

Lyons' cakes : [Christmas catalogue 1933] / J. Lyons & Co. Ltd.

Contributors

J. Lyons & Company

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Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
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Lyons' Cakes



*The Serpentine Hyde Park
London 1795*

**J. LYONS & CO. LTD.
CABBY HALL LONDON
W.14**

Lyons' **SPONGE CAKES**



8
IN A SEALED
CARTON FOR
6^{d.}

LYONS' SPONGE CAKES ARE EXTREMELY NUTRITIOUS, AND ARE MADE WITH THE PUREST INGREDIENTS. THEY ARE IDEAL EATEN PLAIN, OR AS A BASE FOR TRIFLE



22501879492

J. LYONS & CO., LTD. CADBURY HALL, LONDON, W. 14.

Lyons' Cakes

CHRISTMAS CATALOGUE 1933

ONCE again is issued Lyons' famous Christmas Catalogue of the delicious products of the world's most up-to-date Bakery.

The perfect quality, the economy, and the excellence of Lyons' Cakes and Pastries, the care and skill with which they are produced, and their truly comprehensive variety, are symbolised in the one word—Service.

Your Lyons' Cake Dealer, from whom you received this Catalogue, will be pleased to supply you with any of the Cakes, Pastries, Puddings, etc., illustrated.

With all the Compliments of the Festive Season, this Catalogue is offered to you as a certain guide to quality and excellence.

For your convenience Lyons' Birthday, Wedding, and Christening Cakes are illustrated in a separate catalogue, which we will gladly send to you free on request

CALENDAR 1934

JANUARY				FEBRUARY				JULY				AUGUST											
Sun	-	7	14	21	28	Sun	-	4	11	18	25	Sun	1	8	15	22	29	Sun	-	5	12	19	26
Mon	1	8	15	22	29	Mon	-	5	12	19	26	Mon	2	9	16	23	30	Mon	-	6	13	20	27
Tue	2	9	16	23	30	Tue	-	6	13	20	27	Tue	3	10	17	24	31	Tue	-	7	14	21	28
Wed	3	10	17	24	31	Wed	-	7	14	21	28	Wed	4	11	18	25	-	Wed	1	8	15	22	29
Thu	4	11	18	25	-	Thu	1	8	15	22	-	Thu	5	12	19	26	-	Thu	2	9	16	23	30
Fri	5	12	19	26	-	Fri	2	9	16	23	-	Fri	6	13	20	27	-	Fri	3	10	17	24	31
Sat	6	13	20	27	-	Sat	3	10	17	24	-	Sat	7	14	21	28	-	Sat	4	11	18	25	-
MARCH				APRIL				SEPTEMBER				OCTOBER											
Sun	-	4	11	18	25	Sun	1	8	15	22	29	Sun	-	2	9	16	23	Sun	-	7	14	21	28
Mon	-	5	12	19	26	Mon	2	9	16	23	30	Mon	-	3	10	17	24	Mon	1	8	15	22	29
Tue	-	6	13	20	27	Tue	3	10	17	24	-	Tue	-	4	11	18	25	Tue	2	9	16	23	30
Wed	-	7	14	21	28	Wed	4	11	18	25	-	Wed	-	5	12	19	26	Wed	3	10	17	24	31
Thu	1	8	15	22	29	Thu	5	12	19	26	-	Thu	-	6	13	20	27	Thu	4	11	18	25	-
Fri	2	9	16	23	30	Fri	6	13	20	27	-	Fri	-	7	14	21	28	Fri	5	12	19	26	-
Sat	3	10	17	24	31	Sat	7	14	21	28	-	Sat	1	8	15	22	29	Sat	6	13	20	27	-
MAY				JUNE				NOVEMBER				DECEMBER											
Sun	-	6	13	20	27	Sun	-	3	10	17	24	Sun	-	4	11	18	25	Sun	-	2	9	16	23
Mon	-	7	14	21	28	Mon	-	4	11	18	25	Mon	-	5	12	19	26	Mon	-	3	10	17	24
Tue	1	8	15	22	29	Tue	-	5	12	19	26	Tue	-	6	13	20	27	Tue	-	4	11	18	25
Wed	2	9	16	23	30	Wed	-	6	13	20	27	Wed	-	7	14	21	28	Wed	-	5	12	19	26
Thu	3	10	17	24	31	Thu	-	7	14	21	28	Thu	1	8	15	22	29	Thu	-	6	13	20	27
Fri	4	11	18	25	-	Fri	1	8	15	22	29	Fri	2	9	16	23	30	Fri	-	7	14	21	28
Sat	5	12	19	26	-	Sat	2	9	16	23	30	Sat	3	10	17	24	-	Sat	1	8	15	22	29

Lyons'

CHOCOLATE SANDWICHES

S. 201. Of delicious chocolate sponge, divided by a deep creamy filling. The combination of flavours thus provided is delightful, and the extremely pure quality of the excellent ingredients ensures lightness and delicacy. In Protective Cartons.

5d.
EACH



Lyons'

JAM SANDWICHES

S. 202. Large and most appetising, these fine sandwiches offer incomparable quality and value. The layers of delicious jam blend delightfully with the light perfectly-baked sponge, in producing a combination of flavours unequalled anywhere. Each one is packed in a protective carton, to preserve its freshness.

5d.
EACH

FOR XMAS PARTIES

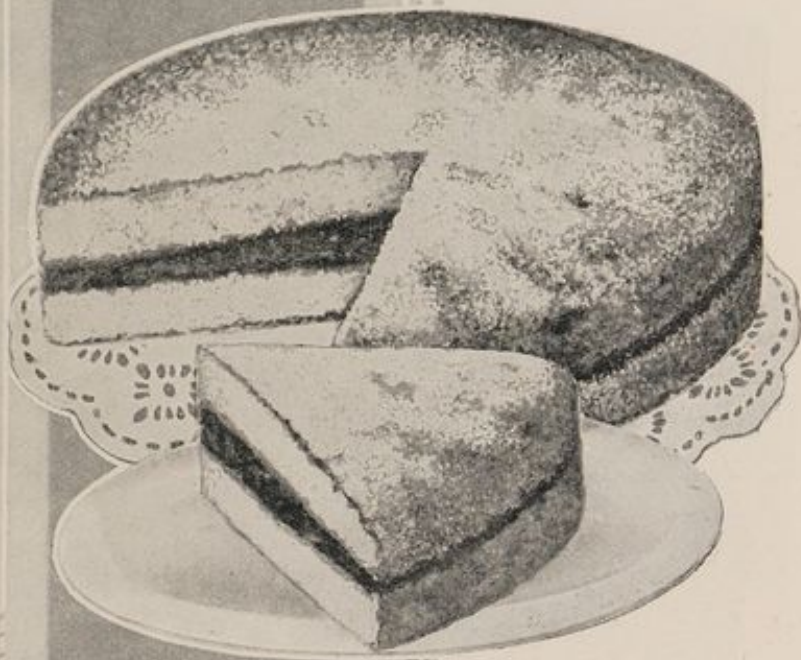
To make your Xmas party go with a swing, nothing is so good as a few games, and a display of "magic." In the following pages will be found a number of games and tricks, which will effectively "start the ball rolling" at any party, and maintain a spirit of jollity throughout the evening.

WELLS
LIBRARY

jam THREE VARIETIES

APRICOT
GREENGAGE
RASPBERRY

JA 675
9 33
L 394



Lyons'

JAM SANDWICHES

S. 301. The delicate lightness of the sponge, and the choiceness of the deep jam fillings, make them a most attractive and delicious feature for afternoon tea. In a choice of four

8d. varieties of jam. Each one is a masterpiece of skilful baking. Packed in EACH protective cartons.

FOUR VARIETIES

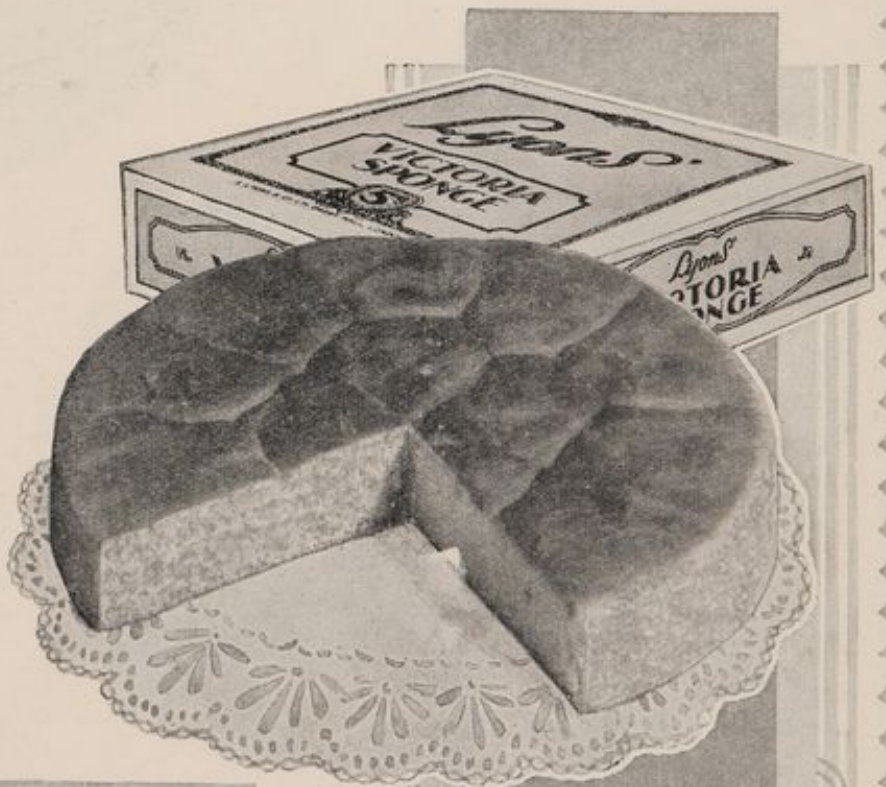
Raspberry, Apricot, Strawberry and Greengage

Lyons'

VICTORIA SPONGES

S. 302. Delicious rounds of lightest sponge, which make delightful Sandwiches when cut in half and spread with Lyons' Jam, Lemon Curd, or Honey; or, broken up and covered with Lyons' Custard, they make ideal Trifles.

5d.
EACH



PICNICS

Someone starts the game by saying, "I went for a picnic, and took with me" (for instance) "a plate." The next person adds an article, at the same time repeating the first one, thus: "I went for a picnic and took with me a plate and a cup." So the game continues, until somebody fails to mention all the previous articles.

PACKED IN
PROTECTIVE
CARTONS

Lyons'

GATEAUX RUMBA

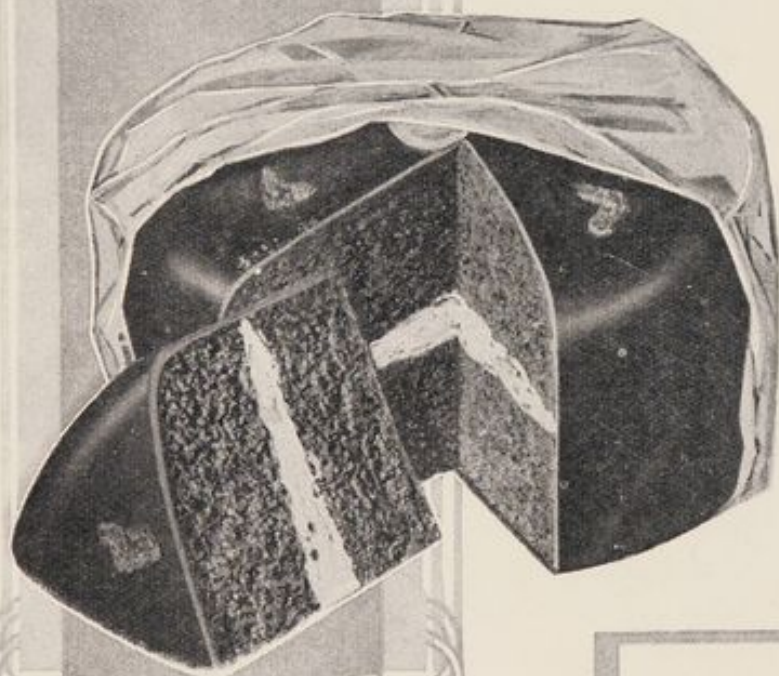
S. 401. A gateau that has won instant popularity. Prepared of the finest ingredients, each of the three delightful varieties is a boon to the housewife, in her daily task of providing something original and delicious for afternoon tea.

6^{d.}

EACH

THREE VARIETIES

CHOCOLATE
RASPBERRY
ORANGE



Lyons'

FUDGE GATEAUX

S. 402. These gateaux are delicately covered with smooth fondant, and divided in the centre by a deep layer of rich creaminess. On top are

6^{d.}

EACH

cherries, nuts, or crystallized violets. The range of varieties will please every taste.

THREE VARIETIES

Chocolate Mixing, Chocolate Fondant covered
Raspberry Mixing, Raspberry Fondant covered
Vanilla Mixing, Vanilla Fondant covered

FISH OUT OF WATER

Cut out a number of "fish" from a fairly stiff paper; then stretch a piece of string across the end of the room. The string represents the sea, and the object of the game is to get the fish "into" it by kneeling behind them and blowing them along.

