'nineteen," said Thompson. "For the flamingo-shooting."

There was a shout of laughter.

"There aren't any flamingoes in Bokhara, my dear chap." said the General as soon as he could speak.

"The flamingo-shooting was a blind," said Thompson quietly. "I was there on pretty serious business really something to do with the Russian scare. You see, I reasoned that Mushiloff and his thugs would never give a second thought to a man who was fool enough to go to Bokhara after flamingo. I was right too as it happened."

"You probably know Yussof's then?" Bill asked.

Thompson nodded. "The best goat's-liver in Turkestan," he agreed.

"Well, I went along there the moment I landed. It's a dirty little wine-shop in a back-street behind the market as good a place to get your throat cut as you could want and I guessed I was as likely to find out what the game was there as anywhere. There were a couple of rough-looking Armenians at a table near mine who aroused my suspicions from the first. Sure enough after a while I heard one of them say to the other, 'Y bersovak na rumba?' ('At half-past nine, then?') I pulled out my gold repeater (a memento from the President of a small South American republic for whom I once did some slight service) and saw that I had less than two hours in which to act. Next moment I felt a sickening blow on the back of my head and knew no more. . . .

In the silence that followed Strangerson slowly filled and lit his pipe.

"When I came to my senses," he went on as soon as his narghile was going to his satisfaction, "I found myself lying on a heap of garbage in a narrow alley being worried

almost to death by hyænas. I drove the animals off and took stock of my position. My papers, including the cloakroom ticket for my hat at Josef's and an important letter from a stockbroker, were untouched, but my watch was gone. It was obvious that this business was a good deal more serious than I had expected."

He lit another pipe.

"Clearly the next thing to do was to decide what to do next. Suddenly I remembered that queer little dance-hall place—Maraschino's, isn't it?"

"The best nautch-girls in the Middle East," murmured the General dreamily.

"... and it came to me in a flash that that must be the place of the rendezvous at half-past nine. Rapidly hooking on a large red beard and wrapping a bournous round my shoulders, I made my way to the dingy building, slipped past the gigantic Persian doorkeeper and walked boldly into the *dogri* or hall. There I had a bit of a shock. In my trade you have to learn to conceal your emotions, but I confess I nearly betrayed

myself by a start of surprise when the first person my eyes rested on was —, who had been a colleague of mine in the old Secret Service days. I can't tell you his name—."

"No. 4?" suggested Fletcher noiselessly. (He had been in the game himself until one of the Mad Wallah's elephants knelt on his head at Bolapore in '96 and forced him to settle down to surgery. Had the injury proved fatal Mysore might have been lost to the Empire—but that is another story.)

Bill struck a match.

"We will call him K if you don't mind. I mustn't



"I FOUNG MYSELF LYING ON A HEAP OF GARBAGE."

mention even his number. Well, there was K sitting on a couch with a beautiful Circassian girl drinking *muk*; it was vital that I should let him know immediately who I was and how matters stood without betraying either myself or him to the enemy. Quick as thought I pushed over, as if by accident, a huge statue of Vishnu on to a group of villainous-looking Kurds, and under cover of the resulting confusion leaned over and whispered in K's ear. 'It is to be at half-past nine.'

' 'Hop it, Strangerson,' he said.

"Baffled by his demeanour, I hurriedly wrote a shorthand account of the affair at Josef's on a palm-leaf and passed it over to him on the pretence of offering a match. "Go to hell,' he said; 'I'm on holiday.'

"At my wits' end, I seized a teaspoon and rapped out a description in Morse of the assault at Yussof's. As the tale proceeded I saw a look of sudden resolution pass over his face. It was clear that he had decided to trust me. He bent towards his beautiful companion.

"'Tamara,' he said gently, 'one of your shoulder-straps is showing.'

"When the girl had retired in confusion and we were alone, K began to speak in crisp concise undertones. 'You must go,' he said rapidly, 'to a place called Bhosh, a hundred and-forty miles south-east-by-east from here, and ask for a man named Ghob. If he is not there, wait. If he fails to appear within ten days of your arrival, act on your own initiative. But you must start to-night.'

tive. But you must start to-night.' "I looked up and saw that the villainouslooking Kurds were making their way towards our table.

"'I will go at once,' I said."

SOUTH-EAST-BY-EAST TO BHOSH

"I will not weary you with an account of my journey from Bokhara. Suffice it to say that, though mounted on an excellent camel, it was nearly a week before I caught sight of the huddle of low stone huts which constitute

the village of Bhosh, so many were the perils and difficulties I encountered on the way. Tired and hungry, I crawled into the nearest hut and found myself, so soon as my eyes became accustomed to the gloom, in a chamber some ten feet square with a ceiling not more than four feet from the ground. At the far end sat an old man milking a goat.

" 'Greetings!' I said, addressing him in Tamil. 'I seek one styling himself Ghob.'

"'He is not here,' answered the old man in fluent Pushtu.



" BE OFF, OR I'LL SET THE GOAT ON YOU! "

" 'After how many revolutions of the sun do you look to see him return?'

"'We in Bhosh know of no such person,' he returned.

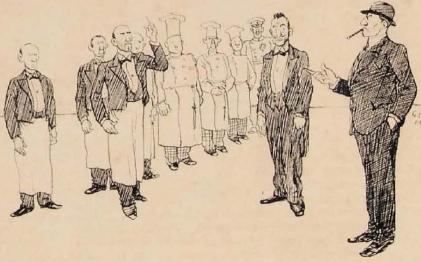
"Come!' I said sternly. 'Are you not Ghob yourself?'

A most extraordinary change seemed to come over the old man.

"'Be off, you English dog,' he cried wildly, waving his arms, 'or I'll set the goat on you!'

"I have never, as you know, been the man to submit readily to insult, and at his words I sprang to my feet in momentary forgetfulness of my surroundings. I felt a dull blow on the top of my head and knew no more....

"When I came to my senses and found myself stretched on the floor of the hut, alone save for the goat, I began to take stock of my position. It was not a pleasant one. If



" ONE OF THE WATTERS IMMEDIATELY STEPPED FORWARD."

it was true, as the old man had said, that there was no Ghob in Bhosh, why had K sent me out here? Surely not merely to get rid of me? Or-wait a minute. Was it not possible that the man I had spoken with at Maraschino's was not K at all but one of the gang cleverly made up to resemble him? Yes, yes, that must be it. The more I thought over the curious behaviour of the man I had thought to be K the more convinced I became that he was not K but an impostor, whom we will call Z. It had been Z's job to get me away from Bokhara. But in that case why send me here? Why not back to England? And then in a flash I saw it all. Not only was Z an impostor, the man in Josef's was in it too. He (W, let us say) had played his part well. He knew that, with my training, it was only necessary for me to hear the word 'Bokhara' from the lips of a dying man to be off for the East at once. It was easy now, looking back, to realise that the stain on the tablecloth was not blood but claret from my glass, upset deliberately to deceive me. From first to last the operations of the gang had been directed towards the sole purpose of getting me out of England and keeping me out, while they carried through their devilish scheme, whatever it might be. And I had been fooled-fooled to the top of my bent. With a strangled oath I beat my fists impotently against the ground. Then, realising that there was not a moment to be lost, sprang madly to my feet-and knew no more.

THE RECKONING

"A fortnight later I was in London, making my way hot-foot to Josef's, which must obviously be the startingpoint of my investigations. There I assembled Josef himself, the four waiters, the chef, two under-chefs, three scullery-boys and a doorman.

"'Is there somewhere,' I asked, 'where we can be alone?'

"Josef led us down to the boiler-house and shut the door,

'You may speak quite freely here, Monsieur,' he said.

"Briefly I described what had occurred on my last visit was perfectly calm. I decided to play upon him the to the restaurant. 'Do any of you,' I asked, 'know anything trick he had played upon me; to see whether, by using of the man who collapsed across my table?'

"One of the waiters im-

mediately stepped forward. "'He is here to-night, Monsieur,'he said. 'At Table

No. 4.' ' Strangerson paused uncertainly for a moment, and Fletcher looked up at

him. "That was an indiscre-tion, Bill," he said quietly. "Call it Table B."

"We're all friends here," put in Sir Egerton. "Go on, Bill.

"Well, as you can imagine, I was at the door the instant I heard that this man-W-was in the place. Not a word of this to any-

one!' I cautioned them and leapt up the stairs.

"The waiter was perfectly correct. There in an alcove sat the man I had come to hate above all other men in the world. I was on fire with excitement but my mind

the element of surprise, I

could force an admission

"In three strides I was

"Bokhara!' I cried, and

"Next instant I felt a

'And that," said Bill Strangerson slowly, lighting

swept his wineglass to the

sickening blow on my nose

pipe after pipe, "is really the end of my story. I never saw Z or W or the old man with the goat

There was a long silence.

and knew no more. . .

from his lips.

floor.

again."

