

ALWAYS ASK FOR WILLS'S



Do not imagine that all the Wills's Gold Flake Cigarettes which are smoked end only in smoke. Many are offered and accepted between man and man—no cigarette more so—and these, forming the stuff out of which consideration is shown and courtesy is done, end not in smoke but in fellowship.

Wills's
GOLD FLAKE
CIGARETTES
10 for 6d

F. A. MARTEAU

ENGLISCHE ZIGARETTENINSERATE BRITISH CIGARETTE ADVERTISEMENTS

UNTER den ständigen Zeitungsinserenten Englands nehmen die Zigarettenfabriken eine führende Stellung ein.

Ihre Plakatreklame ist absolut unerheblich und kaum erwähnenswert. Die »Imperial Tobacco Company« hat für ihre Marke »Wills« zwei künstlerisch gute Plakate herausgebracht. Sie stammen von Septimus Scott und zeigen die Köpfe von Sir Francis Drake and Raleigh. Da diese beiden Männer aber für das Volksempfinden unmöglich irgendwie im Zusammenhange mit Zigarettenrauchen stehen können, muß man die Plakate trotz ihrer künstlerischen Qualitäten reklametechnisch wir-

AMONG the most constant newspaper advertisers, cigarette manufacturers occupy a prominent position.

Their poster publicity is almost negligible and that little which has been done is far from remarkable. The Imperial Tobacco Company has issued for its Wills brand, two beautiful posters — as far as technique is concerned — signed by Septimus Scott, giving the head of Drake and Raleigh. But both these men are so far in the public mind of the subject of cigarette smoking, that for all their artistic qualities they can not be called commercially efficient.