

# A MIRROR ON HISTORY

Old advertisements in the *Jewish Chronicle*

By Jonathan Fishburn

In 1911, 100,000 lucky readers of the *Jewish Chronicle* were offered a free trial supply of Kutnow's Powder for liver, kidneys and bowels – a treatment 'prescribed for Members of the Royal Family'. There's never been an offer quite like it!

In the same year, a certain Bonn's confectioner proclaimed himself the reigning Motza King and, in 1939, Selfridge's Orchard Street Store was giving away copies of the Passover Hagadah to its loyal customers. Whatever happened to the Tuscan Restaurant on Shaftesbury Avenue, 'the Most Beautiful Jewish Restaurant in the world', where 'you can bring your son and daughter without any hesitation'?

Who remembers Bozwin – a Palwin competitor for the trade in Palestine wines, spirits and liquors?

In the early 1920s, Palwin and Bozwin actively promoted themselves as representatives of Jewish endeavour in the land of Palestine. Their advertisements transformed buying wines into a deeply nationalistic and Zionist act.

Food advertisements emphasized the 'purity' of their products and proudly displayed any relevant rabbinical certification. Copywriters for Bonns and Palwins created a unique vocabulary for advertising Jewish products that reflected a desire to hold on to traditional values while adapting to English mores and expectations.

Enjoy this small sample of advertisements from the *Jewish Chronicle* – and, if you are related to Mr Bonn, perhaps you could let us know if those chocolates were really hand-dipped! ♦

Jonathan Fishburn is an antiquarian bookseller specializing in Judaica. He can be contacted at fishburnbooks@yahoo.co.uk

This is the second in a series of articles dealing with unusual aspects of the history of Jewish books and publishing.

## Prescribed for Members of the Royal Family.

The Sentinel of Health is the Liver. Its duty is to prevent the poisonous products of life from continuing to circulate in the system.



# KUTNOW'S POWDER

For Liver, Kidneys & Bowels

To aid the Liver in its work of preventing your self-poisoning, take a teaspoonful of "Kutnow's Powder," before breakfast.

## 100,000 Free Trial Supplies for Readers of "Jewish Chronicle."

**T**O-DAY "Jewish Chronicle" readers are invited to accept health benefits in connection with 100,000 free trial supplies of a world-famous remedy for Liver, Kidney and Bowel Troubles.

This particular remedy — "Kutnow's Powder" — has been prescribed for Members of the Royal Family.

"Kutnow's Powder" gently stimulates and encourages the liver, the kidneys, and the bowels to do their work well.

If these organs are not doing their work properly, "Kutnow's Powder" will help them to do it.

You are invited to test this health benefit free. All you have to do is to write your name and address on the coupon, cut it out, and forward it to the address given below.

Most poisons have their antidotes, and "Kutnow's" is the great antidote for body-poisons. It acts simply by getting rid of the poisons. It does not allow the intestines to retain the waste-products which set up the mischief. It clears them all out,

and from this cleansed condition of your body new and better health arises.

To-day you have an opportunity to test this by accepting this offer of a free sample of "Kutnow's Powder."

### The Royal Road to Your Health.

When you have obtained the free trial supply of "Kutnow's Powder," take a teaspoonful in a tumbler of water before breakfast on the following morning. You will find that even a single dose is beneficial, and when you have finished the free trial supply you should obtain a large bottle, price 2s. 9d., from your chemist. Don't be put off with anything else, but insist on having "Kutnow's," and see that the label bears the signature, "S. Kutnow and Co., Ltd.," and the registered trade-mark of the "Hirschensprung" or "Deer Leap."

When the liver is wrong nothing is right. Every other organ in the whole digestive apparatus depends on the liver. Therefore, if the liver is out of order, the whole of the eliminative functions are thrown out of gear.

The effect is shown in the skin, which becomes muddy in appearance; in the eyes, which become dull, bloodshot, and yellow; in the tongue, which becomes coated with a thick, unpleasant fur; and in the breath which becomes offensive.

But the effects of a disordered liver are even more far-reaching than this. The sufferer becomes mentally depressed, disinclined for work, and the brain becomes sluggish.

Take the antidote for body-poisons, "Kutnow's Powder." Your mind will become keen and alert, you will feel brighter and happier, and more capable of work.