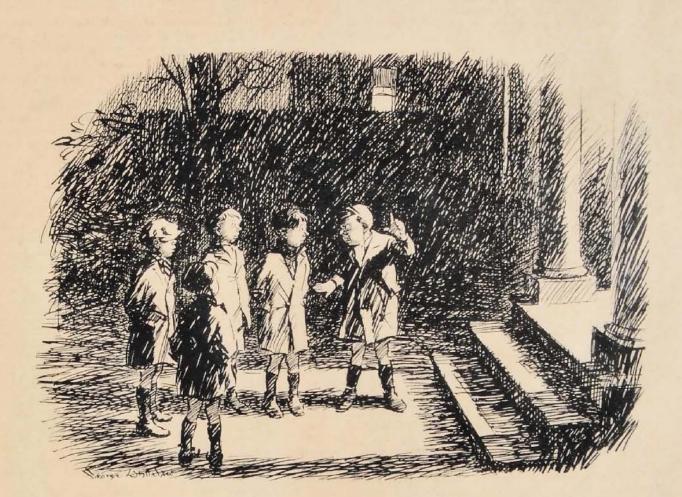
across the room.



"I . . KNEW NO MORE."

"But the Empire," said General Post at last. "How exactly did you let the Empire down?' Bill knocked his pipe out against the fender.

"Oh, that," he said-"that's another story. We knocked him out against the mantelpiece. H.F.E.



" NOW, MIND YER TEMPO, ALF !"

THE SAVED FIFTEEN MINUTES



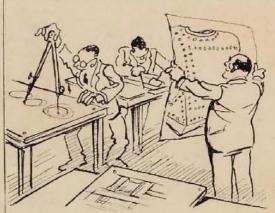
"GENTLEMEN, OUR CLIENTS OF THE 'BIG BUSI-NESS SPECIAL' ARE CLAMOURING FOR AN EVEN FASTER SERVICE TO THE NORTH; SO, WHATEVER THE EXPENSE IT IS IMPERATIVE THAT WE BUILD SPEEDIER LOCOMOTIVES."



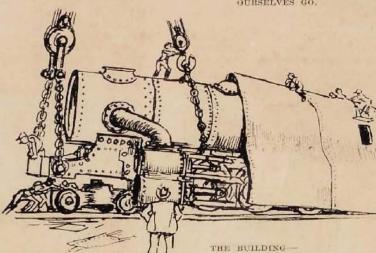
"OH, CHIEF MECHAN-ICAL ENGINEER, WE WANT YOU TO DESIGN A LOCO-MOTIVE, REGARDLESS OF COST, THAT WILL GET THE "BIG BUSINESS SPECIAL" IN AT LEAST FIFTEEN MINUTES EARLIER."

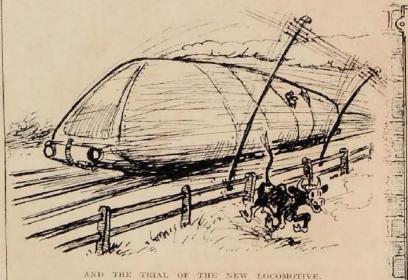


"A NEW PASSENGER ENGINE, BOYS, TO BE THE FASTEST EVER. PRICE NO OBJECT, SO WE'LL LET OURSELVES GO."









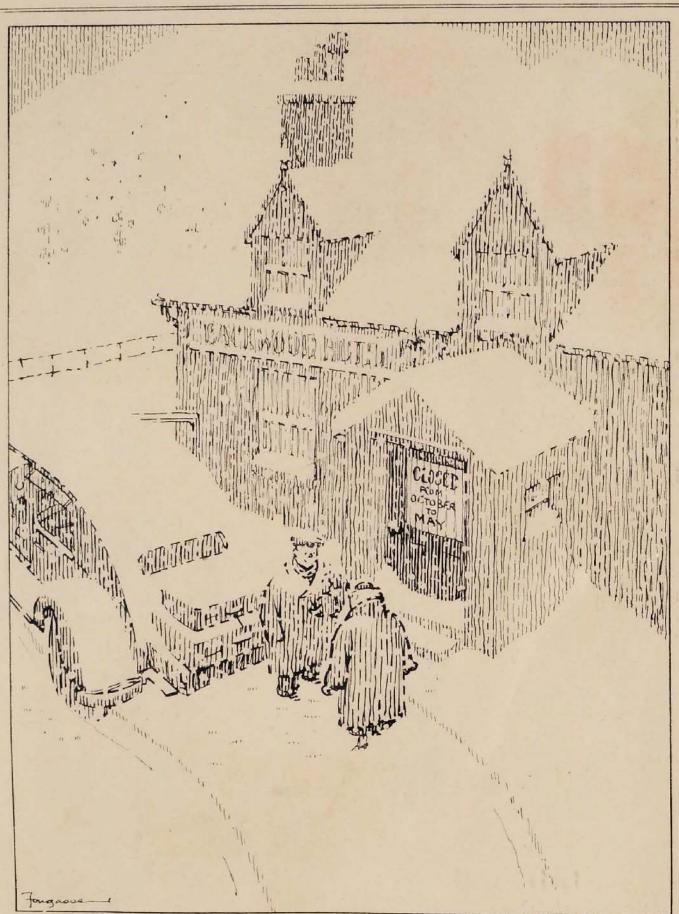


OR WHAT OUR RAILWAY'S HAVE TO PUT UP WITH.

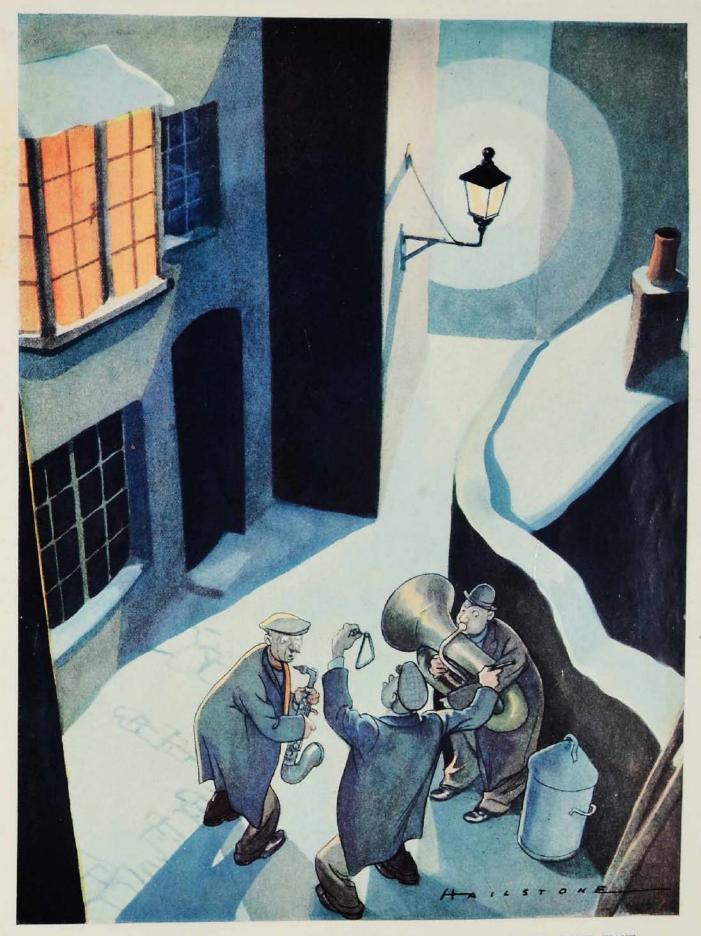


CHAS TRAVE

PUNCH ALMANACK FOR 1937



" ANYWAY, THAT MAKES IT ALL QUITE CLEAR—IT MUST HAVE BEEN THE HÔTEL MAGNIFIQUE AT BRIGHTON THAT THE SMITHS ADVISED FOR CHRISTMAS, AND THIS ONE FOR AUGUST AND SEPTEMBER."



"'ERE A BIT MORE PIANOISSIMO ON THAT BLOOMIN' TRIANGLE, BERT; WE DON'T WANT TO FRIGHTEN 'EM !"

THE PROGRESS OF CHIVALRY.



1886



SINGULAR PHENOMENON IN THE HUNTING-FIELD



WHY IS IT THE JOY OF FOLLOWING HOUNDS



SEEMS TO VARY



IN INVERSE PROPORTION



TO THE FINANCIAL STATUS OF THE PARTICIPANT IN THE HUNT?



