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The Secret Of How To Be Well Dressed




The first step towards smartness is to know yourself. The well dressed woman studies her type and her coloring, just as she studies the gown she wears. She chooses only the hues that are flattering, lines that give grace to her figure, and details that best express her personality.

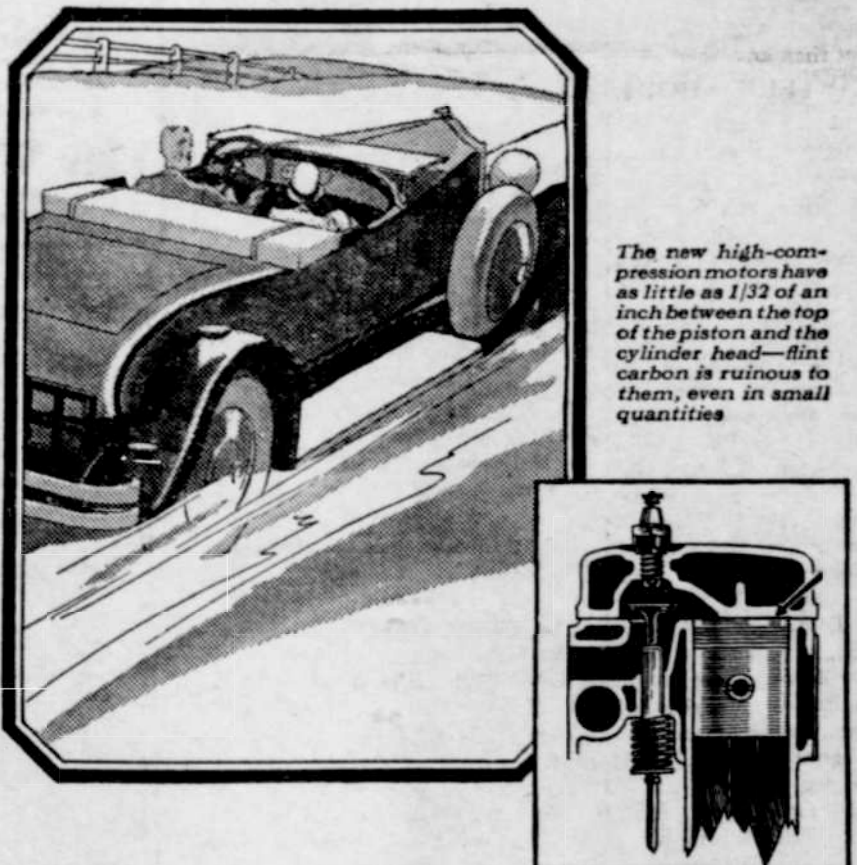
The days when women were dependent entirely on the saleswoman are gone forever. Thanks to a brilliant stylist of New York City, Miss Marie Dunn of L. Mittleman & Company, a scientific analysis of the feminine figure with special reference to the couturier's needs has been made. If you would like a chart of how to ascertain your correct size, one will be sent to you gratis if you will write Miss Dunn. Frocks, especially those of the inexpensive type, are now standardized in sizing according to her true-fit system. Regular and intermediate sizes from 14 to 48 are covered by this novel plan.

Certainly this idea will revolutionize the art of dress manufacture. After all, a definite knowledge of one's size is money in one's pocket. Do you know your size? Is yours a standard size or do you belong in the category of in-betweeners termed intermediate?

These two smart and inexpensive frocks exemplifying the spirit of the new mode, designed and cut according to true-fit or regular and intermediate sizes, insure a perfect fit without alterations.



Older motors with big piston clearance could stand lots of carbon



The new high-compression motors have as little as 1/32 of an inch between the top of the piston and the cylinder head—flint carbon is ruinous to them, even in small quantities

A handful of flint carbon . . .
and only 1/32 of an inch to put it in



Not only does Shell Motor Oil form 2/3 less carbon—the little it does form is soft, soot-like, a kind that blows easily away

You've probably seen mechanics working on one of the older type motors—scraping layers of carbon off the piston heads—a big handful of it from one motor!

But the newer engines could never stand such carbon deposits. Some of them have only the thickness of a knife blade between piston and cylinder head—no room at all for carbon.

What causes carbon?

The carbon that builds up in your motor comes from burned oil. And it is a strange fact that often the highest priced lubricants will give you large quantities of gritty, hard carbon.

In spite of all this it is easy now to avoid car-

bon-forming oils. For science has perfected one oil that is vitally different.

Only a little soft soot

Shell Motor Oil, the result of a new refining process, forms less than one-third the carbon of even the costliest oils; no hard carbon, only a little soot that blows easily away through the exhaust.

Its lubricant value is far greater than old type oils. Careful refining leaves all its "body" intact ready to resist even the most violent changes in temperature.

Insist on Shell Motor Oil every time you buy. It is almost a necessity in today's motors.

SHELL MOTOR OIL

Shell 400, the new "dry" gas that burns cleanly and keeps out of the crankcase, is the ideal running mate for Shell Motor Oil. Even Shell Motor Oil can be ruined by "thinning" with a "wet" gas