



Künstler  
Artist MANSBRIDGE

## PLUS A LITTLE SOMETHING SOME OTHERS HAVEN'T GOT! ZÉRO, London

We may cite J. L. Beddington, the advertising manager of the Shell-Mex Co., in London as one of the most courageous and capable pioneers of what we call art in advertising. It is just as correct to say of him that he is a cool and calculating business man.

It is the task of these few lines to show that these two souls in one body are necessary in order to create something unusual, something which is therefore likely to succeed.

In the first place, Beddington knows exactly how to get sales for petrol and oil. Before he was entrusted with his present field of action, about five years ago, he was acting for the same concern in China.

It seems that people who have an exact knowledge of their product and who take a serious and open-eyed interest in refined crude oil, refuse to consider primitive methods of propaganda. It is really remarkable what a tremendous factor in all our lives this product has come to be in such a short time. It is a matter of indifference whether we ourselves have a car or not.

Letters, doctors and sweethearts reach us with its help. It is the blood that pulses through the never-ending snake of traffic along the roads of the world . . . it brings books, starched shirts and