BOXES ALWAYS GIVE YOU SUCH AN AIR OF DIGNITY AND POISE-



THE BOOK OF BEAUTY.





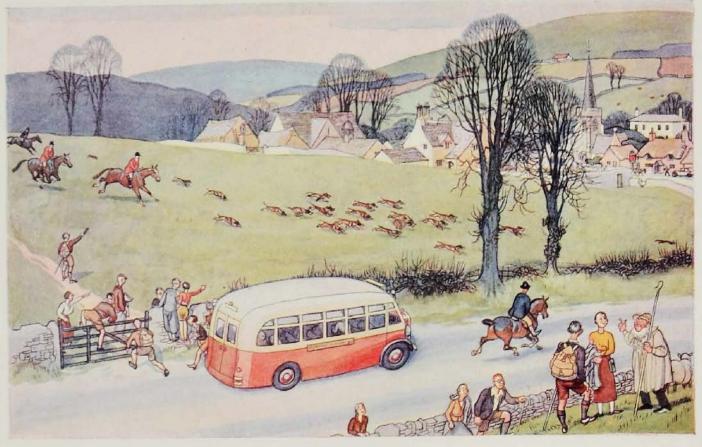
IT COULD CONTAIN CONSIDERABLY MORE VARIETY



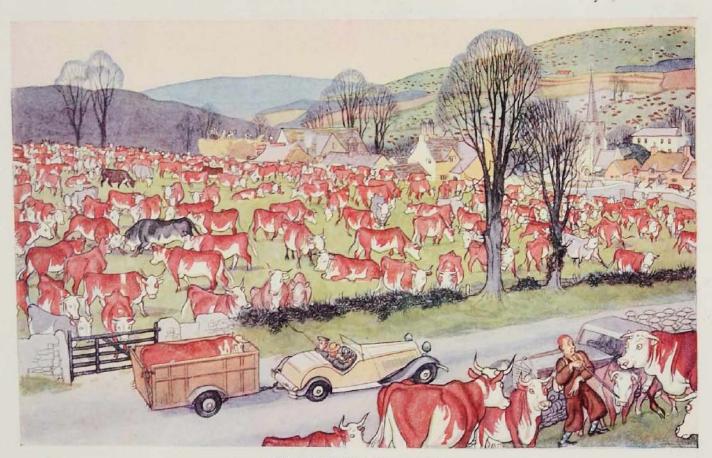


AND WHAT IS MORE, THE SAME YOUNG LADY COULD POSE FOR THE LOT.

"ENGLAND'S GREEN AND PLEASANT LAND. . . ."



THE HIKER'S IDEAL.



LORD BEAVERBROOK'S PARADISE.























THE TRAIL OF BLOOD.

THE BOOK OF BEAUTY.





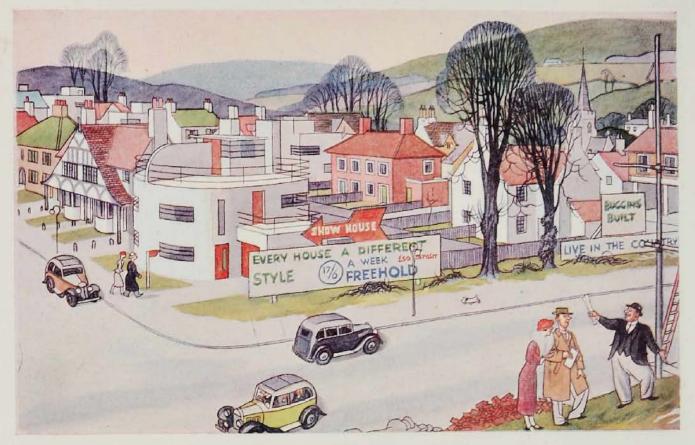
AS IT WAS IN GREAT-GRANDMAMA'S TIME YOU WERE EITHER A BLONDE OR A BRUNETTE AND YOU LEFT IT AT THAT.





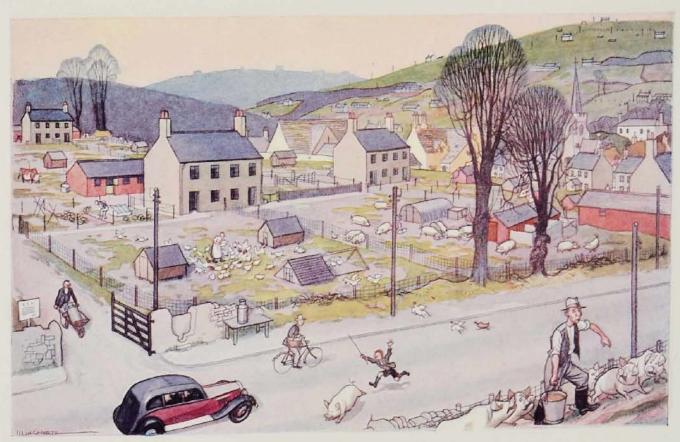
NOWADAYS. THANKS TO THE ADVANCEMENT OF CHEMICAL SCIENCE,

"ENGLAND'S GREEN AND PLEASANT LAND. ..."



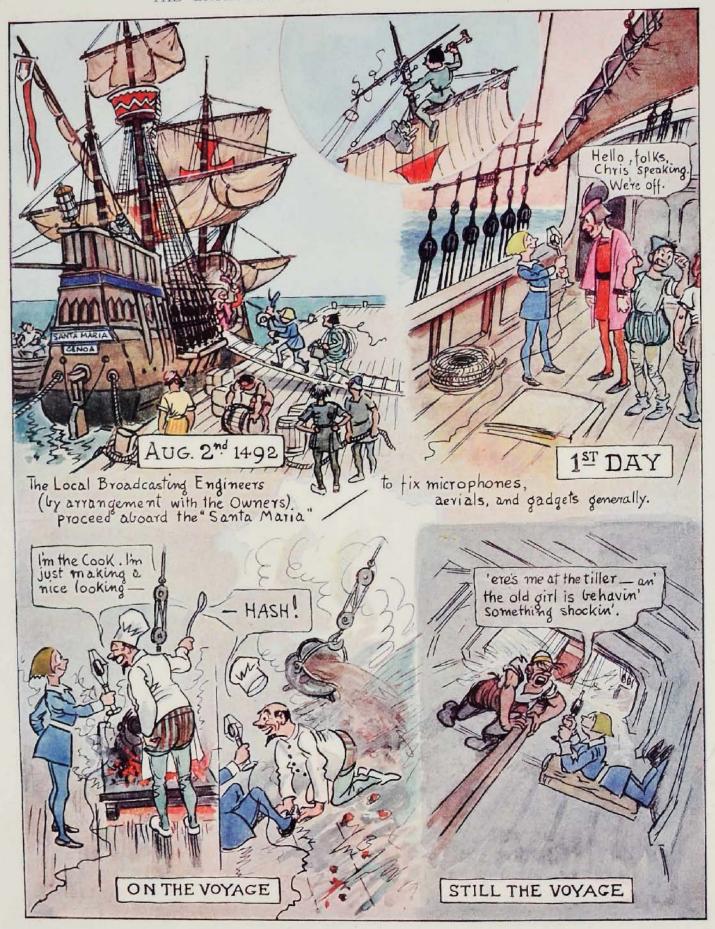
THE VISION OF THE SPECULATIVE BUILDER.

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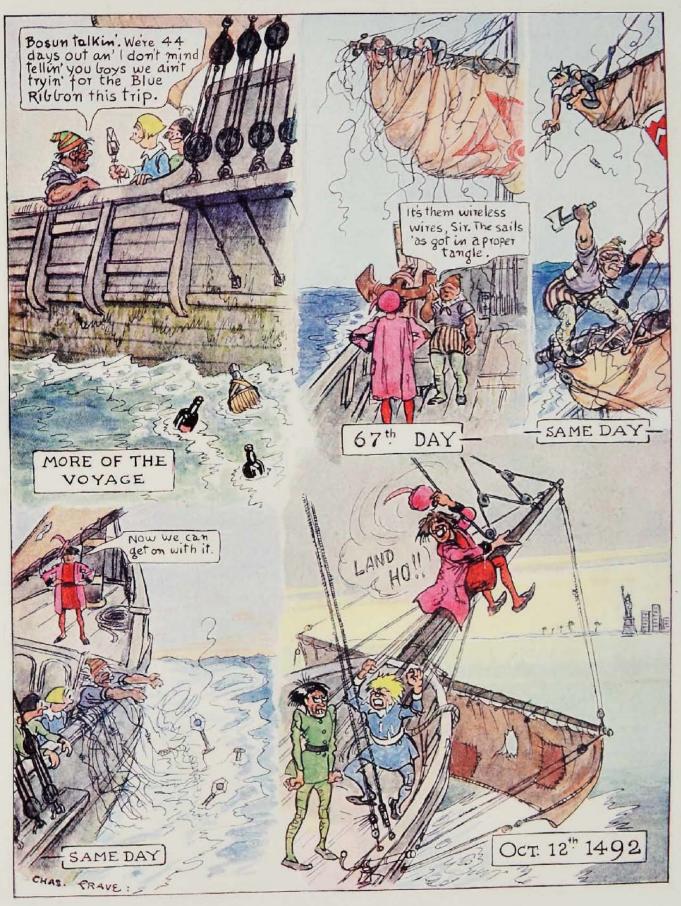


