

# This is an advertisement

THERE MUST BE (we suppose) all kinds of rules that tell you how to put these things together. Somewhere among them it is sure to say that you must tell the reader everything that's good about your product. So let us do that, straight away, by numbers. It:—

- 1 Cooks like that legendary what's-'is-name.
- 2 Boils up bathwater like billy-ho.
- 3 Burns day and night, and is as clean as a Boy Scout's whistle in thought, word and deed.
- 4 Is as much trouble as a Genie with a lamp and saves your labour like one of those Indian affairs with eight pairs of hands.
- 5 Uses a guaranteed bagatelle of fuel.
- 6 Makes the owner feel dizzy with pride and the neighbours feel sick with envy.

*There! Not bad, eh?*

Then usually you put in a lot of stuff about this quality appliance, craftsman-wrought, spelling contentment; add that you can have it today, and that the designers are most topmost. This sort of thing is all perfectly true and could go on for ages except that you know it already.

The advertisement should of course end with an injunction to the chap to go and buy one.

It does.

*There's just one thing that might present you—and that's an Aga in your kitchen now. How warm! How welcoming! How wise!*

# This is an AGA

Registered Trade Mark



WE WENT to an awful lot of trouble to get out a catalogue, but we do let them go to people who really want one. Just a true and business-like note to

**AGA HEAT LTD.**

18/20 North Audley Street, London, W.1

(PROPRIETORS: ALLIED IRONFOUNDERS LTD.)

THE



## "SPORTIE"

A delightful sports blouse at a moderate price in 14 lovely colours. Rain resistant and washable.



## "JUNIOR"

Miniature of Windak Golf Blouse—in fact, just like Dad's and Mum's. Zipped front, elastic waist—Rain resistant, windproof and washable.



*In case of difficulty please write for the name of nearest stockist to:*

WINDAK LTD., WOODSIDE, POYNTON, CHESHIRE

J.W. A.D.M.

## Good Taste is Good Business



How human it is to associate a man with the place where we meet him. It is so important therefore, to create with our surroundings, a lasting impression of quality. Nowhere is this more necessary than in that vital place—your office.

Your office can reflect your conviction that only the best is good enough. This is something a man cannot say for himself—the things he lives with say it for him. Gill and Reigate specialise in furniture and interior decoration of traditional design and good taste. Whatever your favour: elegant Regency or rich Baroque, Gill and Reigate are ready to advise you.

For Interior Decoration, Period Panelling, Antique and Finest Reproduction Furniture, Curtains, Fabrics or Carpets, please enquire at

# Gill & Reigate

\*KILINGTON HOUSE, KILINGTON STREET, PICCADILLY, LONDON S.W.1  
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