



**ENO-SPARKLING-
REFRESHING-RENEWING!**

See it sparkle in the glass. See it dance for joy. What a welcome drink just as you're awake! Eno is for inner health. Keeps your system regular and thorough in its duty, and your blood flowing fresh and free. Eno's 'Fruit Salt' costs only one-and-six re-double quantity—half-a-crown. Drink to your health in Eno.



**ENO-
FIRST THING EVERY MORNING**

'MORNING BOB!'



**THERE'S LAUGHTER & SUNSHINE
IN THE SPARKLE OF ENO!**

Eno does only one simple thing. But because that very thing lies right in the root of healthy living, it's everything!

Ask yourself how if your evening is a fearful day by day or it should be. And if the answer is yes, or even a doubtful yes—then your happiness and your energy and your whole mental outlook are far from being what they might be.

A glass of Eno's 'Fruit Salt' every morning will soon get all that right! Thousands of people could tell you how beautifully—and yet how easily—it acts. How it helps to keep you in perfect physical form. And how, in doing so, it helps you to get far more enjoyment out of your everyday life.

And oh, how welcome just as you're awake! Put a little Eno in your bowl (less than one ounce and-as a bonus) stir it into a glass of water. And there you are! Up a glass of sparkling, dancing, refreshing! When a gloriously refreshing drink has to be in the morning!



**THERE'S LAUGHTER & SUNSHINE
IN THE HEALTH THAT ENO BRINGS**

Fruchtsalz-Inserate / Advertisements for a Fruit-Salt

des Drucks war nur von sekundärer Bedeutung. Der Text wurde gesetzt und Probeabzüge nur auf Druckfehler hin durchgesehen. Kein Gedanke

of types. That some types were easy and pleasant to read, others uninviting and dull. And then, following this, that types have a definite voice and



**Don't risk
those holiday pictures!
Exactly as you eye saw
them an Ensign Film
will remember them
Use Ensign Films**

ENSIGN FILMS FIT ALL CAMERAS

Even if you're not the lucky owner of an Ensign camera, Ensign film will give you best results. Made in Great Britain. Houghton-Butcher (Ensign Films) Ltd., High Holborn, London, W.C. An interesting booklet "Ensign Photography" post free.

ENSIGN FILMS ARE OBTAINABLE FROM PHOTOGRAPHIC DEALERS EVERYWHERE



"See that" says the Camera to an Ensign Film. And Ensign Film sees it. And remembers it. And reproduces it. Just as you saw it. Without fail.



Even if you're not much of a hand at photography, you'll be pleased with the results you get by using Ensign Films. They make successful "snaps" so easy.



Ensign Films have heaps of "latitude." Which means that they allow a wide margin for errors. The point is that you don't need to be an expert.



Ensign Films fit all cameras. Even though you may not be the lucky owner of an Ensign Camera, Ensign Films will always give you the best results.

Ensign Films
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MADE IN GREAT BRITAIN
HOUGHTON BUTCHER (GREAT BRITAIN) LTD
HIGH HOLBORN LONDON W.C.

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