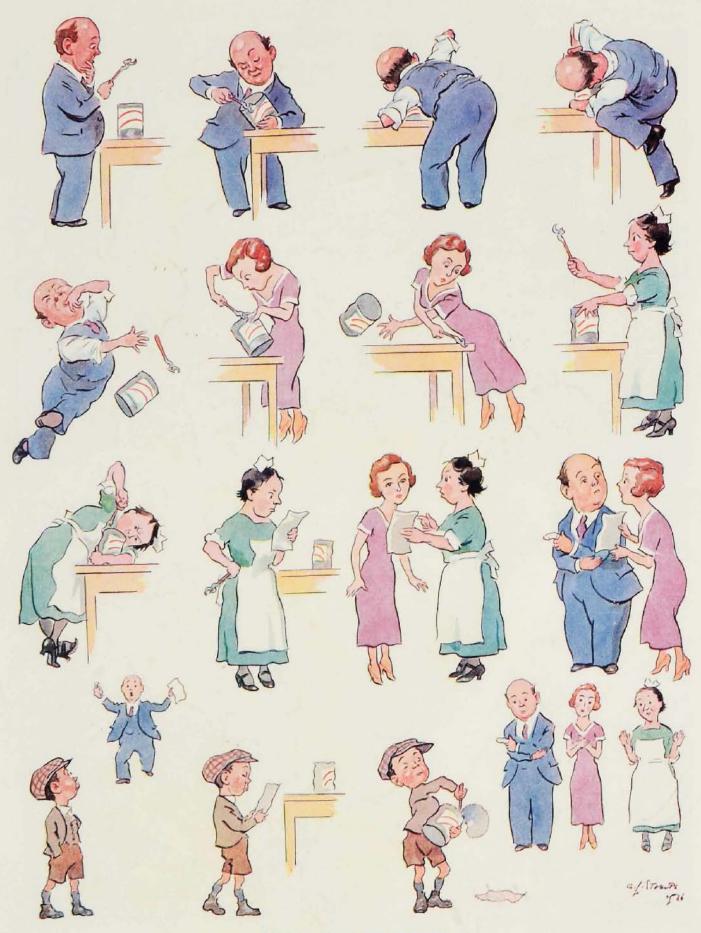
THE COUNTY COUNCIL SCHEME.

THE BROADCAST THAT DIDN'T QUITE COME OFF.



THE BROADCAST THAT DIDN'T QUITE COME OFF.





TRUTH IN ADVERTISING. THE ADVERTISEMENT SAID "A CHILD COULD USE IT."



"CAN I GET UP NOW, MUMMY? IT'S SO FIRING RESTING."

The Hunt is Over

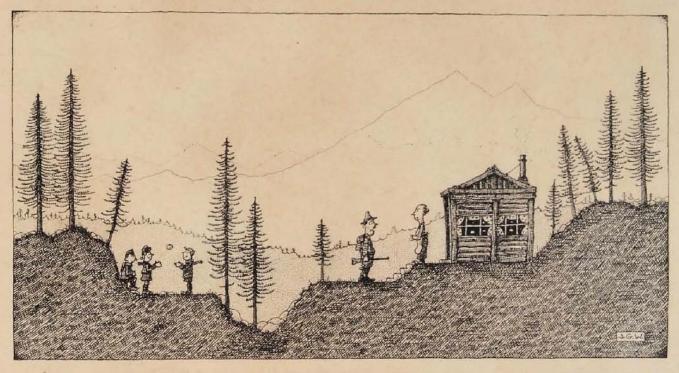
FROM the sweep of the Down they have gone, Not an echo remains. Not a trace to be seen Save where the well-bred neat little hoofs Have trodden the velvet turf, and there A fence smashed in by a clumsy horse Or a rider who paused, lost his nerve And failed to give the encouraging touch of his heel That had carried them clear. Raise your head, old fellow, and snuff the breeze! Which way have they gone? Do your sharp ears, pricked to the lift of the hills, Catch the sound of the distant horn? "Gone away, gone away, gone awa-ay!" But the silence reigns supreme, Only the weary breath of the wind Sighs over the slope and goes softly on. And the dusk is stealing down. Turn your head for home-One more gallop while yet we can see the way; Thunder over the track as old as the Downs themselves As the light fades from the clouds.

It was dusk on the hill, in the valley the dark has come-Some thing of the night moves swift in the rustling leaves. Steady! no need to jump yards to one side For a furry thing that a touch of your foot would kill. Deep in the wood a rabbit cries At the grip of the merciless steel, while over the shadowy trees The quiet line of the hills lies across the darkening sky. Your feet touch on the road. Trot on. What a noise it makes, wounding the peace of the night! You tread on a flint and the crackling sparks fly. Ahead shine the lights of home; in their welcoming beams Your breath rises misty white on the frosty air. Stand, slither down-a pat, and they lead you away-Me for the fire and you for the fragrant hay. Good-night, old fellow; good huntin' to your dreams; Another day we'll not lose hounds.

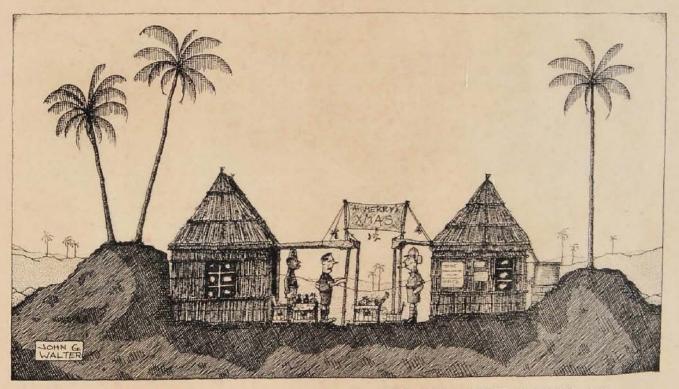


THE ZOOLOGICAL SOCIETY ACQUIRES A NEW SPECIMEN

TWO MINOR CHRISTMAS TRAGEDIES



"THE CHILDREN WILL JUST HAVE TO BE CONTENT WITH MY DRESSING UP AS SANTA CLAUS, ELSIE, I COULDN'T CATCH A SINGLE REINDEER."



"BY GAD, MAJOR! IT'S A BIT THICK, THEY'VE FORGOTTEN TO SEND US ANY CRACKERS."



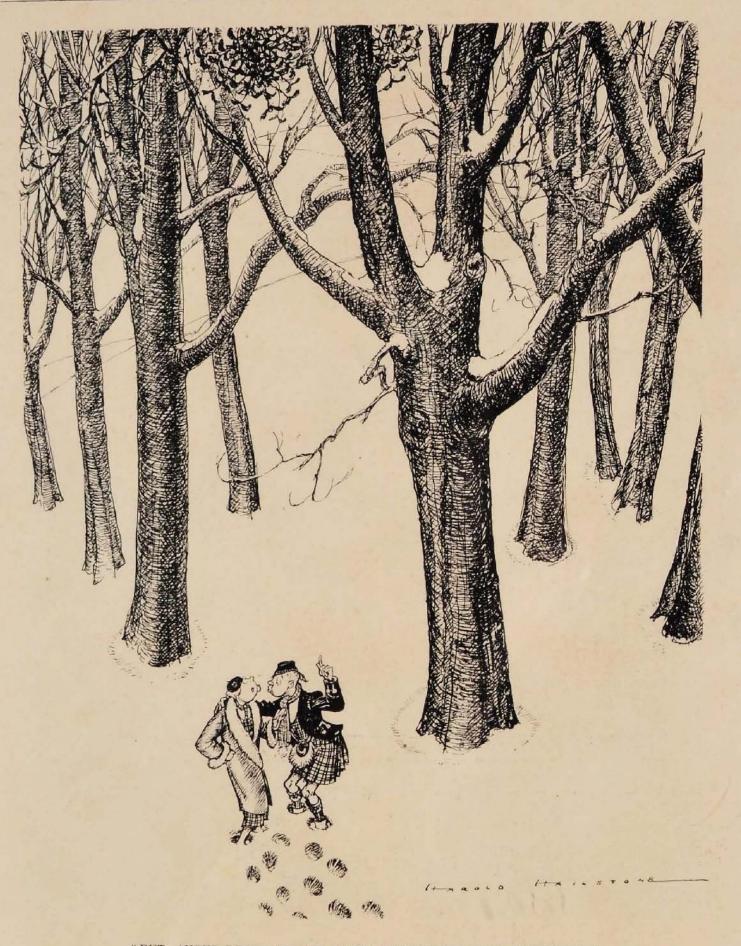
"You can't get over there, General. There's a perfect grave of a drop the other side." "Oh. can't I?"