Lyons'

WONDER GATEAUX

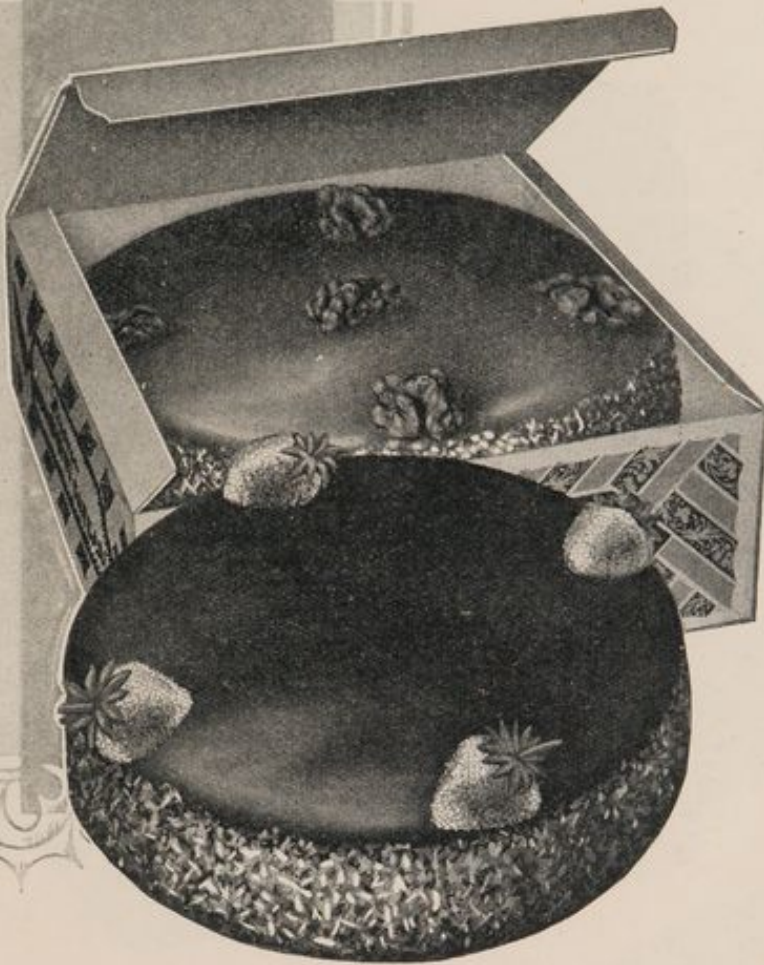
S. 501. These delicious gateaux, each variety of which is a perfect example of richness and delicacy, are of smoothly iced sponge, surrounded by

8d.
EACH

choice chopped nuts, and decorated on top with preserved sweets or walnuts. In cartons.

FOUR VARIETIES

CHOCOLATE
VANILLA
COFFEE
RASPBERRY

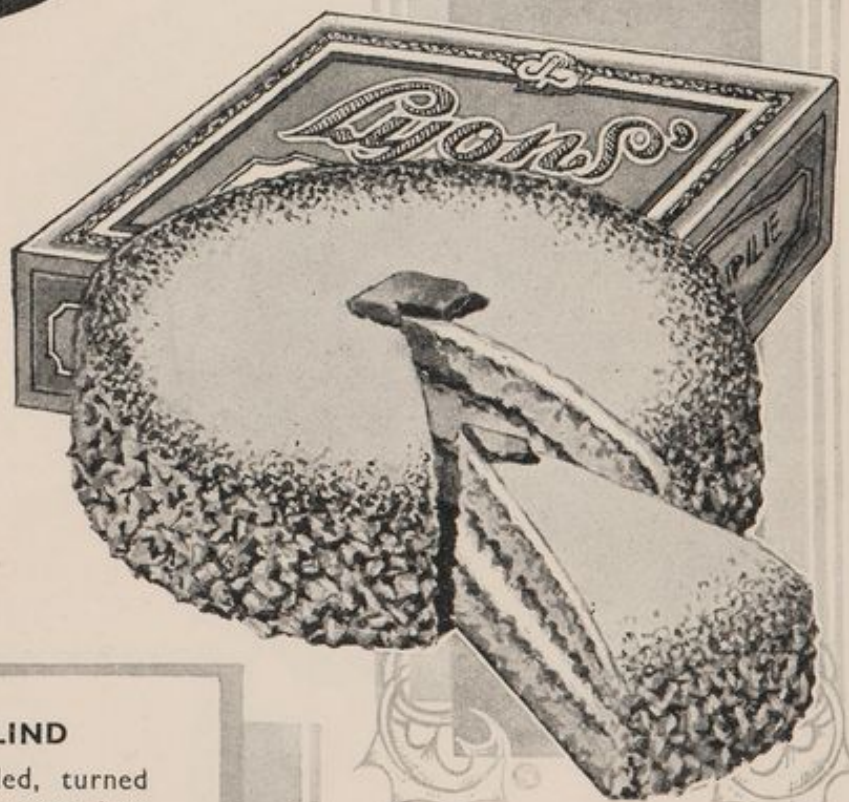


Lyons'

PINEAPPLE LAYER CAKES

S. 502. A cake with an unique and delicious flavour. Made from the purest ingredients, and baked with all the care that such a tea-table masterpiece deserves. The popularity of Lyons' Pineapple Layer Cakes increases every year.

9d.
EACH



FEEDING THE BLIND

Two players are blindfolded, turned round three times, put down on their knees and given a spoonful of Lyons' Jam or Lyons' Honey, etc., with which they have to feed each other. Roars of laughter are caused by their antics in seeking for each other's mouths.

PACKED IN
PROTECTIVE
CARTONS

Lyons'

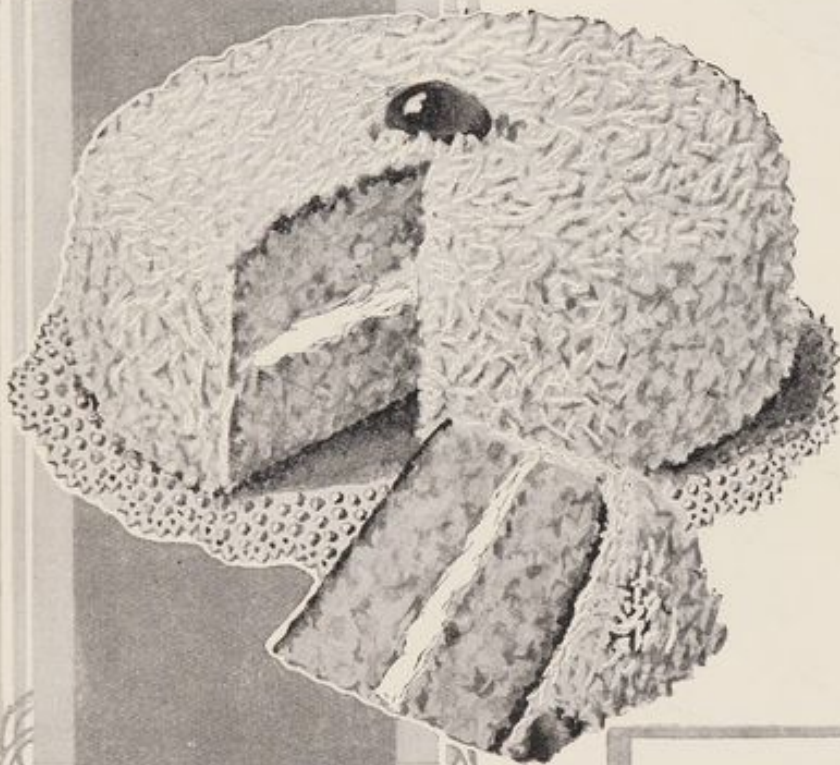
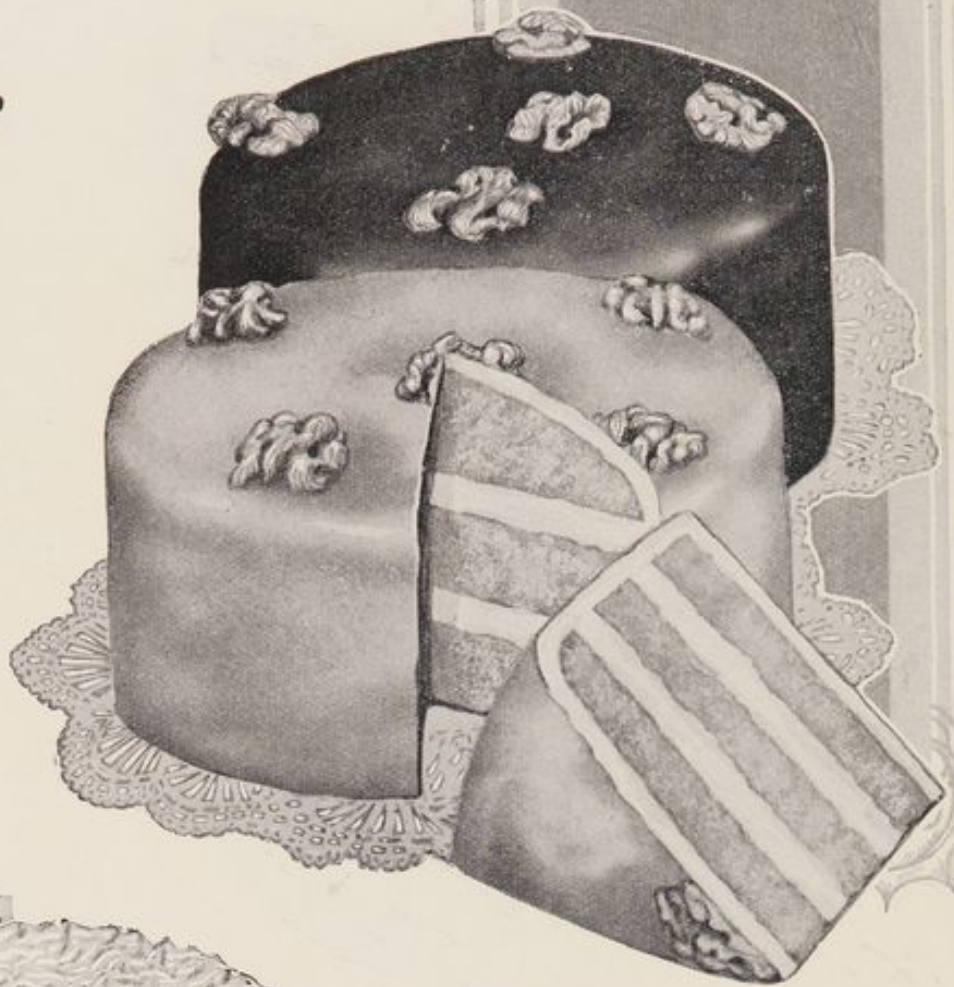
LAYER CAKES

S. 601. Firm favourites, which well maintain their popularity. The excellent light mixing is covered with rich fondant icing, and is divided by two deep creamy layers which add piquancy to the flavour. The walnuts on top add a final note of elegance.

**1/3
EACH**

THREE VARIETIES

CHOCOLATE
COFFEE
VANILLA



Lyons'

COCONUT SNOW CAKES

S. 602. Of light sponge, covered with a layer of Marshmallow, on which is closely sprinkled delicious shredded coconut. In the centre is a rich filling, and on top a piece of glacé cherry. Delightful for afternoon tea.

**8d.
EACH**

PACKED IN
PROTECTIVE
CARTONS

TOUCH DIVINING

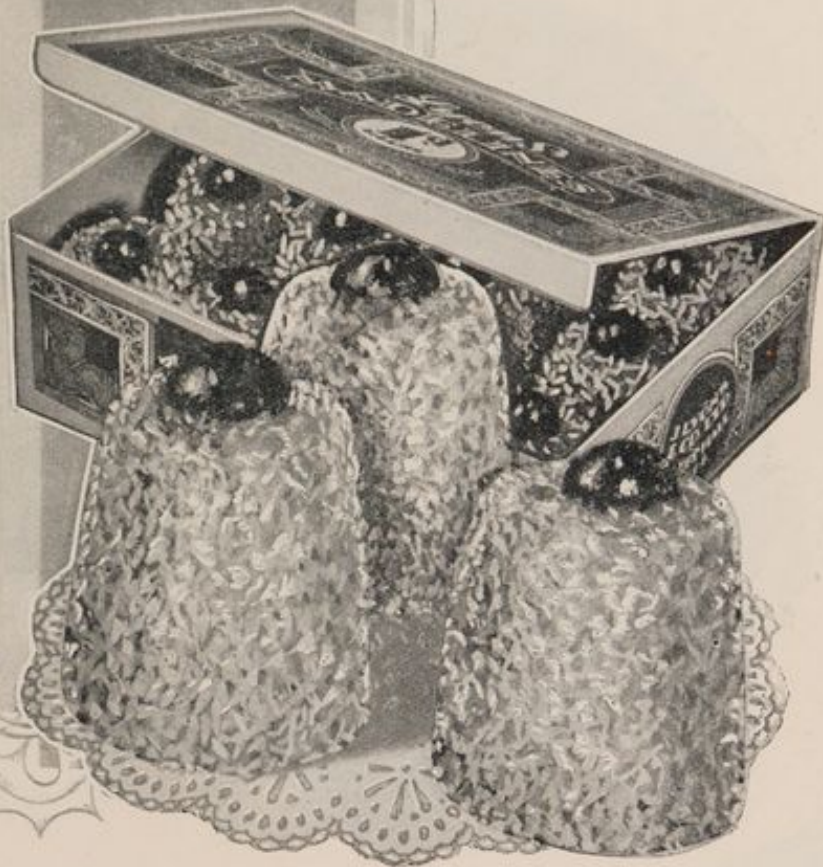
A number of articles are wrapped in paper, and handed round. Each player then writes down exactly what he thinks each article is, judging by his sense of touch alone.

Lyons'

MADELINES

S. 701. These excellent tea dainties have all the traditional features that made the old-time Madelines so popular, and in addition a certain unmistakable quality which comes from the up-to-date baking process used in Lyons' famous Cadby Hall Bakeries. Each one is of light sponge, covered with shredded coconut, and decorated on top with a red cherry. In cartons of 12 for 1/-, or

1d.
EACH



Lyons'

SPONGETTES

S. 702. Delicate rounds of lightest sponge, divided by rich creamy fillings. Excellent for children, for whom the purity and high quality of the ingredients used make them particularly nutritious. Each of the two varieties is admirable for afternoon tea. In sealed cartons.

8 for 6^d.



HEADS OR TAILS

Draw a donkey without a tail, and pin it on the wall; then draw a tail separately, paste it on cardboard, and put a drawing pin through the top of it. Blindfold each player in turn, and tell him to pin the tail in the right position.