Do not delay to fill in and send the enclosed coupon for a Free Trial Sample of "Kutnow's Powder." Further supplies in 2s. 9d. bottles can be obtained of all chemists, or if any difficulty, for the post free from S. Kutnow and Co., Ltd., 41 Farringdon Road, London, E.C.4.

### HEALTH-INVITATION COUPON.

Free Trial Supply of "Kutnow's Powder."

S. KUTNOW & CO., LTD.,  
41, FARRINGTON ROAD, LONDON, E.C.4.

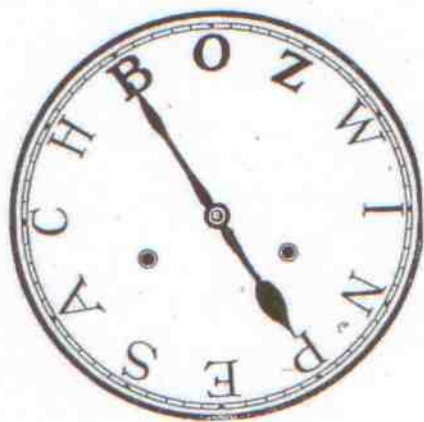
Dear Sirs, — I will accept a Free Supply of "Kutnow's Powder" for personal trial.

Name \_\_\_\_\_  
Address \_\_\_\_\_

JEWISH CHRONICLE, 1911.

London Wall 8860.

**THERE IS STILL TIME**



to Order the Celebrated

**BOZWIN**

"Beauty of Zion" Brands

פאר ציון. כשר לפסח

**The Superior  
Palestine  
Wines, Spirits  
and Liqueurs**

Guaranteed for Purity, Genuineness,  
and Absolute Kashruth

— BY —

**M. CHAIKIN & Co.**

Foreign Wine and Spirit Merchants.

ESTABLISHED 1882

Head Office: Bozwin House, 72/4, Brick Lane, E.1

Phone: LONDON WALL 8860. Telegrams: "KADIMAN, LONDON."

וראה ועשה



[Photo: A. Seidlin, Tel-Aviv]

The above is a photograph of the quay of Jaffa, Palestine, and shows a consignment of the Celebrated BOZWIN Wines, Brandies (in casks) and Liqueurs (in drums), in the process of being loaded on to Barges which transfer them to the Steamer going to England.

**BOZWIN**

The ORIGINAL  
Palestine Wines & Spirits

are the FINEST PRODUCTS  
of the Jewish Colonies of the  
Holy Land, personally selected  
by our **Mr. M. CHAIKIN**

AND HAVE THE

**CHAIKIN GUARANTEE** of PURITY,  
GENUINENESS, AND ABSOLUTE  
KASHRUTH.

**M. CHAIKIN & Co.**

Foreign Wine and Spirit Merchants.

ESTABLISHED 1882

Head Office: Bozwin House, 72/4, Brick Lane, E.1

Phone: LONDON WALL 8860. Telegrams: "KADIMAN, LONDON."

MARCH 24, 1939

THE JEWISH CHRONICLE

31

**SELFRIDGES****Famous  
PASSOVER DEPARTMENT**IN THE  
**Orchard Street FOOD STORE**

בשר על פסח

5699 Under Supervision of the Ecclesiastical Authorities 1939

- We have pleasure in informing our many Jewish friends that we have as in previous years large supplies of choice Passover Comestibles in our Special Kosher Dept.

American & English Motzas,  
choice Honey, Sweets, and  
Beverages from Palestine.

Delicious Butter, Cheese,  
Chocolate, and Cucumbers  
from Holland.

Fine Smoked Tongues, Beef,  
Worsht and Frying Sausages  
prepared fresh daily.

Exquisite Smoked Scotch  
Salmon from Special Curers.

Biscuits, Cakes, Jams,  
Confectionery, and many  
more delicacies too  
numerous to mention.

**Special Offer—**

to Clubs, Restaurants,  
Boarding Houses & Schools  
**10% DISCOUNT OFF LIST PRICES!**  
ORDER AS EARLY AS POSSIBLE

- Why not come along and see our wonderful display? Or write for a full price list and ask for a copy of the Hagadah (Seder Service) which will be sent free of charge, with our compliments, while the supply lasts.

Passover commences April 3 and lasts until April 11.

