

Sample illustrations from 'The Huns Have Got my Gramophone!'

"Lifeguard" Collapsible Periscope

"I say, old man, just look at that Hun sniper through my 'Lifeguard' Periscope."


"By Gad! the definition is topping! What's the price?"

"Only 20s complete, and they fitted these special mirrors to my old 'Lifeguard' for 1.6."

"I'll send for one."

From all Opticians or Sole Makers.
F. DUERR & SONS, Manchester, S. W.

Instantly closes to 4 1/2 x 4 1/2 x 2 in.
 Sight elevation 20 inches.
 Large Field.
 Weight 23 ozs.
 Strong, Simple, Rigid.
 Almost Invisible.



The R.F.C. GIRL

The "R.F.C." GIRL knows by experience that to keep out the wet and for comfort in any sort of bad weather there is nothing to equal a "Cravenette" SHOWERPROOF.

Cravenette

IDEAL FOR ALL OUTDOOR WEAR.

If any difficulty in obtaining, please write The Cravenette Co., Ltd., Dept. 17, Well Street, Bradford.



Do You Drink German Waters?

APOLLINARIS comes from GERMANY. PERRIER comes from FRANCE.


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

Perrier

The Champagne of Table Waters.

Perrier is made in the great region of France where a special water from Gaperon, 20 miles from the sea, is filtered through a layer of limestone. Perrier Water is light, sparkling, and of such value in times of peace and war that it has no equal.

Perrier Bottles available with labels in English, French, and Italian. Write to the Perrier Water Co., Ltd., 10, Abchurch Lane, London, E.C. 4.



5,000,000 letters a week

The Postmaster-General recently stated that the letters sent home by our fighting men amount to 5,000,000 letters a week.

SWAN PEN

Sends letters from the front

and plays a big part in producing the national mail bag. The "Swan" is just the pen for fighting men. Durable and easy to use. No internal mechanism and no pen nib parts. Unaffected by climate conditions. Takes "casser" ink. Tinkles when ink is unobtainable. If you are not getting as many letters as you would like from your front line Active Service, don't blame him. Send him a "Swan". You've no idea how it helps.

Sold by Stationers and Jewellers everywhere. Cheapest Contender for an award.

MARIE, TODD & CO. LTD.
 79-80 High Holborn, London, W.C.



A GIRL CAN DRIVE THE Overland VAN

For 7 cwt. loads **£200 COMPLETE**

SEE OUR AGENT IN YOUR TOWN

EVERYTHING connected with this light delivery van has been designed to help the driver and to save money for the owner. The control is so simple that the driver has confidence from the start, the brakes act quickly with smoothness and power and the greatest ease. The "Overland" Van is easy to start and easy to stop; it costs little to buy and little to maintain. Every point for which the van buyer should look is embodied in the "Overland"; it is the highest yielding investment in the commercial world to-day.

Willys-Overland Ltd.
 15-16 Great Portland Street London W.1

Telephone: Murray 530 (5 lines) Telegrams: "Willows" London W.1



THE COOKED-GOOSE STEP. Grand March-Past of the Not Wanted.

Return to Germany of the Enemy's shop-soiled goods. (SEE OPPOSITE PAGE.)

See opposite page BRITISH GOODS FOR CHARITY ENEMY PRODUCTS

Boots



"Did my Horse Live?" - his first words

Please help the **R.S.P.C.A. Fund for Sick and Wounded Horses**

The Under-Secretary for War in the House of Commons said: "Take it the only Society authorized by the War Office to collect funds and coordinate offers of assistance for horses of the British Army."

The Royal Society for the Prevention of Cruelty to Animals works as an actual auxiliary of the Army Veterinary Corps, whose skilled surgeons operate on the horses, under anaesthetics, with as much care as if the dumb sufferers were men. Their doctors administer medicines to the sick horses; and their next concern is the welfare of the creatures. The care of the horse is one of the most vital factors in the war.

Without them no army can fight.

Their great pleading eyes ask you to help them. What will you send? Donations (Cheques crossed to R.S.P.C.A.) should be forwarded to the Hon. Secretary, 105, JERMYN ST., LONDON, S.W.



VENN'S Undies

If Not—Why Not? Call in at our New Premises at 14-15, Conduit St., W. 1 or 'phone for a selection of our Dainty Undies to be sent to you. Mayfair 1407.

Violet Velva Verte de Vere
 Was a dainty, delicious, delicate dear;
 Delightfully dressed from top to toe.
 For she always "got it at VENN'S, you know!"

Equise, flaily, lacy things,
 (My imagination, you see, has wings!)
 Were Violet's dearest dream of delight
 By day and—whisper it gently!—at night.

Now the very last thing you'd have thought she'd do
 Was to work "on the loom." But she did it! It's true!
 For the cook's' name and the wash's' link,
 But was awfully keen on "doing her bit."

Never a day but she takes and dips,
 And plums potatoes and feeds the pigs . . .
 But doesn't she just enjoy her Sunday,
 When she creeps again to her dainty "undies"!

You should write for our new "Thumb Book," which will amuse and please you.

Equisite Lacey Crêpe Chemise and Knickers, as sketched, £2 12 6. In Ivory, Black, Champagne, and Hullo only.



The cussed Huns have got my gramophone!

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

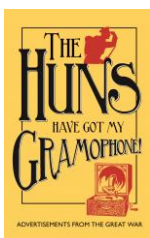
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THE PORTABLE GRAMOPHONE

In Largest Choice. Complete. Price. £12 10 0. Solid-Construction. £18 10 0.

Old Hounds, Army and Navy Stores, Wellington's, Strickland's, Currier's, and all Leading Stores and Music Dealers. ILLUSTRATED FOLDER, and some of recent agent, free on application to the Manufacturer.

THE DULCEPHONE CO., 36, WORSHIP ST., LONDON, E.C. 2.
 (Proprietors: BARNETT SAMUEL & SONS, Ltd.)

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