IN TWO VARIETIES

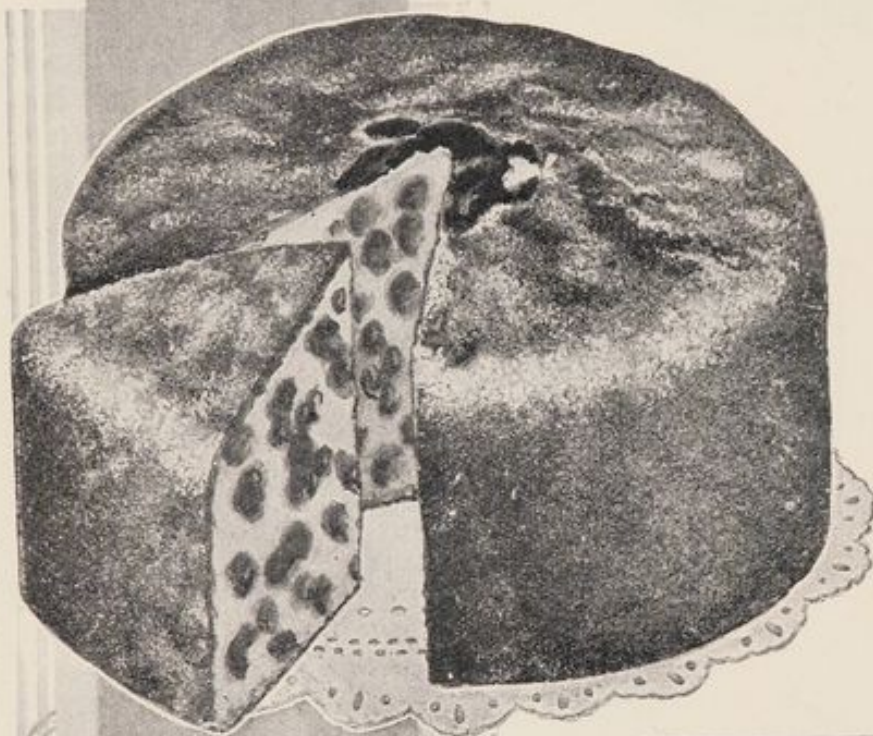
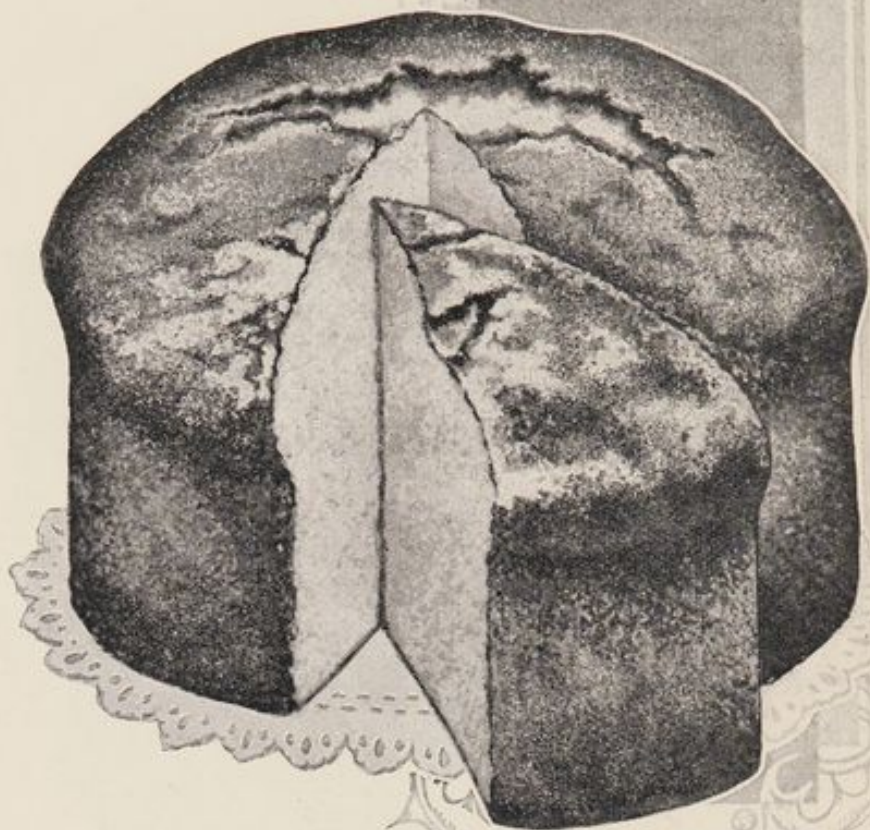
*CHOCOLATE SPONGE
OR PLAIN SPONGE*

Lyons'

ALMOND CAKES

S. 801. Of a very special mixing, which includes pure ground Almonds, and is baked to bring out the full, rich flavour to perfection. For those who prefer a plain cake, this delicious example of quality and delicacy cannot be beaten. Lyons' Almond Cakes are large in size, and offer particularly good value.

1/8
EACH
IN CARTONS



IN CARTONS

Lyons'

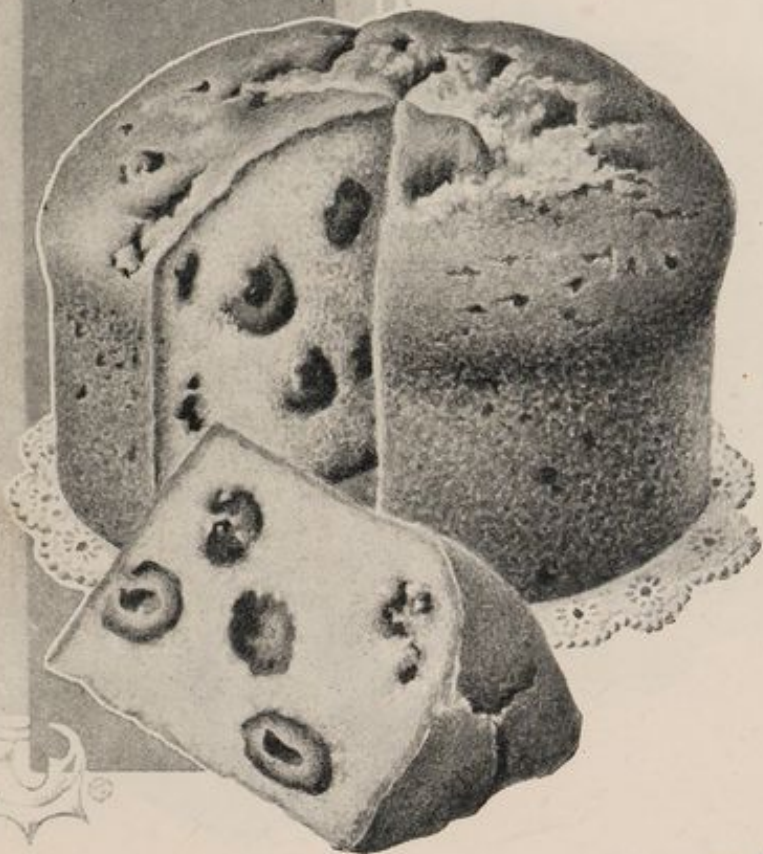
SULTANA CAKES

S. 802. Another old-time favourite, which is subtly improved by the care and modern skill with which it is baked. Of the finest pure ingredients, which include a liberal quantity of luscious Sultanas. There is no more satisfying cake, nor one with a more delicious flavour. Every member of the family will appreciate it.

1/8
EACH

MUSICAL PARCELS

Wrap up a humorous article in brown paper. This is passed among the players, and when the music stops the player who then has it drops out, and so on, until only two people are left. The parcel then becomes the property of the person who is **not** holding it when the music ceases. If the parcel turns out to be a large potato, etc., much fun is caused.



Lyons'

CHERRY CAKES

S. 901. Perfectly baked of selected ingredients, which include a liberal amount of choice red cherries, peel and sultanas. The fame of Lyons' Cherry Cakes has spread through every part of the country, and they are, indeed, perfect examples of the combination of high quality and skilful production.

1/-

EACH
IN CARTONS

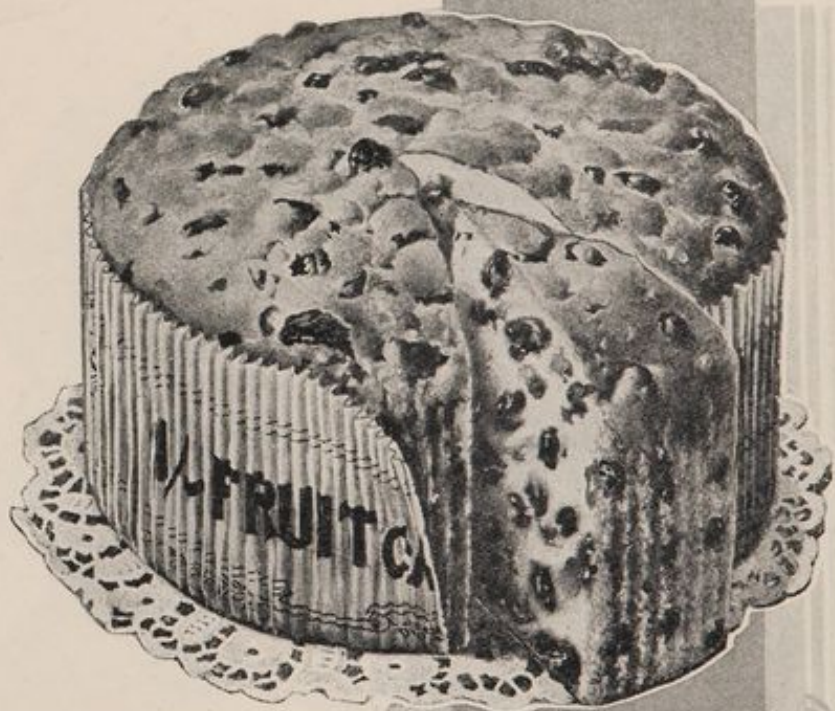
Lyons'

FRUIT CAKES

S. 902. The finest and most choice selected fruits blend delicately with the other special ingredients, in producing a cake of the highest quality and most delicious flavour. Fine, big cakes these, which will please all tastes. In cartons.

1/-

EACH



SPOTTING THE CHANGES

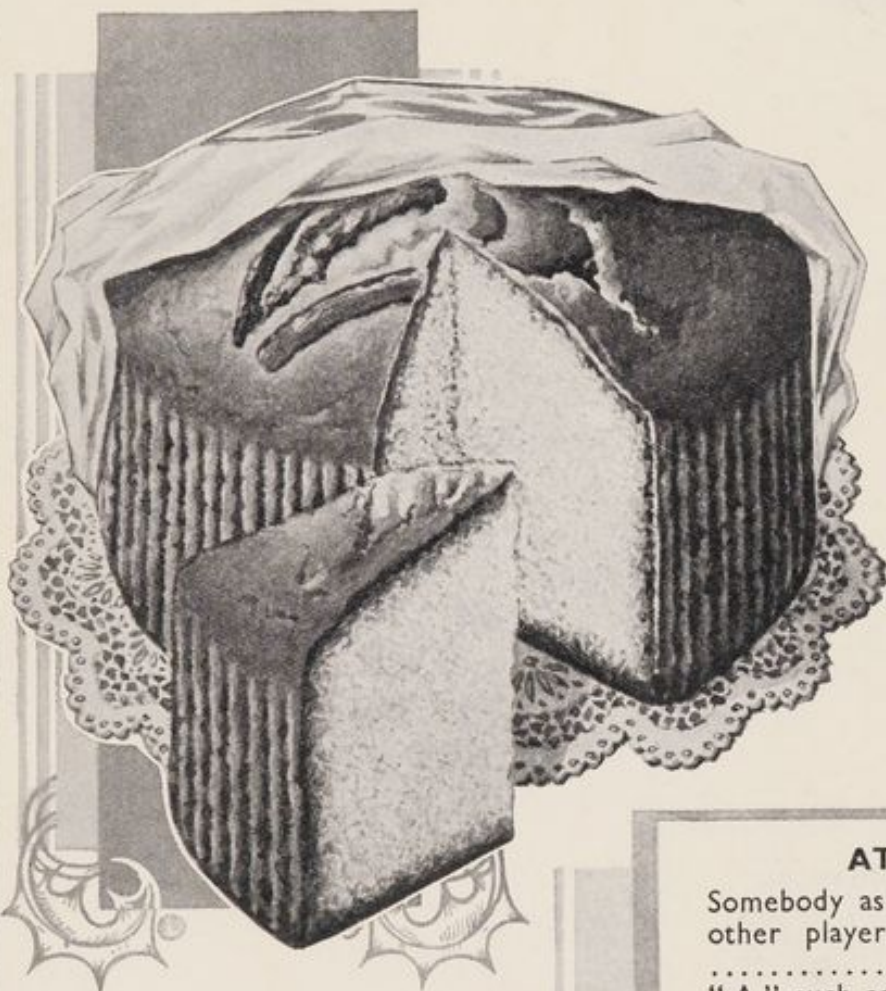
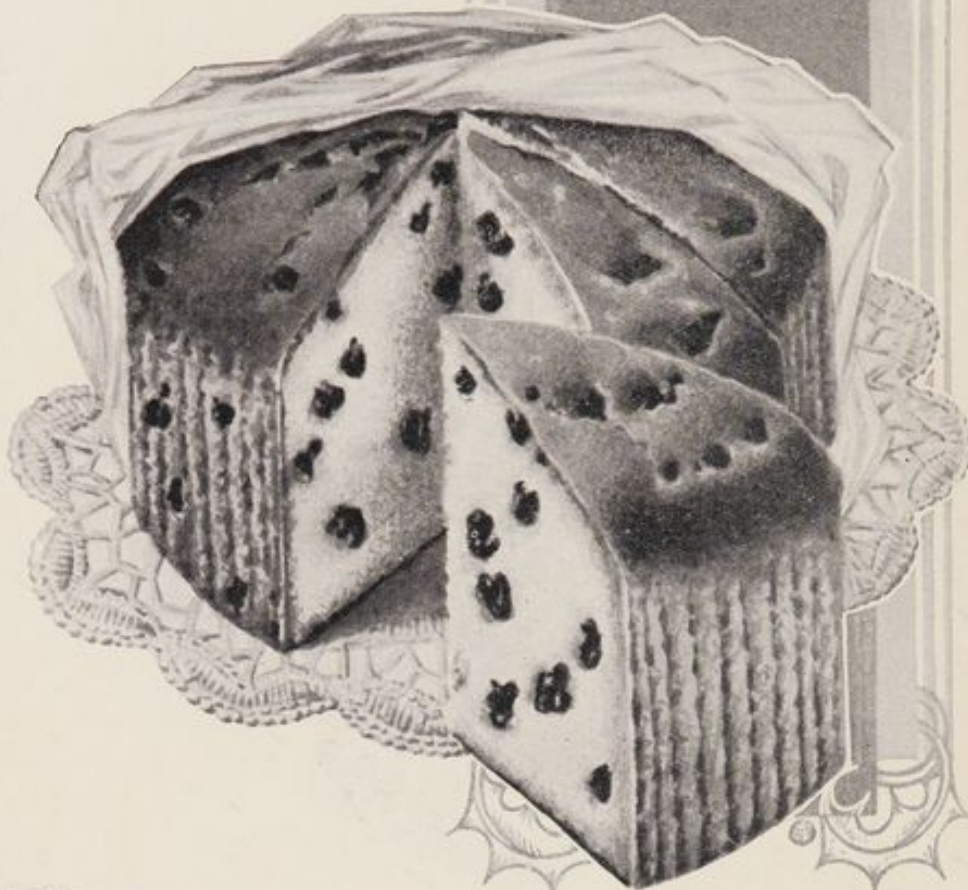
All the players but one go out of the room. The one left behind alters the position of some article—he might, for instance, stand a cup on its head. The others then come in, and have to discover which article has been altered.