**Selfridge's****London's Premier Passover Dept.****MAYfair 1234**

Selfridge &amp; Co. Ltd.

Orchard Street Food Store

London, W.1

# THE TUSCAN RESTAURANT

(SHAFTESBURY AVENUE



PICCADILLY CIRCUS END)

Phone—  
GERRARD 4084 and 7679

OPEN DAILY from 12 noon until 12:30 a.m.  
(SUNDAYS until 11 p.m.)

A MINUTE ONLY FROM "THE CENTRE OF THE WORLD."

## On Purim Night.

The management have pleasure in announcing a most novel Dinner and Dance celebration being organised at the Tuscan Restaurant on Thursday, March 20th. Tables may be booked now for:— Dinner and Dance or Supper and Dance 10/6.

Special Dancing Extension to 2 a.m.  
Fancy Dress or Evening Dress Essential.

There will be valuable prizes for the Lady and Gentleman wearing the most novel and original fancy costumes. There are indications, already, of a large attendance. It is wise, therefore, to book your table immediately.

**BOOK NOW—Gerrard 4084**

## You should know that—

THE Tuscan is the Most Beautiful Jewish Restaurant in the world.

PRICES, however, are most moderate, though food, service and surroundings are *par excellence*.

THERE is no more ideal place in London, where a Jewish family can dine out. The "atmosphere" is right. You can bring your son and daughter without any hesitation.

BUT you are equally welcome if you come alone and whether you have a snack or a dinner.

## Jews' Orphan Asylum.

If you are going to the Grand Cabaret Ball, organised by the Golden Orphan Aid Society at the Hotel Great Central, on Sunday, February 24th, for the benefit of the Jews' Hospital and Orphan Asylum at West Norwood, you can dine in comfort beforehand at the Tuscan Restaurant.

By arrangement with the organisers of the Ball, the Tuscan management has undertaken to serve a special 6/- Table d'Hôte Dinner to the gay revellers from 6 to 9 o'clock the same evening.

**Book your Tables Now!**  
Gerrard 4084

## Luncheons, Dinners and Theatre Suppers

(OPEN TO 12.30 a.m.)



THE LADY THE SHOOF'S WIFE (Shoof)

ESTABLISHED 1860

STILL GOING STRONG



THE MINYAN MAN'S (Minyan Man)

NOW sometimes it makes one think that one would rather be the Shoof or even a Minyan Man;

they both might be poor, but they have not the worries and responsibilities of a Jewish Caterer.

We have received a vast amount of correspondence with reference to Paragraph 4 about hand-made chocolates.

Bonn & Co., Ltd., have 500 girls making their famous chocolate drops for the coming Passover; now fancy 500 girls licking their fingers—there would be no chocolate left for Passover at all.

Bonn & Co., Ltd., wish to convey to the Jewish community at large, that their chocolates for Passover are being manufactured in their up-to-date 1924 factories in Carlisle, under the supervision of the London and Provincial Ecclesiastical Authorities, and are untouched by hand, which, as we have said before, is sufficient proof that they are just what is suitable for Passover.

**Do not forget that BONN'S MATZOS and CONFECTIONERY cannot be surpassed**

**JOSEPH BONN, Ltd.** THE EXPERT KASHER CATERERS  
85, MIDDLESEX STREET, LONDON, E.1  
Telephone: GERRARD 4084, 7679

March 21, 1925

THE JEWISH CHRONICLE.

## The "Mecca" of the Motza

IS

# BONN'S

(\* In Large Type, please Mr. Printer)

HERE IN ALL HIS GLORY REIGNETH THE UNCROWNED

## "MOTZA KING"

surrounded by Huge Pantheconic Vases, filled to overflowing with wooden cases containing

**JOSEPH BONN'S**

**Delicious Confectionery,  
MOTZAS, LEEDS MOTZAS,  
ALMOND PUDDINGS and ROUT CAKES,  
MOTZA BALLS and MOTZA PUDDINGS,  
and all kinds of NICE NOSHES.**

Have you, dear reader, what is known as a  
"SWEET TOOTH"?

If you own to the soft impeachment,

**'PHONE 3519 CENTRAL**

and ask for our

**"SWEETCAKE SPECIALIST"**

who can prescribe for you **AT ONCE**, according to my very up-to-date Price List, for which please remember to ask.