



A BEATL COFFEE SERVICE

Dinner over—back in the drawing room—coffee comes to you in cups like hollowed-out jewels! Afire with colour, aglow with radiance, they fascinate at first glance. There is a tray to match, complete with quaintly-formed “sugar and cream.” It is a Beatl service—the last word in modernity.

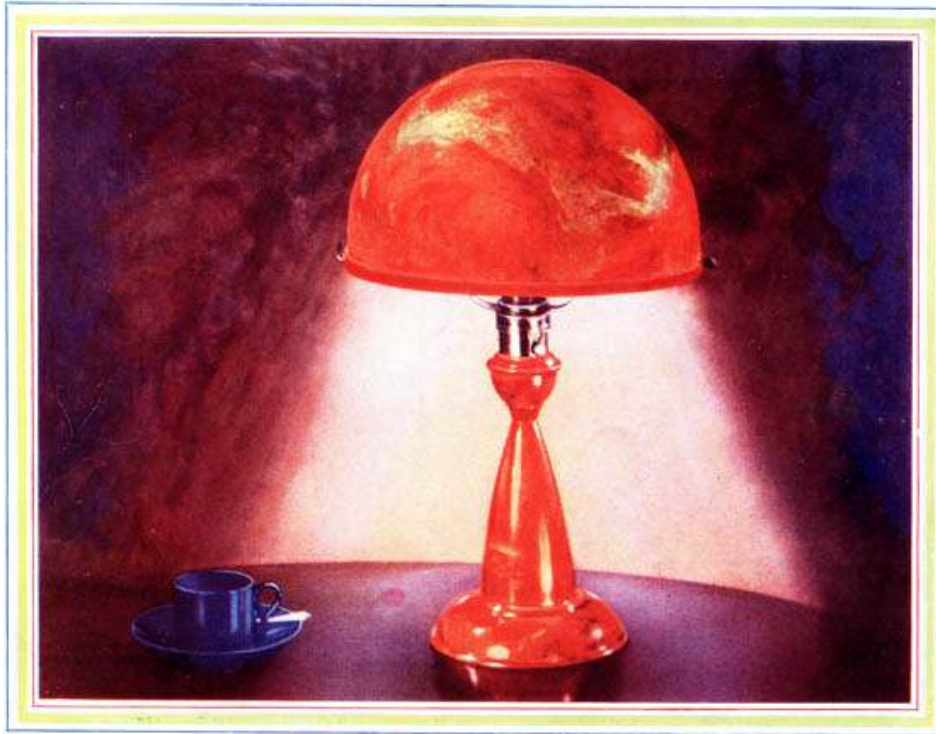
Beatl is a wonderful new material invented by the British Cyanides Company. Not celluloid nor compressed milk, remarkably durable as well as exquisitely decorative, Beatl is now taking the place of glass and china everywhere.

Just as china is made by various designers under various names, so Beatl is moulded by different firms under the names Linga Longa, Bandalasta and M.L. The Coffee Service shown above, the Rose Bowl and the Cigarette Box, are all in “Linga Longa” Beatl and may be chosen in a dozen or more brilliantly beautiful colourings.

*A full range of Beatl articles can be seen at the Beatl Shop,
219, Regent Street, London (Telephone Mayfair 4352).
Also sold at leading stores throughout the country.*



Punch, 4th June 1930.



A BEATL LAMP

BEATL is a word that will soon be as well known as the word "china"—for Beatl is the name of the wonderful new material that is rapidly replacing china and glass everywhere. Not only for table ware is Beatl used, but for tiles, panels, electric fittings and a host of other purposes.

As china is known by various names—Worcester, Wedgwood, Sevres—so Beatl is moulded under different names—for example, Bandalasta, Linga Longa and M.L. are the three well-known brands of Beatl table ware. The Bandalasta Lamp pictured above is a fine example of the richness and beauty of Beatl colouring.

BEATL is British. A synthetic powder (invented by the British Cyanides Company, Ltd.) is its basis. This powder is moulded under heat and pressure to attain the amazing durability, the lovely polished surface and the fascinating translucence which make Beatl so different from all other materials.

A full range of Beatl articles can be seen at the Beatl Shop, 219, Regent Street, London (Telephone: Mayfair 4352). Also sold at leading Stores throughout the country.



The Sketch, 19th March 1930. (Also in Punch 9th April 1930).



BEATL—for Brighter Picnics

For comfort and convenience in picnicking, insist on Beatl. No more breakages. No soggy paper plates and cups to bury. The bright Beatl fittings go home to come again another day. All you have to do is to throw them into your car and pack up at your leisure.

