

unmentionable sicknesses to naked and rejoicing inhabitants of islands in tropic seas . . . every minute it kills or wounds a victim . . . it magnifies the joys of Sunday an hundredfold. In Cornwall, in Long Island, in Grunewald, over Mount Everest and in Partenkirchen the motors go humming because there are such things as petrol and oil.

Gold has now become almost an incomprehensible affair for scientists to concern themselves with—something apart and aside from the world's affairs—but every one must come into contact with this strange material, the very scent of which either fascinates or excites disgust.

Just because this is the case . . . and because the co-ordinances exist, the advertising must be in the hands of men who are guided and inspired by imagination coupled with objectivity. And that is . . . a little something which many haven't got.

As always, when studying reproductions in this magazine, one

Inserat Advertisement

Entwurf
Design

E. McKNIGHT KAUFFER

Stuarts Advertising Agency



PULL!

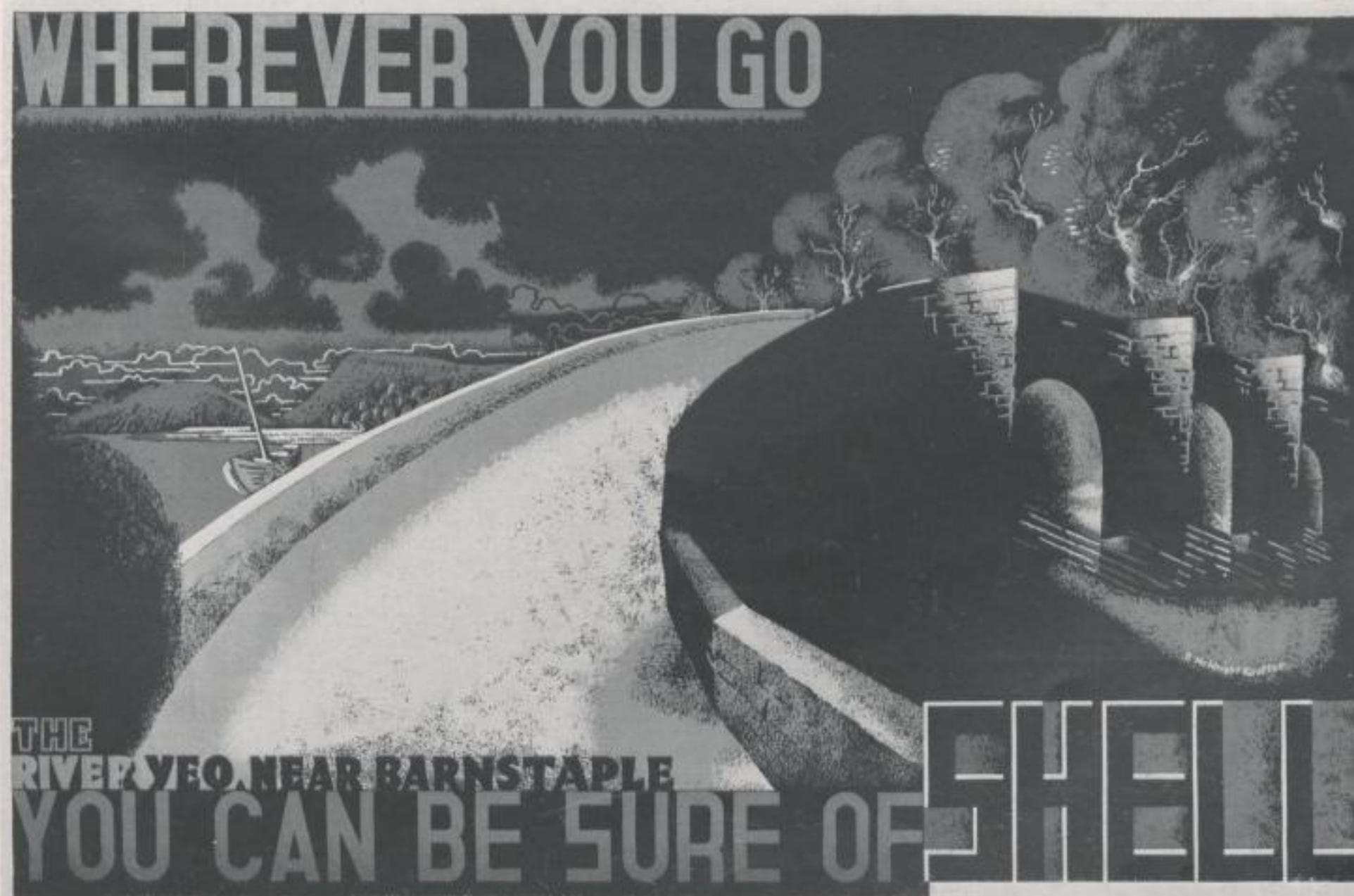
FOR PULL-USE

SUMMER SHELL

petrol specially blended to
suit summer temperatures

"Summer Shell" is the only petrol that is specially blended to give the best results under summer conditions—hence its wonderful "pull" and anti-knock properties.

Künstler
Artist E. McKNIGHT KAUFFER



WHEREVER YOU GO

THE RIVER YEO, NEAR BARNSTAPLE
YOU CAN BE SURE OF SHELL