-



"YOU MIGHT JUST HAVE ANOTHER LOOK, WILL YOU, NURSE ? I MOST DISTINCTLY MENTIONED A BAG OF ORANGES IN MY LETTER TO FATHER CHRISTMAS."

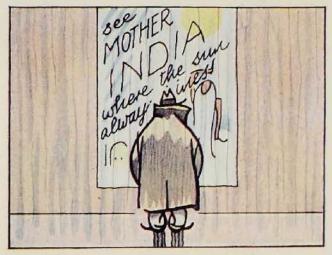




YES, IT'S CERTAINLY HARD TO BE STUCK IN LONDON WISHING YOU WERE IN MONTE CARLO-



BUT IT WOULD BE WORSE TO BE STUCK IN MONTE CARLO WISHING YOU WERE IN EGYPT-



OR IN EGYPT WISHING YOU WERE IN INDIA



OR IN INDIA WISHING YOU WERE IN JAPAN-



OR IN JAPAN WISHING YOU WERE IN HONOLULU-



OR EVEN IN HONOLULU WISHING YOU WERE BACK IN LONDON.



THE SHARE-OUT.

November 2 1936

PUNCH ALMANACK FOR 1937

xxxvii



TRAVELLERS REST

BUT SHELL DOES THE WORK



YOU CAN BE SURE OF SHELL

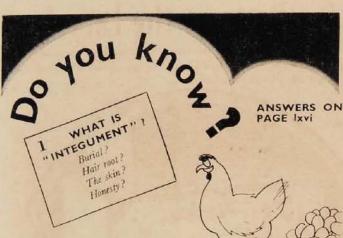
XXXVIII

PUNCH ALMANACK FOR 1937

November 2 1936

MODERN CINEMA with

INDEPENDENT



WHAT IS "HENLE'S LAYER"?

A champion egg-layer belonging to Henle? The outermost sheath of a hair root?

Ø

A region in the stratosphere? The under-layer of the skin?



WHAT DO YOU UNDER-STAND BY "STRATUM CORNEUM"?

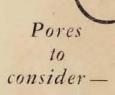
The Channel between Cornwall and the Scillies?

A narrow Roman bull? The horny surface of the skin? Hard skin on the soles?

4

WHAT IS DERMATOLOGY ?

Butterfly collecting? Study of the Hebřew prophets? Scientific study (a) of the skin? or (b) of the blood?



There are about 900

pores to every square inch of you! They should be busy expelling 40% of your

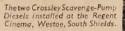
liquid waste. But pores are inclined to get

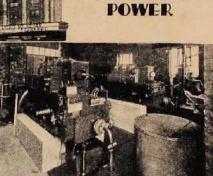
slack and shirk their quota—and then you feel weary and at odds with the world. That's the time to take an IZAL bath. For IZAL in the bath stimulates pores to healthy action. And how you'll enjoy helping your pores to health !



LET ENERGY IN - THROUGH THE PORES OF THE SKIN Newton, Chambers & Company, Limited, Thorncliffe, Sheffield











are installed in the Regent Cinema, Westoe, South Shields. These are two engines, each developing 82 B.H.P. to provide all the lighting and power required.

Independent plant is a boon in these times of electrical black-outs and public supply failures. It is entirely under your own control, and you save money on running costs. which itself quickly covers the cost of installation.

WRITE FOR FREE COPY OF THIS ILLUSTRATED BOOKLET ON CHEAP POWER PRODUCTION CROSSLEY BROTHERS LIMITED OPENSHAW, MANCHESTER, II London Office : BUSH HOUSE, ALDWYCH, W.C.2.

CROSSLEY POWER MEANS CHEAPER POWER

SEDENTARY WORKERS! Keep the figure of athletic youth

There is a grave tisk that relaxed abdominal muscles will permit sagging and distention of the abdominal organs, causing fatigue and exhaustion with a grave danger of fatty liver and heart. Your vitality is undermined.

Though you have no time to exercise — you can keep the firm, muscular contours that mean health

by wearing a Linia Belt. The Linia Belt maintains the internal organs in correct position and by its massaging action stimulates the abdominal muscles, gradually restoring normal health and fitness.

Write to-day for the "Danger Curve" booklet (gladly sent free on request), describing fully the tonic action of the Linia Belt.

Prices from 2 gns. to 7 gns.

On Sale Only at J. D. ROUSSEL 173 Regent St., W.1 Telephone: Regent 7570



GITY BRANCH 43 Cheapeide, E.C.2. BIRMINGHAM: 14 New St. MANCHESTER: 12 King St LIVERPOOL: 6 South John St. [Lord St.] BIRBTOL: 53 Fark St. GLASGOW: 345 Sauchichall St EDINEURGH: 1 Frederick St. (Princes St.).



UNIOR et, Gold 7/6 ipped,

TANDARD. Black, Mottled an Coloured Holder Rolled Gold Band ever action, large 4-ct. Gold Nib tipped. 10/6

SENIOR. SENIOR. Black and Mottled Holder, Two Rolled Gold Bands, extra large 14-ct. Gold Nib, Iridium tipped. 15/-

Obtainable from all Stationers and Stores, in black and various calours. Other nibs to suit every hand.

Makers : Macnanen & Cameron Ltd., Edinsurgh

They come as a boon and a blessing to men, The Pickwick, the Owl and the Waverley Pen."





Don Francisco Cabañas and his Son, 140 years ago, set a very high standard for "Cabañas," and gave a lead to all fine Havana Cigars. The very first branded Havana Cigar was a "Cabañas." It was then, and is now, made only in Cuba and from Vuelta Abajo Tobacco, honoured the World over.

Above, in actual size, are "Cabañas Cabañas"—one example from the Range 150/- for 100







MATERIALS

Only the finest Scotch doths used; specially woven for GLENARDA.

STYLED

and hand-made on Savile Row lines by London craftsmen to your own ideas and requirements.

MEASURING

Once only. Your measures are afterwards recorded permanently, constituting an individual pattern specially prepared for you.

TRY-ON

Only ONE fitting necessary; more if you so desire.

SATISFACTION Guaranteed.

PRICE Only ONE price—Six guineas the Suit or Overcoat.

Glenarda Clothes Ltd., 142-145 Old Street, London 'Phone: Clerkenwell 9847

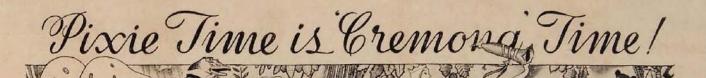
Write or 'phone for the

address of a conveniently

situated Glenarda House,

November 2 1936





HE "good-night" stories of Fairydom are more joyous and thrilling in company with good Cremona Toffee. In countless homes, there is high glee when bedtime and Cremona arrive. Made in country surroundings at Sunny Cremona Park, from English full cream Milk, real Cream, fresh Dairy Butter, pure Cane Sugar and the like. Cremona Tolfee is sustaining and nourishing, and so very good for the Children. Twenty different kinds : Toffees, Caramels. Chocolated Toffees and Nougats in rainbow-coloured wrappers. Hurrah for Pixie Time !

Wilkin's **CREMONA**Toffee

For Christmas, there are fifty different Gift Tins to choose from, 6d. to 10/-; each with Seasonal Greetings Card attached. A different Tin for each Christmas Stocking. Ask to see Cremona Xmas Gift Tins at your Confectioners or Stores.

E T 'S GOOD OF F T + S CREMONA

The Finest of all Christmas Gi

What more delightful present for Christmas than the luxurious "Vi-Spring," the overlay mattress which ensures such restful, health-giving sleep?

For more than 35 years this famous mattress has been acknowledged as the very height of bed comfort. Its hundreds of soft, resilient springs are made from the finest British galvanised steel wire. Expert finish and superb upholstering in the highest quality materials throughout make this hand-made mattress a real joy to lie upon. And the handsome damask tickings are just what you would expect in so fine a quality mattress

When buying look for the registered name "Vi-Spring" and be sure that your purchase is a genuine Spring " and "Vi-Spring.