Beatl is light in weight, but immensely durable. The cups nest compactly into each other—so do the tumblers—the very thing for motoring, river or garden.

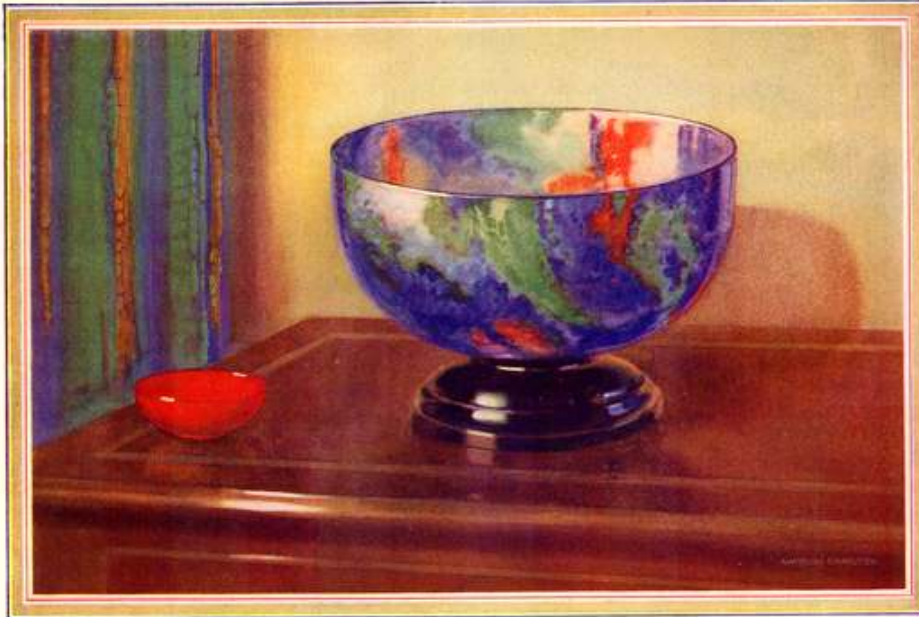
The Beatl Luncheon and Tea Case illustrated above (No. 2668/4B) provides for four persons. It includes 2 Thermos of the latest type with canisters made entirely of Beatl. PRICE: £7 15s. 0d. (or, with No. 16 Thermos £7 7s. 0d.).

2734/2—Tea Case for two ;	49/6
2734/4—Tea Case for four ;	69/6
2715/4—Tea and Luncheon Case for four ;	115/6
S.1—Leather Case with shoulder strap, containing Thermos, 2 tumblers and sandwich tin ;	39/6
F.H.1—Ditto, no sandwich tin ;	21/-
F.C.1—Ditto, in canvas case ;	16/6

Many other selections for lunch or tea in Beadalesta, M.L. or Lingo Longo Wares are obtainable at the Beatl Shop, 219, Regent Street, London (Tel.: Mayfair 4352) and at leading Stores throughout the country.



Punch, 25th June 1930.



A BEATL BOWL

Beatl is "such stuff as dreams are made on"—dreams that last! For this wonderful new material—a British invention by the British Cyanides Company—is almost as remarkable for its toughness and durability as for its translucent beauty and rich colouring.

Beatl not only takes the place of china and glass for many articles of tableware but it is also employed in the manufacture of door handles and finger plates, lamps, cigarette boxes and bijouterie.

It is being used with ever increasing success in the making of decorative tiling, electric fittings and for a host of other purposes.

Beatl is moulded by many firms. Just as various chinas are known as Wedgwood, Minton, or Sèvres, so Beatl articles are produced under various names. The bowl pictured above, and its plinth too, are in M.L. Beatl. The other makes of Beatl tableware are Linga Longa and Bandalasta.

A full range of Beatl articles can be seen at the Beatl Shop, 219, Regent Street, London (Telephone Mayfair 4352). Also sold at leading Stores throughout the country.



Colours



Beatl Makes The Ideal Christmas Gift

Colourful as rare Onyx—beautiful as polished Ivory—
light as dainty china—almost as strong as refined metal.
Articles of beauty that even a little child can handle
and use with perfect safety and pleasure.