Lyons'

SIXPENNY FRUIT CAKES

S. 1001. Each cake is separately wrapped to maintain its perfect freshness. Every Lyons' 6d. Fruit Cake is baked with the greatest skill, in order to bring out the full harmony of flavours provided by the choice selected fruits and other pure ingredients. This cake well maintains its wide popularity.

**6^{d.}
EACH**



EACH CAKE
WRAPPED IN
GREASEPROOF
PAPER

Lyons'

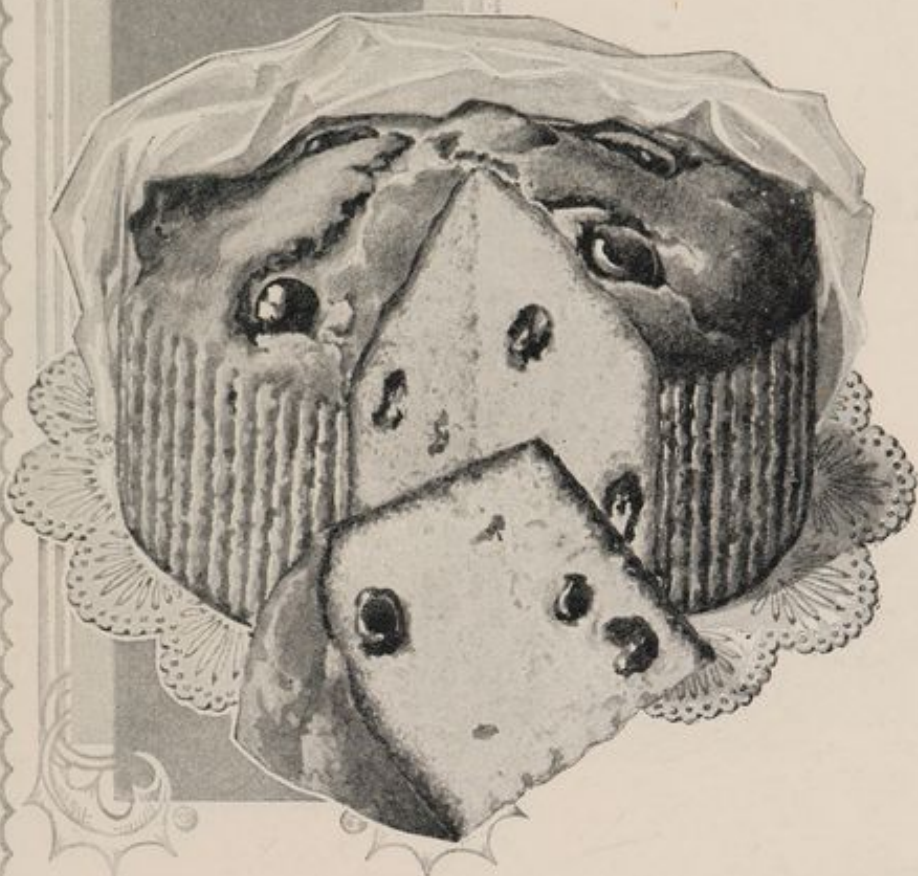
HOSTESS CAKES

S. 1002. When these cakes were introduced, they met with instant success, a success which has since been maintained and increased in every part of the Country. It is the delicious flavour and quality of Lyons' Hostess Cakes which make them such firm favourites with all those who like substantial goodness, combined with delicacy of flavour.

**6^{d.}
EACH**

ATLAS ALPHABET

Somebody asks a question, and says to any other player, "I hear you are going to " (somewhere beginning with "A," such as Athens). "What will you do when you get there?" The person questioned has to answer, using at least three words beginning with "A." The questioner then passes on to the letter "B," with another player, and so on.



Lyons'

CHERRY CAKES

S. 1101. Lyons' 6d. Cherry Cakes have been introduced as the result of a very wide demand. Their quality is in every way excellent, and they are baked of the purest ingredients, which give them a delicious flavour. Each cake is specially wrapped.

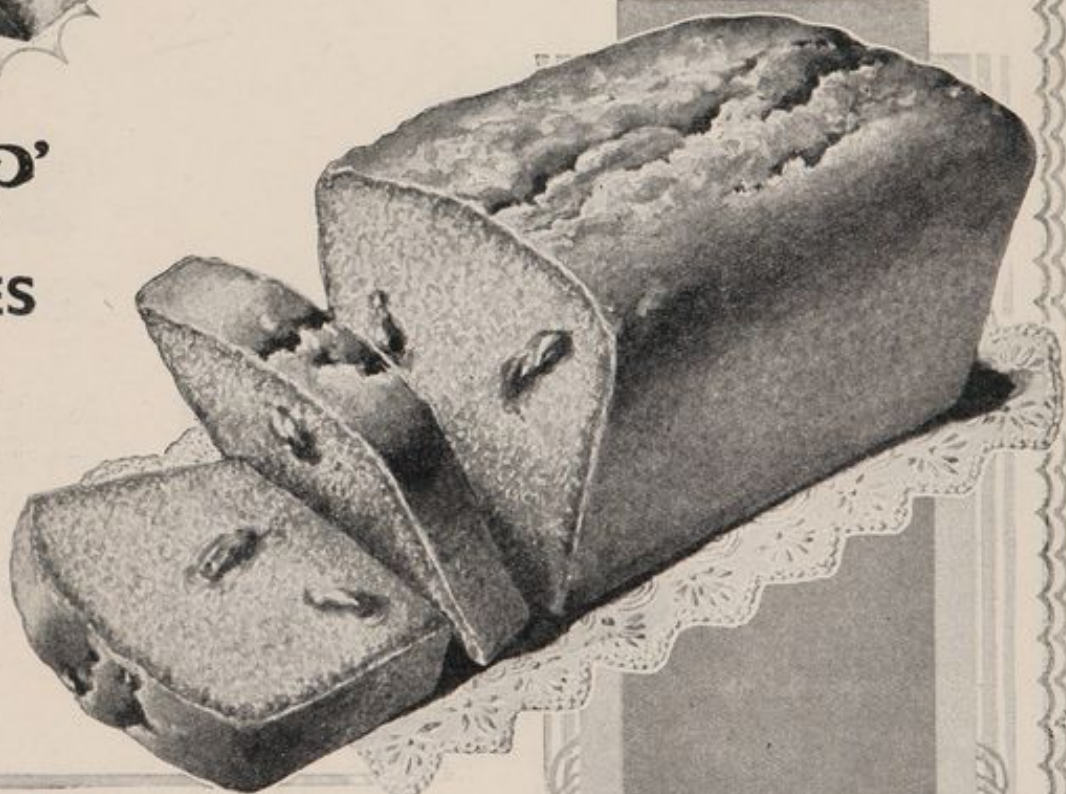
6^{d.}
EACH

Lyons'

GINGER CAKES

S. 1102. Fine "value-for-money" cakes, which are both delicious and satisfying. The warm, gingery flavour is particularly good, and is known and appreciated by connoisseurs. These are fine cakes for both kiddies and grown-ups.

6^{d.}
EACH



TELEGRAMATICS

Each player has to write down 12 capital letters, with spaces of about two inches between them. The papers are then mixed and handed round again, when each player has to write a "telegram" composed of words commencing with the initial letters on his paper.

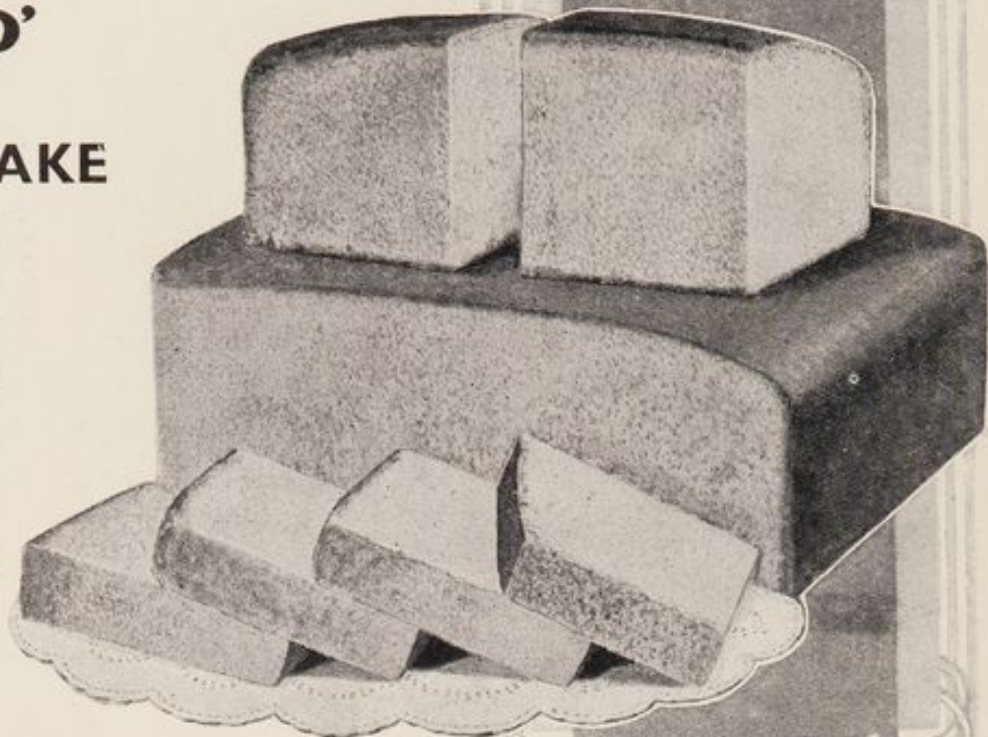
**PACKED IN
PROTECTIVE
CARTONS**

Lyons'

SLAB ALMOND CAKE

S. 1201. A slab cake famous for its superb quality and exquisite flavour. The ingredients are very carefully selected to produce a harmony of delicious goodness, and the pure ground almonds which are included in the mixing add a final touch of perfection.

1/3
PER LB.



Lyons'

SLAB CHERRY CAKE

S. 1202. Filled liberally with large and luscious cherries and other fruit, this fine slab cake is baked to perfection. Nutritious and delicious, it fulfils every tea-time demand. The increasing popularity of Lyons' Slab Cherry Cake is a certain guide to its quality and value.

1/-
PER LB.

Also
MOTHER'S FRUIT CAKE
9d. per lb.

FLOWER POT RACING

A race for the kiddies. Invert two empty flower pots, place each end of a piece of string through the holes in their bases, and attach two cotton reels to the string, so that the pots can be lifted by it. The race consists of placing one foot on each flower pot, and then balancing on one pot, while moving the other forward with the string, before stepping upon it.



Lyons

SLAB DUNDEE CAKE

S. 1301. The richest and finest of all slab cakes. It is made of Lyons' incomparable Dundee mixing, which is so justly famous everywhere for its richness and high quality. Filled with choice fruits in wide variety, and covered on top with almonds. A cake which ensures satisfaction everywhere and at any time.

**1/4
PER LB.**

Lyons

SLAB GENOA CAKE

S. 1302. Among the most popular of Lyons' famous slab cakes. Of ingredients which combine richness and variety with perfect purity, and are baked to perfection. There is no finer Cake for satisfying healthy appetites.

**1/-
PER LB.**



AMUSING FORFEITS

Spell CONSTANTINOPLE backwards. Lie down on the floor with your arms folded, and get up again without unfolding them. Dance with the left shoe on the right foot, and the right shoe on the left foot. Balance a box of matches on each ear, and walk upstairs singing.