MATTRESS OF WONDERFUL DURABILITY

The "Vito"—a non-pocketed spring mattress—is renowned for its wonderful sturdiness. The clever assemblage of its patent "Vito" springs gives it a strength which enables it to retain its comfort, shape and appearance longer than any other mattress used under the same conditions. Judged by durability and moderate price, the "Vito" is the cheapest spring-centred overlay made.

The utmost comfort and durability of "Vi-Spring" and "Vito" Mattresses is ensured when they are used on a "Vitoffex" Mattress Support. The "Vitoffex" sustains every spring in the overlay, thus greatly increasing resiliency and preventing any possibility of sagging.

Write for Illustrated Catalogue fully describing this fine-quality bedding. Post-free on application to Sole Manufacturers:

SOLD BY ALL RELIABLE HOUSE FURNISHERS.

The Vitoflex

MATTRESS SUPPORT

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1285

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Vi-Spring Products Ltd., 4 VI-SPRING WORKS, VICTORIA ROAD, WILLESDEN JUNCTION, LONDON, N.W.10



The Season of Peace and Goodwill,

of hospitality at its most lavish, coming and going at their busiest, calls for this New Ford V-8, the multi-cylinder luxury-car of economical purchase, running and maintenance. Exemplary in performance, impeccable in appearance and equipment, the Magic Carpet of engineering! See it, try it, and then reflect upon the marvel of its price. Literature on request: Dealers everywhere.

Completely Equipped, as Illustrated, £210, at Works "There Is No Comparison ! More Miles per Gallon is Good: Fewer Pence per Mile is Better !" No Motorist Should be Without The New FORD Book of Maps ! Handy in Size—Easily Read, 1s., From any Ford Dealer FORD MOTOR COMPANY LIMITED, DAGENHAM, ESSEX • LONDON SHOWROOMS; 88 REGENT STREET, W.1 LAVENDER - The Lovable Fragrancein Sprinkler Bottles, Stoppered Bottles and Deconters-2 guineas to 2/6

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GIFT CASE 10/6

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in great variety from 35/- to 2/6

GIFT CASES in Fragrance and Orchis from 45/·to 4/9

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MEN'S GIFT CASE

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Giffs FROM BOND STREET Perfect presents for every person and every purse, each one conveying its fragrant message of good-will with that distinction and assurance of delighted reception which their loveliness and Bond Street origin bestow upon them. The Yardley Gifts pictured here, and many others equally desirable, from the largest magnificent Gift Cases to the single lovely bottles of the enchanting Yardley perfumes,



are obtainable at any of the best Chemists and Stores. Yardley, 33 Old Bond Street, London, W.1



BY YARDL

ORCHIS & FRAGRANCE Perfume sizes 45/- to 2/6 Fragrance Compact 5/6 Orchis Powder 2/-

TRUFOOD BABIES become sturdy children

SPALO

CHRISTMAS the time for brightness

the time when your floors

In Tins, 6d., 10¹/₂d., and 1/9. Also Large Household tin containing 2 lbs. net, 3/-Chiswick Products Ltd., Chiswick, London, W.4.

ed the brilliance

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Portrait by Edith Tudor Hart.

This splendid young man was a Trufood Baby. He is LORD KENLIS, son of the Earl and Countess of Bective.

"THE HAPPY BABY" Our book "THE HAPPY BABY" is a complete guide for Mothers on the care and well-being of Baby. May we send you a free copy, together with a sample of Humanised Trufood? Post the coupon to Trufood Ltd., Dept. PUN 106 The Creamerics, Wrenbury, Cheshire. (Samples duty free LF.S.) POST THIS COUPON



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STOMACH HEXAGONS. Containing Madean'sformula powder, most efficacious. SORE THROAT TABLETS. Provide mmediate disinfection and protection ntriguingly flavoured.

Manufactured under scientific control, HYGIENICALLY WRAPPED and sold by Qualified Chemists everywhere.

If unable to obtain, send 4d. for sample to :

A. L. SIMPKIN & CO., LTD. (Dept. P), Barley Sugar Works, Sheffield, 6.

A draughtsman should know-

YOU TOO SHOULD USE

ENCIL



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Style No. 1260

Incomparably smooth and long-lasting, their standard of quality never varies. Draughtsmen, artists and professional men make use of several of the seventeen shades of black. From 6B, softest, to 9H, hardest. For general office or home use ask for the HB degree.

MADE IN

VENUS PENCIL CO. LTD. LONDON, E.S.

HE individuality of a Bernard Weatherill suit lies not only in its cut, but in the personal supervision that our fitters give to the actual making as it proceeds in our workrooms. Here work craftsmen who can turn the subtlest suggestion into reality, creating clothes that are not just made to a size, but to a personality as well. They are helped, too, by the knowledge that they are working the finest materials and for the most critical clientèle in London-men who have found that at Bernard

Weatherill's they can get the best West-End clothes at considerably less than they have to pay elsewhere.

IF TIME IS IMPORTANT

Bernard Weatherill keeps a selection of ready-made Overcoats in a great variety of materials and styles, tailored and finished by his own craftsmen.



81 Cannon St., London, E.C.4 BIRMINGHAM: 11 Bennetts Hill





A good hat should reflect both the spirit of the times and the personality of its wearer. All Battersby Hats do the former; careful selection will ensure the latter. A postcard will bring you the name of your nearest agent and particulars of other Battersby styles



His job as a Courier with a Tourist Agency was a good one. But it looked as though fate was against him - until ... REG? TRADE MARK VERY SORRY -PARIS by Men Preferred TRAIN OIDN'T LEAVE HOURS USEFUL STYLISH DOCTOR TOLD HIM - il COMFORTABLE SO YOU WAKE UP FEELING TIRED, EN ? WELL- YOU LEAD AN ENERGETIC LIFE AND THE TROUBLE S- EVEN DURING SLEEP YOU USE UP MORE ENERGY M FED UP ALPHONSE! THAT PARTY GROUSED THE WHOLE WAY HERE. PARTLY MY FAULT I SUPPOSE - I FEEL TIRED ALL THE TIME I DON'T FEEL UP TO MY JOB, DOCTOR — ALWAYS TIRED, EVEN WHEN I WAKE IN THE COURAGE, MY ENIEND! YOU DO NOT LOOK O R. M.R. THOMPSON-LE ENGLISH DOCTEUR AT THAN YOU CAN AFFORD WE CALL IT 'NIGHT-STARVATION' - TAKE MY ADVICE... HESE DAYS MORNING TE PENSION-UT YOU ALL Read Trade Mark Semi-Stiff COLLARS. The Present He would like to give himself THANK YOU VERY NUCH WE HAVE TO BE PREITY FIT ON THIS JOB. PARIS - 2 MONTHS LATER ONDON WEATS NTELL I THOBGHT I'D TAKE A EK AT NOME AND TRY RLICK'S, AS HE TOLD ME. WELL, HERE YOU ARE. DEAR - I TASTED IT, SAY, COURIER, I THINK YOU'RE MARVELLOUS ! EVEN AT THE END OF A AND IT'S SO DELICIOUS TIRING DAY YOU CAN STILL TALK LIKE AN INFORMATION The Ideal Shirt for Men . BUREAU There is no better gift, nor one more appreciated, than additional collars and shirts. To win his approval be sure to give "Van Heusen" Collars and "Vantella" Shirts for preference. Tra LONDON - LATER STILL CENCILM VERY HICE OF YOU TO CHOOSE ME, SIR ! I'LL GO ALLOUT ON THIS JOB. "VAN HEUSEN" COLLARS, HERE'S A CHANCE FOR HERE'S A CHANCE FOR YOU, THUMPSON THEY WIRED L'STO SEND OUR BEST MAN TO MEET A PARTY AT CHERBOURG EN ROUTE TO ADELBODEN EACH. NORW "VANTELLA" SHIRTS to match, IT'S MANVILLE YOU Zephyr 9/3 and Poplin 10/6 each. MILLIONAIRE ENTIRELY BRITISH. See the varied shapes and patterns at any Men's Wear Shop or Outfitter and makes sleep effective : you IF you feel your job getting the upper hand — then it's prowake refreshed and confident. "VAN HEUSEN" by Horlick's is delicious bable that nature isn't getting a HARDING, TILTON & HARTLEY, LTD., and economical: chance to replace the energy your King's House, Haymarket, London, S.W.1. just add water, the body uses up during sleep. Sleep milk is in it. Plain or Chocolate Flais doing you no good - in fact you're 'NIGHT-STARVED.' voured. Prices from Horlick's at bedtime and mid-"VANTELLA" by morning restores the lost energy | 2/-. Mixer 6d. & 1/-MORT IL N COTELLA LIMITED, 72-73, Fore Street, E.C.2 HORLICK'

xlvii

Soft Colours and Suger

November 2 1936



H.B. CHLOROPHYLL YEAST TABLETS

A DOCTOR SAYS :-

"I continue to prescribe the H.B.T. Chlorophyll and Yeast Tablets in my own practice, and I think it is a very efficacious preparation. Do you know that if ten tablets are taken a day for a period of two monthsit will reduce the patient from 12 to 16 lbs. I have never come across anything which can reduce weight in such an efficient manner as the H.B.T. Chlorophyll and Yeast Tablet without injury."

bottles of 50 for 1/3. 150 for 2/6. 0 for 5/-. Family size, 1250 for 15/-. 350 for 5/-. Obtainable from Chemists Everywhere.