There is a wonderful Christmas display of Beatl at:—

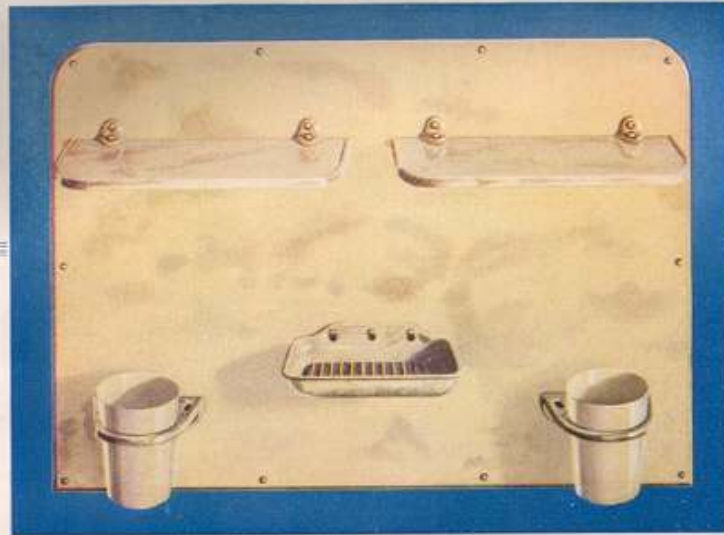
THE BEATL SHOP
219 Regent Street, LONDON, W.1
Telephone: Mayfair 4352

Beatl is British

BEATL is obtainable
also at leading London
and Provincial Stores



Punch, 18th December 1929.



BEATL for the Home Beautiful

One of the great charms of Beatl is its almost universal application. More durable than china or porcelain, Beatl does not tarnish ; does not chip as enamel chips ; does not chill the touch as marble chills ; and yet, like marble, carries its colours right through.

New ways of employing this wonderful British-made material are constantly being found ; and in order to develop still further its artistic possibilities a Prize Competition has been arranged under the auspices of the Royal Society of Arts for New Designs and New Uses of Beatl.

While the winning designs will later be reproduced for general use, Beatl is already available for many uses in Bathroom, Bedroom and Drawing Room in graceful forms and a variety of exquisite colours, and can be purchased at

The Beatl Shop

Address : 219, Regent Street, London, W.1.
(Telephone : Mayfair 4352.)



BEATL
makes
useful things
BEAUTIFUL



Bright rich colours have come into their own in Beatl. This wonderful new material makes the most attractive as well as the most convenient of Bathroom Appliances and Door Furniture. You may choose Beatl fittings to tone with any colour scheme.

Beatl is British-made. It is pleasant to the touch, does not tarnish and requires no polishing. It will give almost endless service—for Beatl is non-fragile.

Hook . . . 1/-,
Soap Dish, 5/6,
Finger Plate, 3/6,
Door Knob and
Escutcheon . . . 6/-,
Holder for Tumbler
and Toothbrush . . . 3/6.

BEATL

All the articles illustrated and many others beside can be seen in delightful colours at the Beatl Shop, 219, Regent St., W.1, and at leading Stores.

Punch, 25th February 1931

BRING BEATL TO YOUR PICNIC
and leave bother at home!



Holiday time brings a host of occasions for Beatl, the bright hard-to-break material that takes the place of glass or china. For the river, the car, the 'hike,' the garden or the beach, Beatl is the ideal ware—it is so light, so safe, so easy to pack and so pleasant to use.

Set illustrated, No. 2751/4, Lunch and Tea Outfit for four persons . . . 90/-

BEATL

In single pieces, or complete picnic sets.
ON SALE AT:
THE BEATL SHOP,
219, REGENT STREET, W.
(Telephone: Mayfair 4331),
and at leading Stores throughout the country.

Bandalusta, Lima Longa, and M.L. are the three brands of Beatl.

Punch, 15th July 1931

BRING BEATL TO YOUR PICNIC
and make it
a brilliant
success



Picnic meals are gay affairs when Beatl is of the party. With this brilliant non-fragile ware there is no fear of breakages. Easy to pack in the first place, it is specially convenient when the picnic is over—no need for burning, burying or careful re-packing.

Set illustrated 2751/4 Lunch and Tea Outfit for four persons 90/-

BEATL

In single pieces or complete picnic sets. On sale at **THE BEATL SHOP** 219 REGENT ST., W.1, and at leading Stores throughout the country.

Bandalusta, Lima Longa and M.L. are the three brands of Beatl.

Punch, 20th May 1931.

THE
**BEATL
SHOP**
for Gifts

See the beautiful display of
Beatl non-fragile table-ware, toilet
luxuries, cigarette boxes, lamps, etc.



Bandalasta Tea Set.
Complete in Box . .

40/-



**M. L. Coffee
Set 26/-**

The BEATL SHOP
219 REGENT STREET, W.1

Trade enquiries to *Beatl Sales, Ltd.*,
49, Wellington Street, W.C.2. 