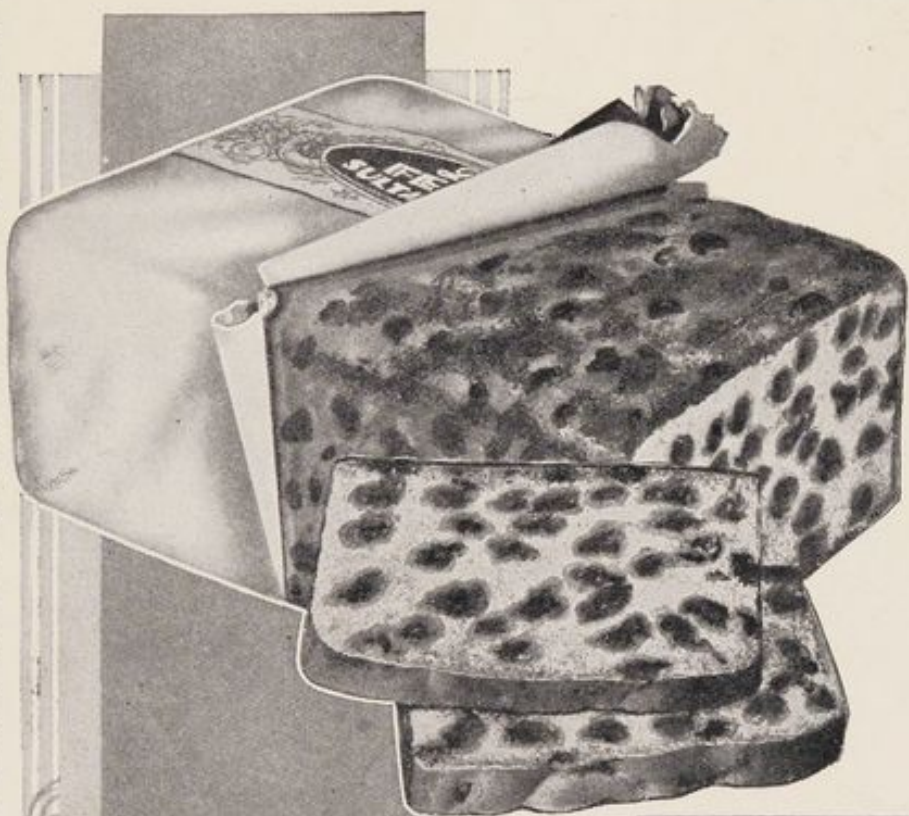
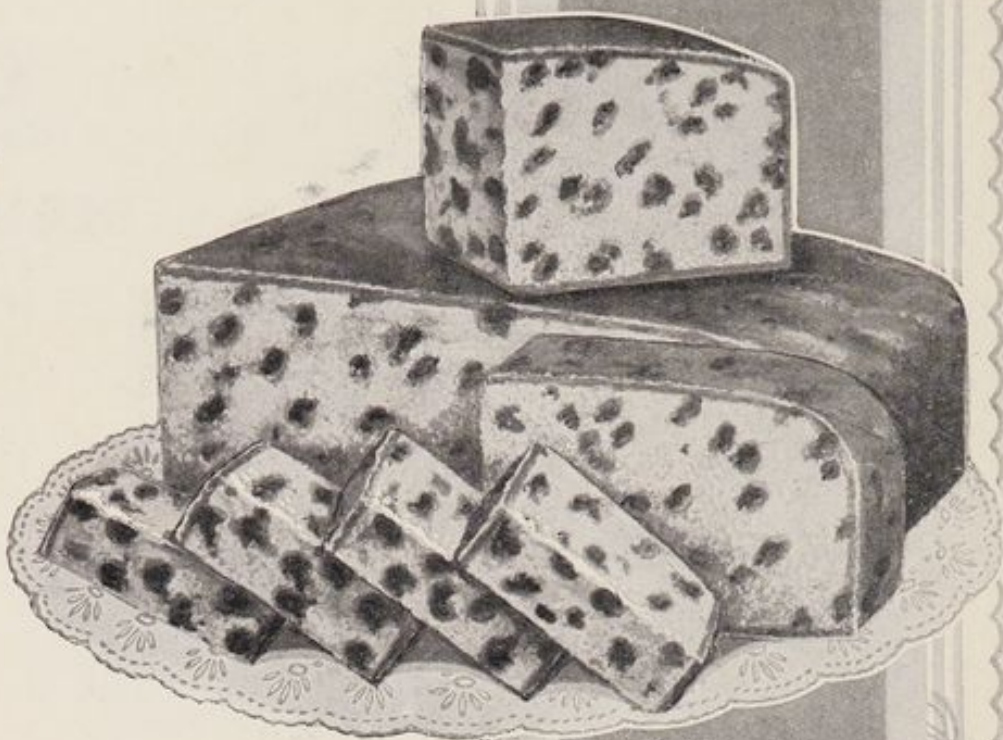
ALSO
MIXED FRUIT SLAB CAKE
10d. per lb.

Lyons'

POPULAR FRUIT CAKE

S. 1401. It is only the immense amount sold daily which enables us to produce such a remarkably good cake, at such an economical price. The ingredients, which include a liberal amount of choice fruit, make Lyons' Popular Fruit Cake one of the most nutritious and satisfying slab cakes it is possible to buy for the money.

6^d.
PER LB.



Lyons'

FESTIVE SULTANA CAKES

S. 1402. These fine cakes, so gaily and attractively wrapped and banded, add cheer and warmth to any meal. The fine ingredients combine with the perfect baking in making them the finest and most economical cakes for the Yuletide Season available anywhere. In three convenient sizes, each one a masterpiece of quality and value.

APPRENTICE'S ALPHABET

A player starts by saying, "I apprenticed my son to a" (for instance) "grocer, and the first thing he sold was a D." The next player has to think of what the D stands for. Supposing he guesses Dundee Cake, and this happens to be right, he goes on: "I apprenticed my son to a" (for instance) "Baker, and the first thing he sold was a C" (or any other letter). The next player then guesses what C represents, before proceeding, and so on.

1 lb. - 1/-
2 lb. - 2/-
4 lb. - 4/-



Lyons'

KIDDY KAKES

S. 1501. Of light sponge, covered on top with decorated icing, in a wide variety of flavours and designs. These cakes are both dainty and delicious, and fulfil every requirement for afternoon tea. The purest ingredients only are used in their production. For convenience, Lyons' Kiddy Kakes are packed in special cartons of—

9 for 8^d.

CHAIR CHOOSING

Half the players go outside the room. The remaining half sit down, each with an empty chair beside them. The players outside are admitted, one by one, and have to sit down in one of the empty chairs chosen by the players inside. If the right chair is selected, they are rewarded with one hand-clap; if the wrong chair, by continuous hand-clapping, which persists until they go outside, to try again.



IN CARTONS



Lyons CHRISTMAS PUDDINGS

No. 1 (Approx. 4 portions)	1/9
No. 2 (Approx. 6 portions)	2/4
No. 3 (Approx. 8 portions)	3/-
No. 4 (Approx. 12 portions)	4/3
No. 5 (Approx. 16 portions)	5/3
No. 6 (Approx. 20 portions)	6/3

Also

No. 1a (Approx. 4 portions)	1/3
----------------------------------	-----

(Cloth wrapped only. Without Basin.)

S. 1601. The finest of all Christmas puddings for the festive board. They are assured of a warm welcome everywhere by reason of their superfine quality, and the richness and excellence of their pure ingredients. Each one is supplied in its own china basin, and boxed.

BACKWARD BUFF

Here is a novel version of that old favourite, "Blind Man's Buff." Buff is not blinded, but has his hands tied behind his back. He "catches" the players by backing into them, and touching them with his hands. The first one caught becomes Buff, in his place.

Lyons, KUP KAKES

1^{d.}
EACH



3
VARIETIES
CHOCOLATE
RASPBERRY
LEMON

Lyons', Swiss Rolls



LARGE
SIZE
9^{d.}
EACH

NINE VARIETIES

- S.C. 1801—CHOCOLATE SPONGE, Vanilla Filled
- S.C. 1802—PLAIN SPONGE, Chocolate Filled
- S.C. 1803—PLAIN SPONGE, Coffee Flavour Filled
- S.C. 1804—PLAIN SPONGE, Strawberry Filled
- S.C. 1805—PLAIN SPONGE, Greengage Filled
- S.C. 1806—PLAIN SPONGE, Raspberry Filled
- S.C. 1807—PLAIN SPONGE, Apricot Filled
- S.C. 1808—PLAIN SPONGE, Lemon Curd Filled
- S.C. 1809—PLAIN SPONGE, Walnut & Vanilla Filled

Lyons, Swiss Rolls



MEDIUM
SIZE

4½^{d.}

EACH

NINE
VARIETIES



JUNIOR
SIZE

1^{d.}

EACH

MANY
VARIETIES

Lyons, FRENCH CREAM ROLLS



IN SEALED
CARTONS

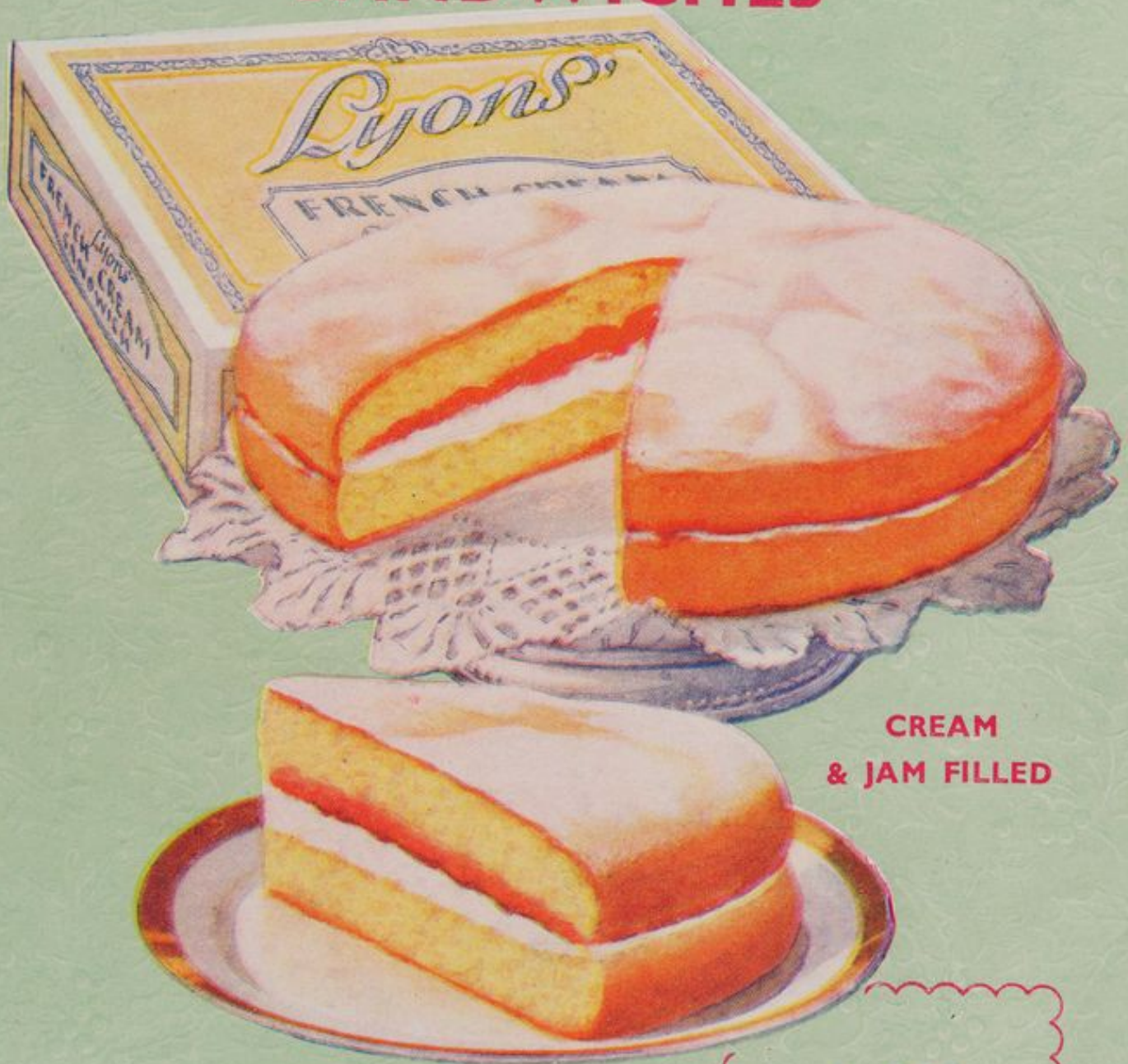


CREAM
& JAM FILLED

IN TWO SIZES

6^{d.} & 1/-
EACH

Lyons, FRENCH CREAM SANDWICHES



**CREAM
& JAM FILLED**

**1/2
EACH**

Lyons CHRISTMAS CAKES



S.X. 8.

FATHER CHRISTMAS.

With special pride, the dear old man
Stands guarding this fine Cake.
"Indeed," he says, "Nobody can
"Teach Lyons how to bake!"

DUNDEE MIXING.

ALMOND ICED.

Approx. weight 5 LBS. 10/- EACH.

S.X. 10.
S'NOEL.

The robin chirps amid the holly
Of gifts and fun and all things jolly.
The Snowman cries: "Make no
mistake—
"Be sure to choose this marvellous
Cake."

DUNDEE MIXING.
ALMOND ICED.

Approx. weight 6 LBS.

12/6 EACH



S.X. 13.

FAIRY POSTMAN.

The Fairy Postman, on his round,
Cries: "Let Good Cheer and Fun
abound."

And in his hand he holds a letter
Which says "This Cake could not
be better."

DUNDEE MIXING.
ALMOND ICED.

Approx. weight 10 LBS. 20/- EACH.

ms, STMAS KES

S.X. 7.

FAIRY GREETINGS.

These little men come robed in state,
To join your Christmas Party,
On the finest Cake you ever ate—
With greetings warm and hearty.

DUNDEE MIXING.
ALMOND ICED.

Approx. weight 5 LBS. **10/-** EACH



S.X. 12.

JOLLY JAZZERS.

The Fairy Band strikes up its song
And plays of gladness all day long.
The Leader cries: "Sing ' Here's a
Treasure —
" ' A Cake providing endless
pleasure.' "

DUNDEE MIXING.
ALMOND ICED.

Approx. weight 8 LBS. **16/3** EACH.



S.X. 14.

DUBARRY.

Atop this Cake of charm and beauty,
Dubarry counts it courtly duty
To add her sweet frivolity
To Lyons' perfect quality.

DUNDEE MIXING.
ALMOND ICED.