HUNTER BEATTIE GLASCOW, S.E., & BCM HBT, LONDON, W.C.



sweet

good!

and



ETTES THE FABRIC BED-COVERINGS Your gift-what is it to be ? If it is useful, it is welcome; if it is beautiful,

it is thrilling ; if it is both, it is ideal, but rare. That is why QUILLETTES are an inspiration to the gift-hunter. No bed-covering gives sweeter sleep, none is so warm yet so light. As for beauty, what could be lovelier than the soft texture of their pure woollen pile enriched with colour ?

For single beds, from 23/6 to \$2/6. For double beds, from 42/9 to 69/+. Cot and pram sizes from 5/9 For FREE SAMPLE, illustrated leaflet, and name of nearest retailer, drop a card to: DEPT. P.1, H. & M. SOUTHWELL LTD. BRIDGNORTH, SHROPSHIRE



Allsorts will make the Festive Season even more enjoyable! They are pure, wholesome, jolly good to eat and great value! The delicious centres, coverings and flavours please everybody, and they're so easy to hand round in the convenient cartons. 1-lb. 1/-; &-lb. 6d.; 1-lb. 3d.; Pocket size 2d. Also 3d. per 1-lb. loose.

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There is greater nourishment in Plasmon Oats

SVHI

Fine Oats that only Scotland grows-and a generous addition of "Plasmon," a body-building food of Nature's own providing. Over 13 quarts of pure, fresh milk are required to make one pound of "Plasmon."

From no other cereal food can you and yours get the building of bone, muscle and brain that Plasmon Oats give. A plate of Plasmon Cats every morning gives a grand start to the day and is a real health safeguard when Winter blows cold.

Plasmon Oats is an essential and nourishing addition to Britain's breakfast table. Thoughtful Mothers and Wives can watch the morning enjoyment of the rich smoothness-the creaminess of flavour-of Plasmon Oats and know, surely, that extra energy and strength are being built up.



Any question regarding Plasmon Food Pro-ducts is given individual attention and we are also happy to arrange for local supply where any difficulty occurs. Please use this branch of our public service to the fullest extent. Write direct to:

Senior Section, PLASMON LTD. Farringdon St., LONDON, E.C.4



This lovely streamlined casserole in the smart octagonal shape does the work of three dishes, and costs only 8/6.

"LOOK!"

This isn't an ordinary casserole —the lid is a dish, too, and so is the bottom part!"

It's like getting three dishes in one!

streamline casserole

HERE'S good news for anyone equipping a kitchen; a series of streamlined casseroles designed by Harold Stabler so that each is virtually three dishes in one!

Three essential dishes, too. First a complete casserole, slipping easily into your oven, gleaming and attractive for the table. Then, since the lid has no handle on top, it can be turned over to make a splendid dish for pies and tarts. And finally, of course, the bottom part of the casserole is itself perfect for a steakand-kidney or shepherd's pie.

Did you ever hear of a more genuinely useful economy for the kitchen? It's like *three* dishes for the price of only *one!*

And money isn't all you save. You save trouble by taking the

same gleaming dish straight from the oven to the table; the streamline design has no hard-to-clean crevices, so washing-up is quickly done; and you save cooking time, too—food is heated evenly and more quickly in glass.

12 Months' Guarantee

Don't miss these attractive modern casseroles—see them at any good glass or hardware shop or department store. It pays to insist on getting genuine "Pyrex" brand

oven-table glassware, because it never wears out and it is covered by, a 12 months' Free Replacement Guarantee against breakage by oven heat. James

A. Jobling & Co. Ltd., Wear Glass BRAND Works, Sunder-

... because someone has given them a VONO folding table!

why are John and Mary

Every now and then up crops that evergreen question of "what to give." Some people will have birthdays, others will get married!

But you will find the perfect answer to this problem at your furnisher's—something called "VONO." There are folding tables, folding chairs, singly or in sets—a wide range of finishes and at whatever price you wish to go to—gifts that can't fail to be prized. One can have too many electric toasters, but that does not apply to a VONO Table. It doesn't matter if they already have one l

There are many uses for a VONO—Bridge, writing, serving, picnics (it'll go in the car), garden use, the nursery, the boudoir. And it adorns whatever place it fills.

Get a VONO for your friend—and you'll find that you must have one for yourself. It's irresistible.

★ R.M.S. "QUEEN MARY." In a number of the first-class state rooms, VONO is represented by the famous folding table for occasional writing and cards. The tables are polished Mahogany, Walnut, Oak and Beech, to match the individual suites.



THE FIRST-THE BEST-TESTED AND PROVED IN A MILLION OVENS LONDON OFFICE + 75-77 WORSHIP STREET + E.C.2

"She's so pathetically weak, doctor . . . "

"Yes ... you must keep her on Brand's Essence"

WHEN illness takes toll of strength and courage . . . when weakness is distressing, appetite gone, interest waned . . . then Brand's Essence is the safe stimulant. Brand's revives strength in debility after critical illness, childbirth, operations,

collapse. Brand's Essence is taken readily, even when the digestive powers are at their feeblest. It is without indigestible solids and cannot irritate the digestive organs or kidneys.

In sickness always give Brand's Essence,

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Name

Address

INVESTMENT

PROPERTIES OWNED EXCEED

£250,000

REDEEMABLE

DEBENTURE STOCK

Interest paid half-yearly without Tax deduction. Send Coupon below for Booklet and Application Forms.

CO-OPERATIVE PROPERTY CORPORATION LIMITED

Please send me explanatory bookles (Block tetters, please)



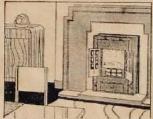
STEADY

YIELD

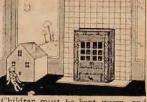
Put a Cozy Stove in and keep Winter out!



A COZY STOVE in the BEDROOM anishes the discomforts of damp edclothes . . . you undress in a delightfully warm room.



In the DINING-ROOM a COZY STOVE caters for the comfort of everybody. The whole room is warmed to one temperature.



Children must be kept warm, and they must play—even in the Winter. A COZY STOVE in the NURSERY is so safe . . . so cheering.



... and now the DRAWING ROOM, where the COZY STOVE is always sure of appreciation for its elegance as well as its utility.

CDZY STOVES are the original and best open or closed slow-combistion sloves. Write for catalogue or see them at your local dealers. The Cozy Stove Co., Ltd., 42 Berners Street, London, W.1

STOVE



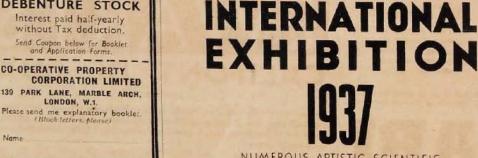


You cannot choose two more gracious companions than a pair of shoes having uppers of the famous "Zug" leather.

Their long life, their suppleness, their thorough water-resisting powers, and water-resisting powers, and pleasing style, whether designed for walking or sport, each testifies their "fitness" to be your lasting companions.

Immediately recognised by their attached oval label If difficult to obtain write us for name of nearest stockist.





NUMEROUS ARTISTIC. SCIENTIFIC. LITERARY AND SPORTING EVENTS

MAY TO NOVEMBER 1937

HUGH WALPOLE says: "RU-MARI cured my Rheumatoid Arthritis"

"IN November, 1934, I was attacked in both hands by arthritis. I was ill for weeks in Hollywood, then went to New York, and was in a hospital there, getting worse all the time."

" I was so bad that I was taken on a stretcher aboard the 'Berengaria,' and attended by a doctor and nurse during the crossing. In London I was taken again on a stretcher to a nursing-home for some weeks."

"During this time I had some fifteen doctors, English and American, the best of their kind, I imagine. They did everything possible, giving me all kinds of treatment. Nothing gave me relief."

"Shortly thereafter a friend of mine introduced a bottle of RU-MARI, which he said was a cure for Arthritis."

