

Künstl. Leiter: Robert S. Varol
 Agency: The Grey Advertising Service, Inc.
 Inserent: Maurice V. Elwood

SHELL

TALK WON'T RUN A MOTOR



SHELL

We might argue you into buying one tankful of SHELL Gasoline . . .

but after that arguments are only a waste of breath. . . : Either it's better than the gasoline you're now using—or it isn't . . . and there are no two ways about it. . . : All we suggest is that you convince yourself. Thousands more motorists try SHELL every week—to see

what it's all about. If they didn't stick to SHELL you wouldn't see all these new SHELL Service Stations appearing every time you drive out. . . : If SHELL isn't all you expect—and even more—there's nothing further to be said. We're satisfied to let it rest right there.

When motor oil is as far superior to ordinary motor oil, as motor gasoline is superior to ordinary gasoline.

Now
Change to SHELL
and feel the difference

STOP AT THE SIGN OF THE SHELL TODAY

SHELL EASTERN PETROLEUM PRODUCTS, INC.



SHELL

When a fine fur pauses on the threshold

When a fine fur pauses on the threshold—how many feet of beauty have been sacrificed to the fashion of the moment—wondering why the great designers created the light-colored furs for you this winter as a beautiful symbol of power and distinction. From the wearing of attractive furs is the essence of all that which makes your life more than a dream. Let your wardrobe with more beauty.

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Mr. Maurice V. Elwood will personally conduct an exhibit of reference for makes of the living in Southampton from August 20 to August 30 inclusive.

MAURICE V. ELWOOD • FURRIERS
 501 SEVENTH AVENUE • NEW YORK

Künstl. Leiter: René Clarke—Wilfred L. Chausse
 Agentur: Calkins & Holden
 Inserent: Shell Eastern Petroleum Products Co.