Approx. weight 10 LBS. **20/-** EACH.



Lyons', CHRISTMAS CAKES



**S.X. II.
SNOWISDOM.**

The Snowman says: "I can't go wrong."
And looks infinitely wise—
For he knows what a splendid Cake he's
on—
You can tell it by his eyes!

DUNDEE MIXING. ALMOND ICED.

Approx.
weight **8 LBS. 16/3** EACH.

S.X. 6.

CHRISTMAS BEAUTY.

Entwined with loops and whirls of ice—
Could anything look half so pleasant?
And can you think of aught so nice
To have as your chief Christmas present?

DUNDEE MIXING.
ALMOND ICED.

Approx.
weight **4 LBS. 8/3** EACH.



S.X. I.

CHRISTMAS MUSIC.

These Carollers stand in the snow,
And, led by Frederick's piccolo,
Give tune to praise of Lyons' Cakes—
The finest that the country bakes!

DUNDEE MIXING.
NO ALMOND ICE.

Approx.
weight **2½ LBS. 4/9** EACH.



Lyons, CHRISTMAS CAKES

S.X. 2. TIP-TOE TRIO.

These little maids have come to see
That you have all you want for tea.
They say, "Now Christmas Day is due.
"We've come to share this Cake with
you!"

DUNDEE MIXING. ALMOND ICED.
Approx.
weight
2 LBS. 8 OZS. **4/9** EACH.



S.X. 9. EXPRESS DELIGHT.

The Christmas Post Boy's on his way
To make it a right joyful day—
With toys and games and all the bliss
Provided by a Cake like this!

DUNDEE MIXING.
ALMOND ICED.
Approx. weight 6 LBS.

12/6 EACH.



S.X. 4. GNOME FROM HOME.

As quick as lightning goes the saw
Through the old Yule Log—Excelsior!
You cannot see the small Gnomes
move—

They're magic, as the Cake will prove,
DUNDEE MIXING.
ALMOND ICED.

Approx.
weight
3½ LBS. **6/3** EACH



Lyons', CHRISTMAS CAKES

S.X. 5.

TOUCH-WOODSMAN.

This little man set out with glee
To build a house beneath the tree.
Please be sure to beg his pardon,
When you eat his snow-filled garden!

DUNDEE MIXING. ALMOND ICED.

Approx. weight 4 LBS.

8/3 EACH.



S.X. 3.

RIDE-A-DEER.

Here's Santa on his magic deer—
He comes to wish you all good cheer
With lots of presents, fun, and glee,
And lovely Cakes like this for tea!

DUNDEE MIXING. ALMOND ICED.

Approx. weight 3½ LBS.

6/3 EACH.



Lyons, CHRISTMAS CAKES



S.X. C.
SPECIAL
CHRISTMAS FRUIT CAKE.
With crown of fruit and almond
icing.
Could anything be more enticing?
It's in a tin, to keep off goblins—
Until the time for Christmas
gobblings!

DUNDEE MIXING.
ALMOND ICED.
Approx. weight 3½ LBS.

6/6 EACH.

S.X. A. UNCLE EAGER.

Here's Uncle Eager, on his way
To bring delight for Christmas
Day.

DARK FRUIT MIXING.
ALMOND ICED.

3/- EACH.

Approx.
weight
1 lb. 14 ozs.



S.X. B. PIP, SQUEAK AND WILFRED

Pip, Squeak and Wilfred, in their plane
From coming down could not refrain,
When they saw, from a dizzy height
This panorama of delight!

DARK FRUIT MIXING.
ALMOND ICED.

Approx. weight **3/-** EACH.
1 LB. 14 OZS.

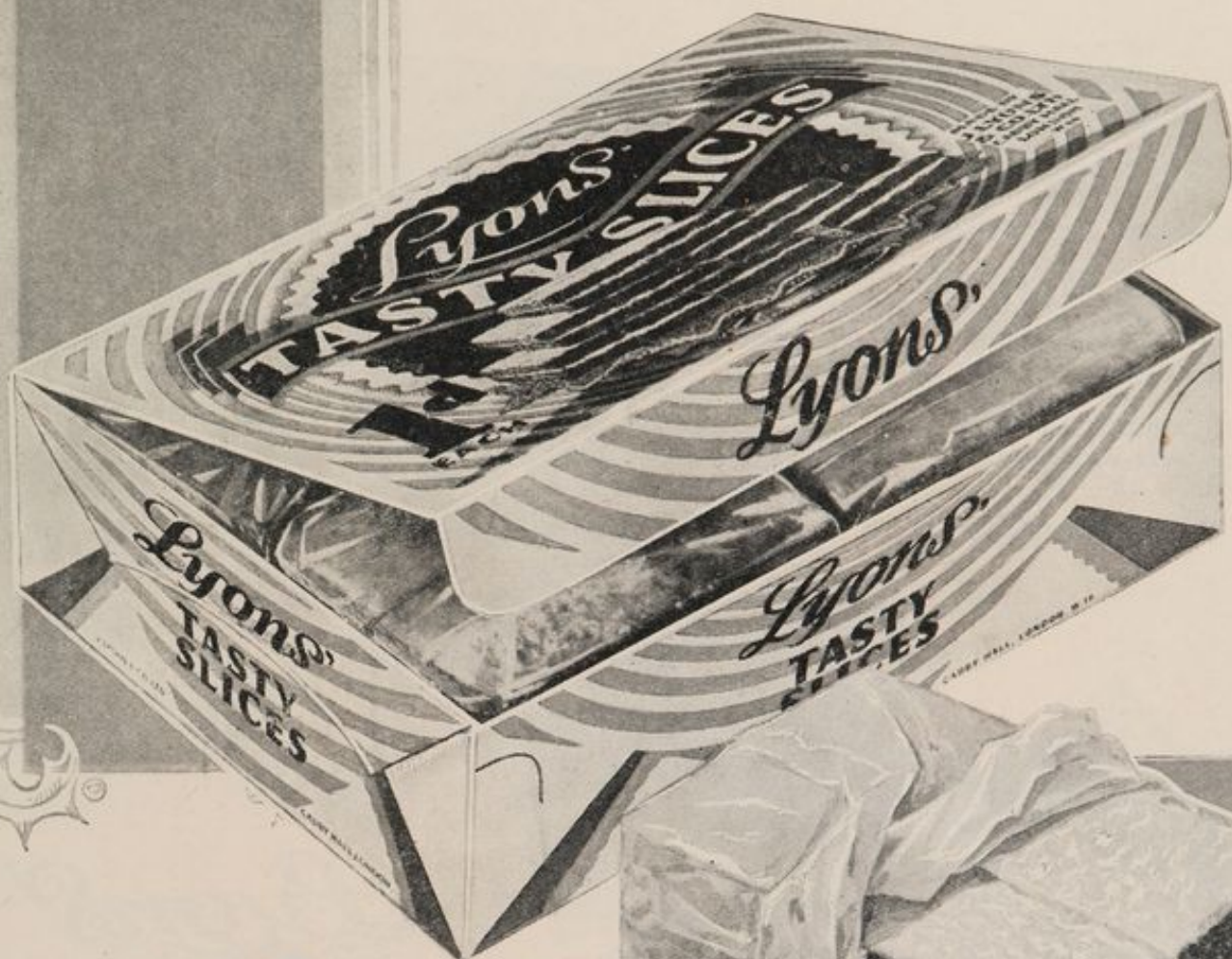
Lyons, MADEIRA CAKES



4
VARIETIES
SCOTCH
PLAIN
FRUIT
COCONUT

11^{d.}
EACH

**SPECIALLY WRAPPED
AND CARTONED**



Lyons'

TASTY SLICES

S. 2901. In two varieties of light and delicious sponge, divided by layers of sweet creaminess and jam, or lemon curd. A fine, substantial pennyworth, that has met with instant favour. These admirable dainties are prepared by a special process, and only the purest ingredients are used in their production.

WRAPPED IN PAIRS, 2d. PER PAIR
OR SOLD SINGLY

1d.

EACH

MICE AGAINST CAT

In this game all the players but one are blindfolded. The latter represents the Cat, and wears a bell round his neck. The blind "mice" have to catch him, following his movements by the tinkling of the bell. The more "mice" there are, the more exciting the game becomes.



IN
TWO VARIETIES

Chocolate Sponge
Strawberry Jam and Vanilla Filled
and
Lemon Sponge
Lemon Curd and Vanilla Filled

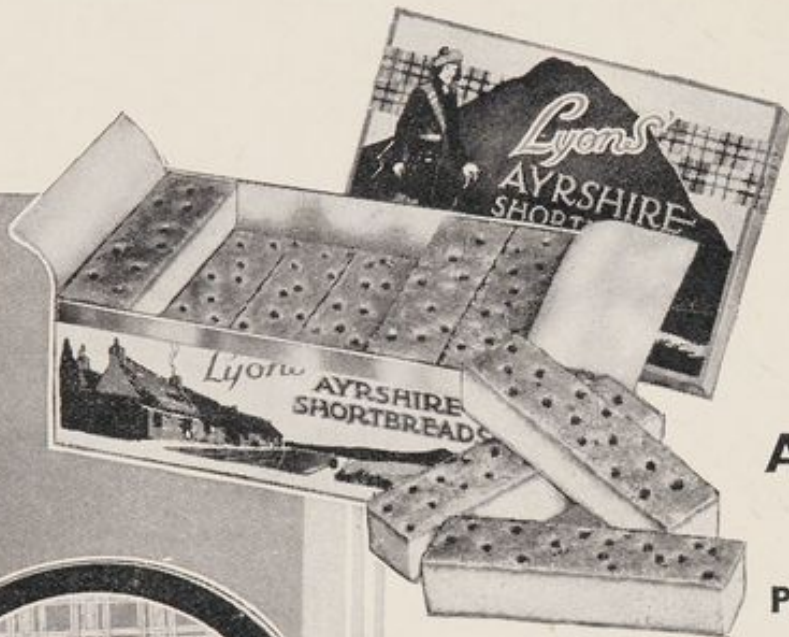
Lyons'

DEESIDE SHORTBREADS

S. 3001. Fine big squares of really good shortbread, in a pictorially decorated tin. This is a shortbread for the connoisseur who appreciates real quality and the original flavour of this old-fashioned Scottish dainty. There is no more popular addition to the Xmas board.

3/3
PER TIN

Also smaller tins 1/9 per tin



Lyons'

AYRSHIRE SHORTBREADS

1/9 S. 3002. In the convenient finger shape, and packed in a decorated tin. Delightfully full flavoured, and perfectly baked.
PER TIN



Maison Lyons'

SCOTCH ASSORTED SHORTBREADS

1/9 PER TIN

S. 3003. A selection of the finest shortbread, packed in a gaily decorated tartan tin.

DODGING THE FROG

One player, who takes the part of Frog, squats on the floor. The rest form a circle and dance towards him, holding hands, and singing, "Hi-jibbery-bo! The Frog is so slow!"—then dance back before he can touch them. The Frog must remain in a squatting position, and is only allowed to reach out with his hands. The first player touched by the Frog takes his place.

Lyons'

SCOTCH GINGERBREAD

S. 3101. The warm, delicious flavour of Lyons' Scotch Gingerbread is known and appreciated in every part of the country. Each one is specially wrapped in silver foil to preserve its freshness. This cake is particularly popular for afternoon tea, or for morning snacks.

9d.
EACH

Lyons'

MINCEMEAT

S. 3102. A mincemeat of unsurpassed excellence, containing only the purest ingredients, including rare spices, candied peel, and the best selected fruits. No housewife should be without a jar of Lyons' Mince-meat during the Christmas Season.

In two convenient sizes.

No. 1 JAR | No. 2 JAR

8½d.

1¼



FOLLOWING THE TRAIL

This game is always voted a vast success by the kiddies. Lengths of coloured twine lead all over the house. Each length is allotted to a player, who has to follow it until at last the end is reached and a small prize is discovered. Very intricate "trails" may be arranged by the imaginative hostess.

Lyons'

FRUIT PIES

S. 3201. Of rich, golden brown crust, surrounding luscious fruit in wide variety. As "no trouble" sweets, Lyons' delicious fruit pies are incomparably good, served either hot or cold. Each one is specially cartoned, and supplied on its own tin plate, ready for heating.

