

## Sic Transit Gloria Mundi.

At long last, a book to review! With what a title! The phrase *the cat's whiskers* is well-known. Not least from the name of the English bookshop in nearby Nice. But did you really know that *the cat's pijamas* really and ultimately means the same as *the cat's whiskers*? I find the following couple of entries not only fairly amusing, but also highly topical—more particularly so for **overfashionable Monaco**:

### To Be Famous for Fifteen Minutes.

Meaning to have short-lived fame, of the type that is now quite possible in the modern, media-driven celebrity-obsessed age. The expression comes from the celebrated words of Andy Warhol (1928 – 1987), first published in a catalogue for an exhibition of his work in Stockholm in 1968. Pop artist Warhol was concerned, among other subjects with the nature of celebrity, and he wrote, “**In the future everyone will be world famous for fifteen minutes!**”

### Flavour of the Month.

A generic American advertising phrase of the mid 1940s attempting to persuade shoppers to buy a new flavour of ice cream each month and not just stick to their usual choice. Since then, it has been used to describe **any short-lived fashion, craze or person** that is quickly dropped after a period of high demand. **So very like Monaco!**

The Hair of the Dog has such a fascinating & sophisticated origin that ... it'll be left for another time ! But I know of at least one BAM member who is keenly interested in it all...

The book was published by Michael O'Mara Books Ltd, London, 2009, hardback, 192 pp. £9.99.
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