"Within two weeks all the swelling in my arm and hand had gone down so amazingly that the specialists were astonished. They declared it to be one of the most remarkable recoveries they had



seen. Within a month I was almost entirely well. I began to write, and have since completed a novel, writing it entirely by hand. That was a year ago, and I have had no touch of rheumatism of any kind during the year."

(Signed) HUGH WALPOLE.

LIONEL BARRYMORE writes : "Nothing has been so amazingly helpful"

Hollywood, California. "I was stricken with Sciatica during the filming of a picture at the Metro-Goldwyn-Mayer Studios in November. My friend, Hugh Walpole, told me of his remarkable experience with RU-MARI, and gave me a small quantity. I took the first dose on Friday night. By Sunday noon the pain had entirely disappeared. Nothing in my experience has been so amazingly helpful."

(Signed) LIONEL BARRYMORE.

An Epoch-Making DISCOVERY

Two famous men—a great author and a great actor—testify to the wonderful results obtained from RU-MARI—the new remedy for Rheumatoid Arthritis, Rheumatism, Lumbago, Sciatica, etc. RU-MARI is NON-POISONOUS, NON-INJURIOUS and NON-IRRI-TANT to the most delicate membranes and tissues. RU-MARI is quickly absorbed into the blood-stream and destroys the bacterin which are initially responsible for Arthritis. It purifies the blood, exerts a strong tonic effect on the system, and washes away the deposits at the joints. As these disappear pain subsides and free movement is restored.

BEGIN THIS TREATMENT NOW!

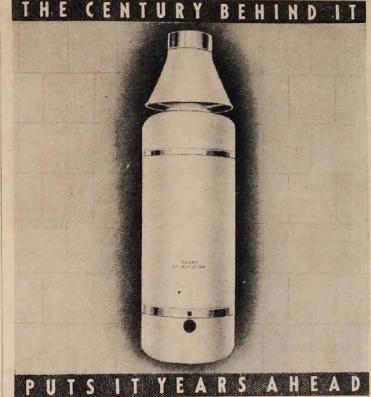
To those who are suffering from these dreaded ailments we offer a new lease of life. We know that in RU-MARI we have a weapon that eradicates Rheumatoid Arthritis. RU-MARI has already relieved hundreds and will help thousands more. Get RU-MARI and set yourself on the road to health.



FREE BOOKLET Send for descriptive booklet giving full details about RU-MARI and results obtained. Post-free on request.

Obtainable direct from the proprietors at the address below or on order from your chemist. Readers residing overseas should write for address of nearest suppliers.





How often do you have to put up with a tepid bath, and possibly have to wait about for that? If you ever have to put up with either of these discomforts, it's high time you explored the possibilities of Ewart's new Califont-de-Luxe. This ultra-modern water-heater gives you an instant and constant supply of really hot water at every hot tap in the house. It enables you to enjoy as many hot baths as you like, whenever you like, morning, noon and night. And it saves you the wasteful expense of stoking and storage, a saving which amply repays its modest initial cost (£10.15.0, fixing extra).



(GAS-HEATED)

Ewart's Califont-de-Luxe saves valuable floor space too ! It is fitted on the wall over the draining-board or in any convenient position. The heating parts are of hardened copper, with a steel casing, white porcelain-enamelled -so easily cleaned.

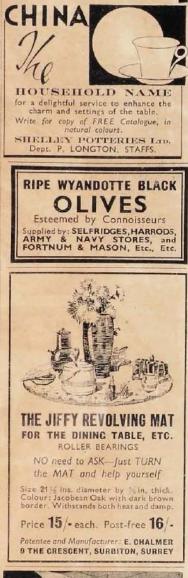
Come and see the "CALIFONT" in action, or write for details to : EWART & SON, LTD. (Established over a Century), 346-350 Euston Road, London, N.W.1. 'Phone : Museum 2570. 'Grams : "Geyser, London.''





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November 2 1936



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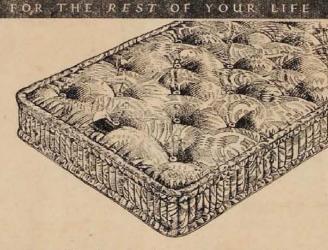
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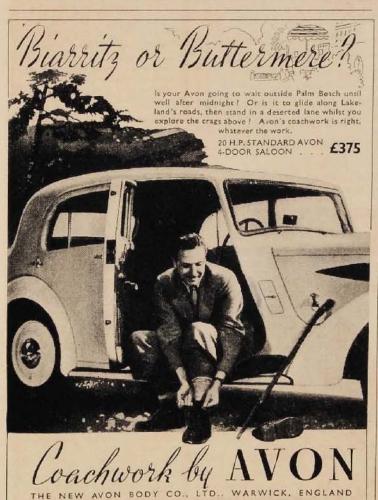




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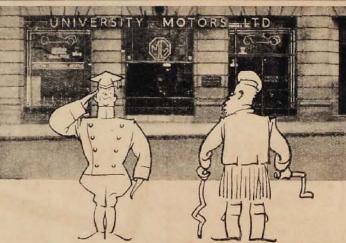
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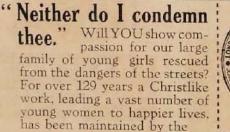
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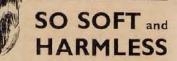


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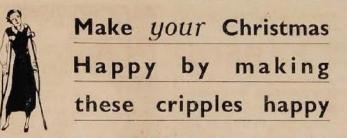
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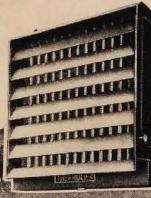
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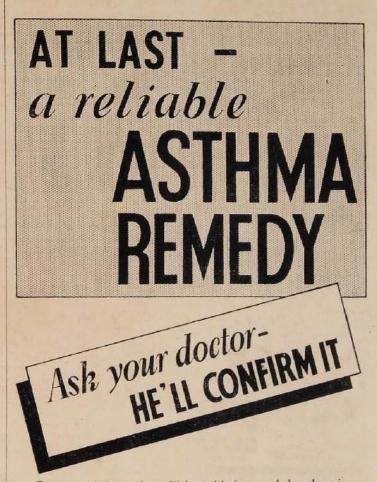
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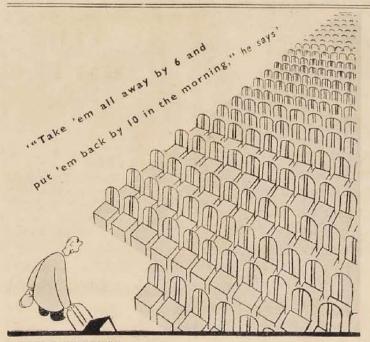
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November 2 1936

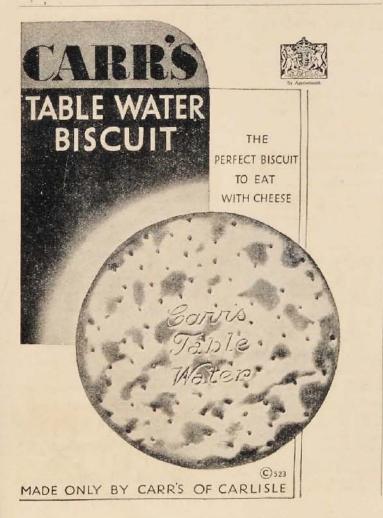








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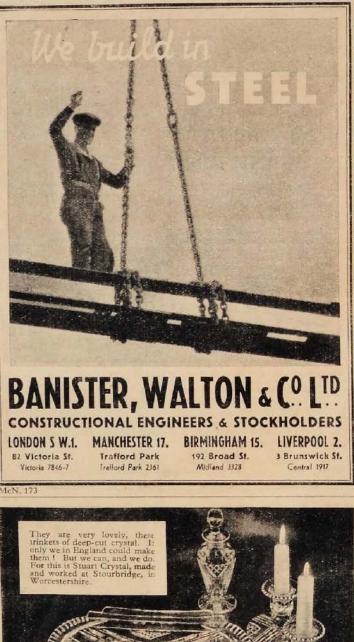


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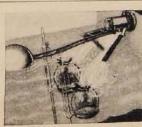
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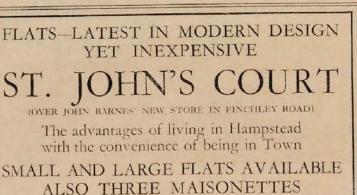
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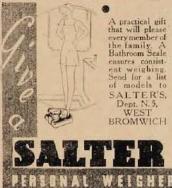
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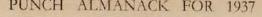
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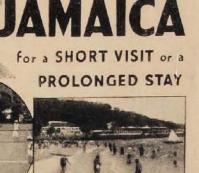


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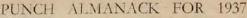




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