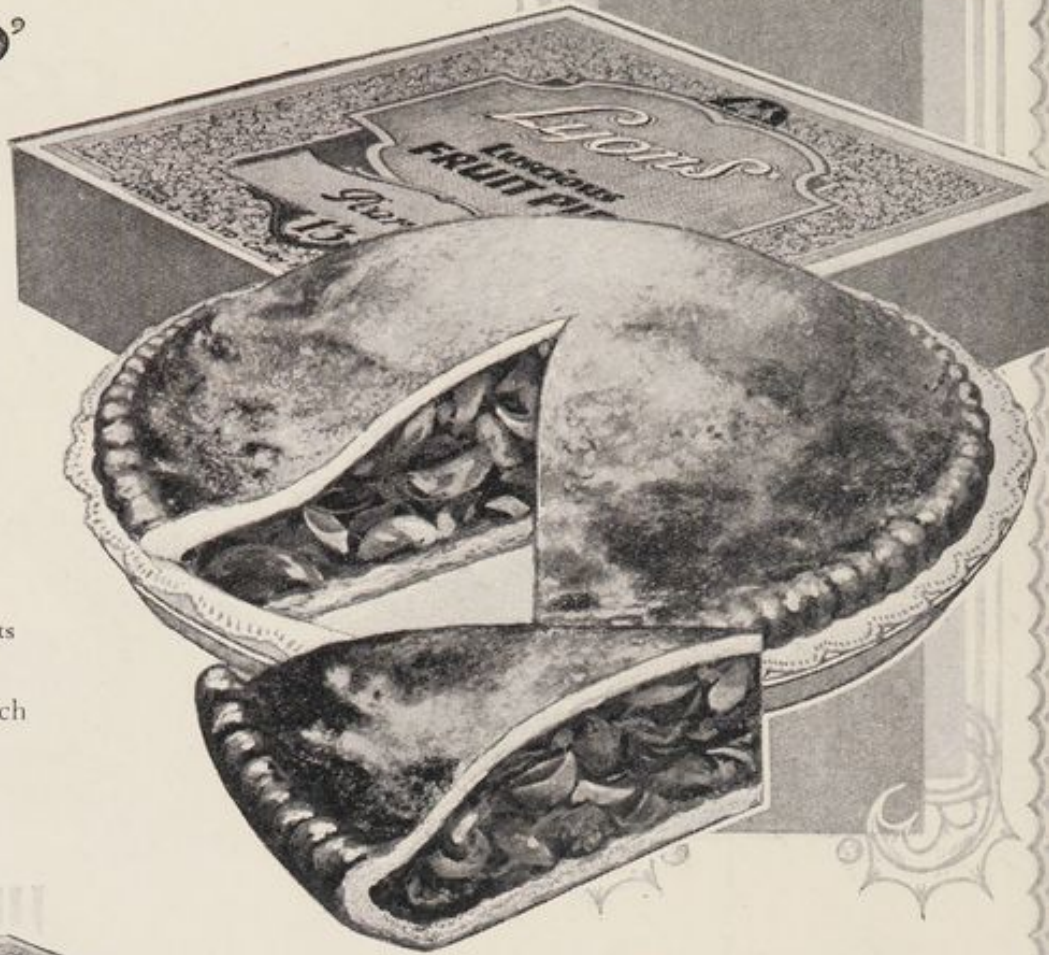
LARGE FAMILY SIZE

1/3 EACH

In a choice selection of Seasonal Fruits

ALSO

LARGE MINCE PIE 1/3 each



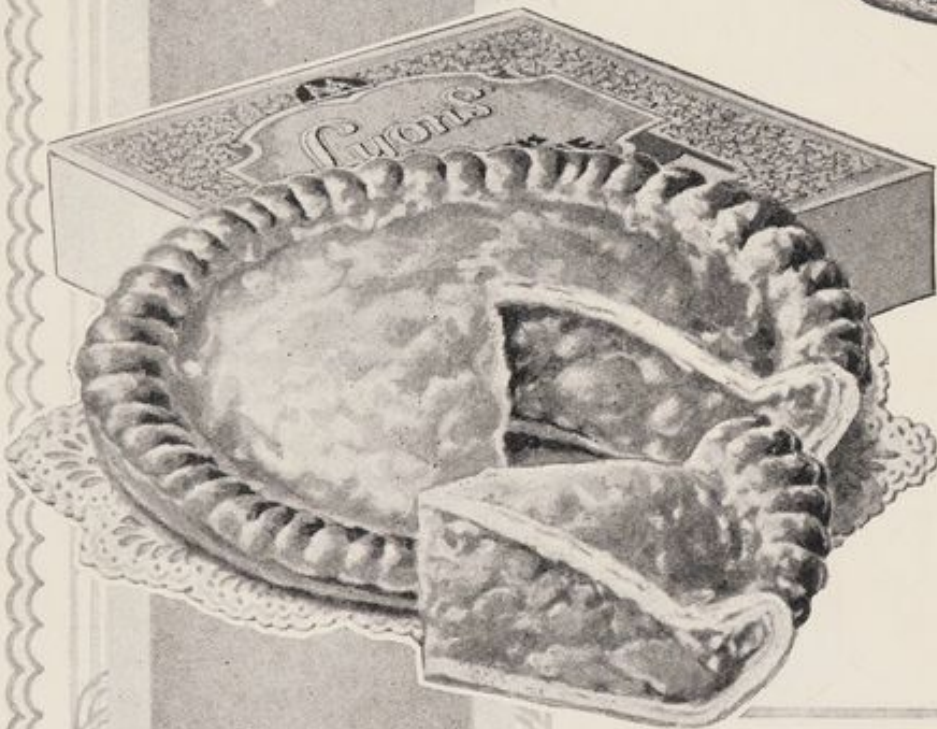
Lyons'

SIXPENNY FRUIT PIES

S. 3202. Equal in high quality and delicacy to the larger fruit pies, these delicious 6d. Fruit Pies meet a very wide demand among housewives everywhere. Each one is supplied on a papier maché plate, and the wide range of varieties available ensures

complete satisfaction. The purity of the ingredients used is the finest possible.

6d.
EACH



FIVE VARIETIES

PINEAPPLE PIE 6d. APPLE PIE 6d.

GOOSEBERRY PIE 6d.

APRICOT PIE 6d. MINCE PIE 6d.

EGG-BLOWBALL

Books, representing "goals," are placed at either end of a table, in the centre of which is a well-blown egg. The players are divided into two sides, and the object of the game is to blow the egg through the opponents' goal. The rules are the same as for Association Football. A wealth of fun is caused by the unexpected movements of the egg, caused by its oval shape.



Lyons'

INDIVIDUAL FRUIT PIES

S. 3301. The very economical price of these remarkable pies is no guide to their quality and delicacy. They are made of the finest, crisp, golden brown

2^d. crust, and filled with the choicest fruit in great variety. They are ideal as a sweet for all occasions.

EACH

SIX VARIETIES

- | | |
|----------------------------------|---------------------------|
| <i>Apple Pie</i> 2d. | <i>Gooseberry Pie</i> 2d. |
| <i>Apricot Pie</i> 2d. | <i>Pineapple Pie</i> 2d. |
| <i>Mince-meat Pie</i> 2d. | |
| <i>Also Blackcurrant Pie</i> 3d. | |
- IN CARTONS

Lyons'

1^d. MINCE PIES

S. 3302. Christmas would not be Christmas without Lyons' delicious Mince Pies. The centres are of the very finest and richest Mince-meat, and the crust is as light and flaky as could be desired. Equally good, served hot or cold.

1^d.
EACH



AND THEN

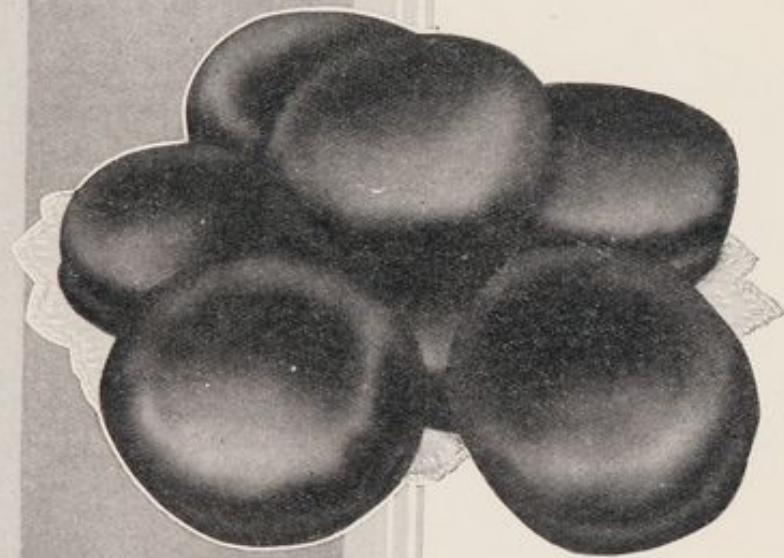
One player tells a story, ending with the words "And then the boiler burst." At these words, the remaining players have to run to a given point, turn round three times, and return to their places. The last one to do so becomes storyteller. The story, of course, may be long or short, and many amusing twists can be given to it.

Lyons'

CHOC WAFERS

S. 3401. Wafer Biscuits, covered with smooth chocolate, and attractively wrapped in silver foil and banded. The quality is superfine, and the flavour deliciously good. This is a substantial pennyworth, which will prove attractive to all who appreciate a fine Chocolate Biscuit.

1d.
EACH



ALSO
**REGENT CHOCOLATE
WAFERS**
10d. per carton of 12

Lyons'

CHOC-O-SPONGES

S. 3402. Here are Lyons' famous Spongettes, covered with crisp, finely flavoured chocolate. A firm favourite in every part of the country, and second to none in popularity for afternoon tea. Of absolutely pure ingredients, which make them as nourishing and wholesome as they are delicious.

7 for 1/-

THE DISAPPEARING GLOVE TRICK

The magician takes off his gloves, which at once disappear! The secret is that he has a thin piece of elastic attached to the gloves, with the other end attached to a safety pin on the inside of his sleeve. Thus when he gives the folded gloves a slight tug they spring back up his sleeve.

Maison Lyons

CHOCOLATE BISCUITS

S. 3501. Delicious Chocolate Biscuits in a rich variety of shapes and kinds, packed in a decorated tin. Each one is as good as the best, pure ingredients and the most up-to-date skilful production can make it, and the whole range has that unmistakable badge of quality which the name of Lyons implies. These tins of Biscuits are very acceptable as Xmas presents.

2/-
PER TIN

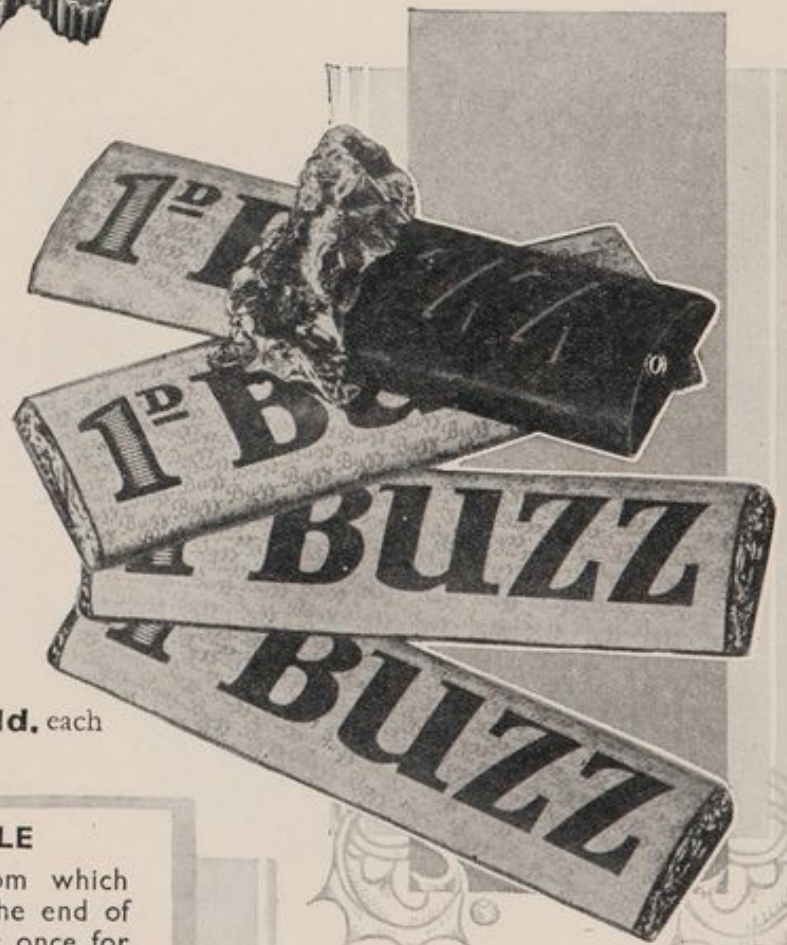


BUZZ

S. 3502. This immensely popular confection has an unique flavour all its own; it is covered with a highly nutritious Milk Chocolate. Each bar, which is of large size, is wrapped in silver foil and neatly banded.

1d.
EACH

Also **SLAM**, a plain Chocolate covered biscuit **1d.** each



THE WIZARD WHISTLE

The magician holds a wand, from which hangs a piece of string, and on the end of this a whistle. The whistle blows once for "Yes" and twice for "No." Actually the magician has a second whistle in his pocket to the tip of which is fixed a short length of rubber tubing. The tubing goes down the conjuror's sleeve, and terminates in a bulb in his left hand. When the bulb is pressed the whistle blows.

ALSO
CORNER HOUSE
CHOCOLATE WAFER BISCUITS **2d.** each
Medium size 1d. each.

Lyons

BAKEWELL TARTLETS

S. 3601. These excellent tartlets are produced in Lyons' famous Cadby Hall Bakeries from a special old-time recipe. Every possible attention is given to the mixing of their pure ingredients and to their baking, in order to ensure that they retain all the delicacy and charm of the original country dainties. Their flavour is delightful and unique. **1d. EACH**



Lyons

"NIPPY" TARTLETS

S. 3602. Rounds of light, crisp pastry, filled with centres of choicest Jam or Lemon Curd, and baked to perfection. Each tartlet is a splendid example of the art of modern baking, and is of the very finest quality.

9 for 7^d.

EACH IN A NEAT
FRILLED CUP

SUGAR SORCERY

The performer has some hats, together with a basin of sugar. He takes a lump, and announces that he will swallow it, after which it will be found under any hat chosen. The conjuror swallows the sugar, and claps the selected hat on to his head.



Lyons'

1d. TARTLETS

S. 3701. These fine, big tartlets are made of the lightest and crispest pastry, filled with Lemon Curd, Treacle, or assorted Jams. Each one is baked to a turn, and supplied in its own paper frill. There

are no more popular
1d. are no more popular
EACH 1d. dainties and
 none more deserving
 of popularity.

IN MANY VARIETIES

LEMON
 TREACLE
 ASSORTED JAMS

Lyons'

1d. PUFFS

S. 3702. The lightest of light pastry, filled with delicious fruit, and provided in a form both delightful and economical. In two varieties, either of which is an excellent solution to the problem of providing light, delicious, but appetising fare for afternoon tea, or for morning snacks

1d.
EACH



THE MAGIC BALL

The conjuror shows the empty palm of his hand, and then reaches into the air, and a ball appears at his finger tips. He has a ring, to the back of which is attached a thin thread, on his second finger. The other end of the thread is attached to a tack driven into the ball, which hangs down the back of the magician's hand.

IN
 TWO VARIETIES
 BLACKCURRANT PUFFS
 or
 GABLE PUFFS

Lyons'

BATTENBERG CAKES

S. 3801. Of rich Genoise, in a pleasing draughtboard pattern, surrounded by decorative sweet icing. The harmony of flavours thus provided is truly delightful, and the quality of all the ingredients used is superfine. There is no more attractive cake for afternoon tea.

1/-
EACH

IN CARTONS



IN
A PROTECTIVE CARTON

Lyons'

RUSSIAN CAKES

S. 3802. Genoise again, in an elegant motley design, topped by patterned icing. The flavour is incomparably delicious and appealing. A Lyons' Russian Cake upon the tea table ensures pleasure to your guests. The quality and delicacy of the ingredients are unsurpassed.

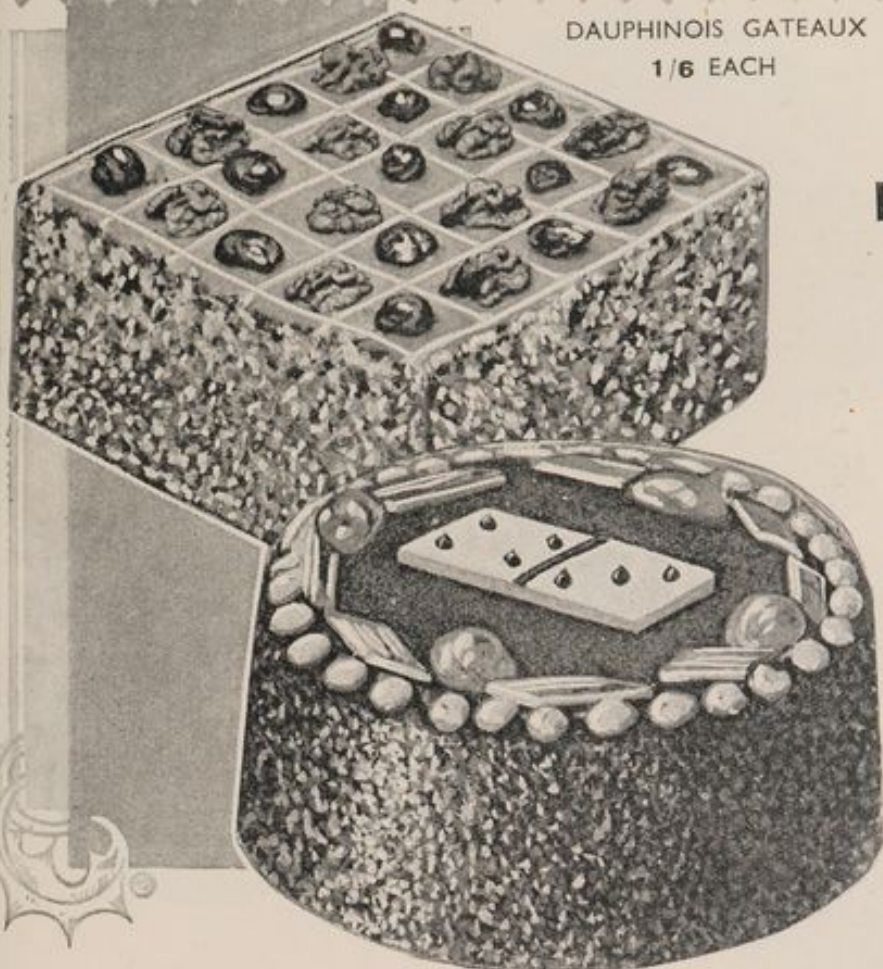
10^d.
EACH

THE ELUSIVE BALL

The magician takes a ball from his waist-coat pocket, and rubs it away. The ball has a length of black elastic attached to it, which runs through the loop of the magician's trousers, and is tied behind his back. Thus, when he lets go of the ball it flies beneath his coat.

DAUPHINOIS GATEAUX

1/6 EACH



Lyons'

FRENCH GATEAUX

S. 3901. Limitation of space makes it possible to illustrate only a few of Lyons' magnificent French Gateaux, but each one is prepared by expert patissiers, and decorated with artistic skill. The whole wide range is produced from delicious pure ingredients, and, at the prices shown below, offers very remarkable value. **1/- to 4/-**

DOMINO GATEAUX
1/- EACH

Lyons'

MACAROONS

S. 3902. Sugar, Eggs and real Almonds are used in the preparation of these fine cakes, which have a delicacy and richness all their own. They are among the most popular of Lyons' famous tea dainties, and are packed in special protective cartons, to ensure perfect freshness. They are of the finest quality. **8 for 1/-**



WHERE HAS IT GONE ?

The conjuror holds a ball in his hand, and covers it with a handkerchief. He asks several people to put their hand under the handkerchief, to ensure that the ball is really there. He then whisks the handkerchief away and the ball has vanished. The last person to put his hand beneath the handkerchief is a confederate, and removes the ball from the magician's hand.

PACKED IN
PROTECTIVE
CARTONS

Lyons'

FRENCH PASTRIES

S. 4001. Beautifully decorated, creamy French Pastries, in a wide variety of flavours and shapes. Generous in size, and perfect in quality, there are no more delicious afternoon tea dainties available. Each one lends instant enchantment to the tea table by reason of its appearance and quality. In cartons of 6 for $1\frac{1}{2}$ d. or **2 $\frac{1}{2}$ d. EACH**



Also

ASSORTED PASTRIES

Scotch, $1\frac{1}{2}$ d. each; Genoise, $1\frac{1}{2}$ d. each;
Russian, 2d. each.

Lyons'

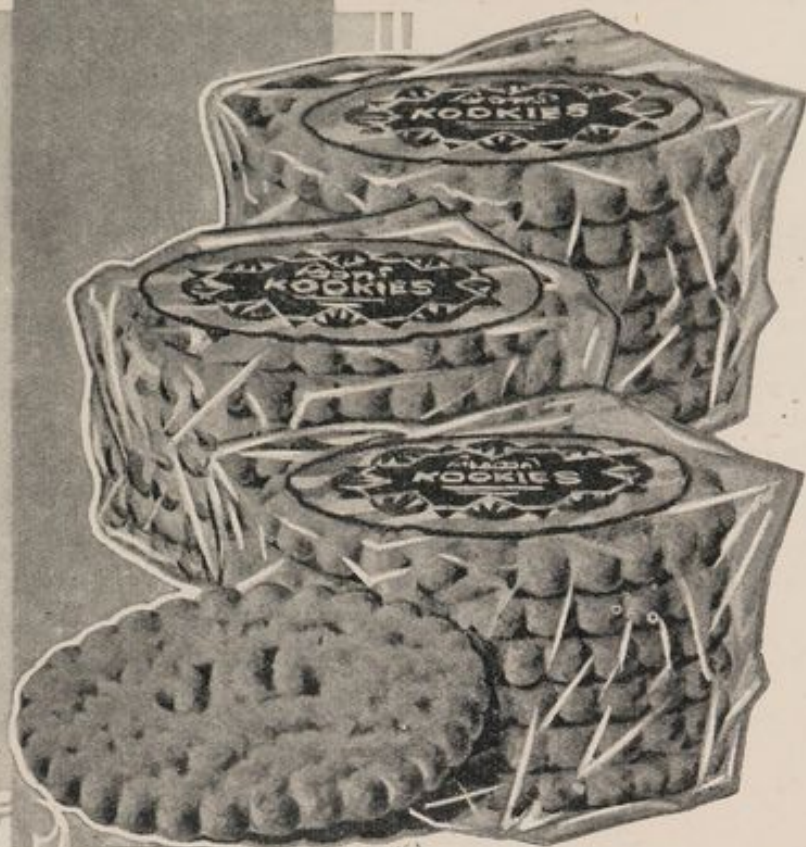
AFTERNOON TEA PASTRIES

S. 4002. Delicious and appetising Tea Pastries in a wide variety of shapes and flavours. Each one is as pleasing in appearance as it is in flavour, and the whole assortment has an unmistakable air of elegance and quality. By ordering Lyons' Afternoon Tea Pastries, you can be sure of revealing the best taste in pleasing your guests. In cartons.

7 for 1/-

SPOTTING THE SPOTS

Make somebody roll a pair of dice, while your back is turned. Tell him to add the total made by the dice; then to pick up one dice, and, having reversed it, to add the number at the bottom of it; then to roll this dice, and add the number that appears on the top side. If you add up the total made by the dice as they then lie on the table, and add seven, you can name the total arrived at.



Lyons'

KOOKIES

S. 4101. These excellent biscuits have a flavour that is uniquely delicious, and which comes from the careful preparation of the purest ingredients. They are enjoyed by young and old alike, and are supplied in special sealed cellophaned packets, which, besides being of great convenience, preserve their crisp freshness.

2^d.

PER PACKET OF SIX

Lyons'

PETITS FOURS

S. 4102. In a comprehensive variety of shapes and flavours, these delicious French Biscuits are unparalleled for high quality and delicacy. They are particularly appropriate for Christmas parties, Bridge parties, or Cocktail parties.

Approx. 46 to the pound.

$\frac{1}{2}$ -lb. carton 1'4

1-lb. carton 2'6



SPOT THE BOX

The conjuror has three boxes of matches, and states that one of them is full, shaking the latter so that it rattles. He then mixes up the boxes on the table, and asks the audience to point to the full one, but everybody points to an empty one. Actually, none of the boxes is full, and the box which rattles is up the magician's sleeve, secured by an elastic band round his arm.

Or packed in special fancy 1-lb. tins
2/9 per tin.

Lyons'

LEMON CURD

S. 4201. Lyons' Lemon Curd offers the finest possible value among high-class products of this description. The flavour, which comes from Eggs and fresh Lemons, is indescribably good, and, once tasted, will make Lyons' Lemon Curd a regular delicacy in any household. It is, indeed, both nourishing and delicious. Scientifically sealed, to preserve its goodness and freshness.

In two sizes.

6^{d.} and 1/-



Lyons'

EMPIRE HONEY

S. 4202. Lyons' Empire Honey has gained a well deserved reputation for its excellence. The quality is of the finest, and the flavour truly delicious. Lyons' Empire Honey is absolutely pure, and is full of nutriment and goodness. It is particularly enjoyed by the children. Scientifically sealed, to preserve its goodness and freshness.

In two sizes

6^{d.} and 1/-

DOMINO DIVINING

Lay 16 dominoes in a row, then let somebody move any number of dominoes up to 12, from the right of the row to the left, singly. Then you pick up a domino, and its spots total the number of dominoes moved. To do this, you lay the dominoes so that, from left to right, the first one totals 12, the next 11, and so on, down to the double blank. The three dominoes at the right end may total anything. To find the number moved, pick up the fourth one from the right.

Lyons'

READY - MIX

MAKES DELICIOUS STEAMED PUDDINGS



S. 4301. A boon to the Housewife, which will fulfil a great demand. For making delicious steamed puddings, in great variety, Lyons' Ready-Mix has no equal, and its purity and quality ensure the excellence of any sweet.

IN TWO PACKINGS

4^{d.} and 8^{d.}

SIMPLE DIRECTIONS FOR MAKING
ON EACH CARTON

Lyons'

PURE BEEF SUET

S. 4302. To ensure lightness of texture, Lyons' already famous Pure Beef Suet is supplied in the form of flakes. It is absolutely free from all adulterants, and is essentially more economical than raw suet. A book of recipes is included in every carton, free.



THE SQUARE OF PENNIES

Place 36 pennies in a square, six across and six deep. Then ask somebody to take away six coins, so that the remaining rows all contain an even number, whether reckoned vertically, horizontally, or diagonally. The secret is to remove coins five and six in row 4; coins four and five in row 5; and coins four and six in row 6.

1 lb. net, 11^{d.}
 $\frac{1}{2}$ lb. net, 6^{d.}
 $\frac{1}{4}$ lb. net, 3 $\frac{1}{2}$ ^{d.}

Lyons'

PUFF PASTRY

S. 4401. A boon to the busy housewife, who can make delicious sweets, pies, etc., with a minimum of trouble, for Lyons' Puff Pastry comes all ready for rolling and baking. It is entirely free from preservatives. A useful book of recipes is given free with every carton.

IN
TWO PACKINGS

$3\frac{1}{2}^D$
PER
HALF LB.

7^D
PER
LB.



EACH
CARTON
CONTAINS
THIS
USEFUL
BOOK OF
HOME
RECIPES

READY FOR USE
JUST ROLL OUT
AND BAKE

Also LYONS' SHORT PASTRY

The finest possible pastry for those who prefer a short paste. Like Lyons' Puff Pastry it contains absolutely no preservatives, and is made from ingredients of the highest possible quality.

IN CARTONS $3\frac{1}{2}^D$. HALF LB.

AGE DIVINING.

To find out a person's age, tell him to write down the number of the month he was born in; double this number, add five, multiply by fifty, add age last birthday, subtract 365, and add 115. The result of this sum may be 2, 3 or 4 figures. If 2, the first is the month of his birth and the second his age; if 3, the first one the month, the last two his age; if 4, the first two the month, and the last two his age.

Lyons, SPONGE SANDWICHES



IN FIVE VARIETIES

- S.C. 301—PLAIN SPONGE, Vanilla Iced & Filled
- S.C. 302—PLAIN SPONGE, Chocolate Iced & Filled
- S.C. 303—PLAIN SPONGE, Raspberry Iced & Filled
- S.C. 304—PLAIN SPONGE, Coffee Iced & Filled
- S.C. 305—CHOC. SPONGE, Choc. Iced, Vanilla Filled

IN TWO SIZES

6^{d.} AND 9^{d.}

EACH

EACH



Maison Lyons

DUNDEE CAKES

IN ATTRACTIVE TINS

Approx. 1½ lb. Cake — 2/3 Approx. 4 lb. Cake — 6/-
Approx. 2 lb. Cake — 3/- Approx. 5 lb. Cake — 7/3
Approx. 3 lb. Cake — 4/6 Approx. 6 lb. Cake — 8/6

Also Maison Lyons Dundee Cake wrapped
in Cellophane and Cartoned 2/-

DUNDEE CAKE DE LUXE 11/6

Specially packed in beautiful Art tin.

J. LYONS & CO. LTD.
CABBY HALL LONDON
W.14