

must remember to place them in imagination against their proper background. This is particularly important in this case, because the idea of never setting these posters in the landscape is in itself a strong piece of propaganda. Like many other good things, this should be a matter of course for every firm which has anything to do with automobiles. But like so many other things which should be matters of course, it appears to most people neither matter of course nor even desirable.

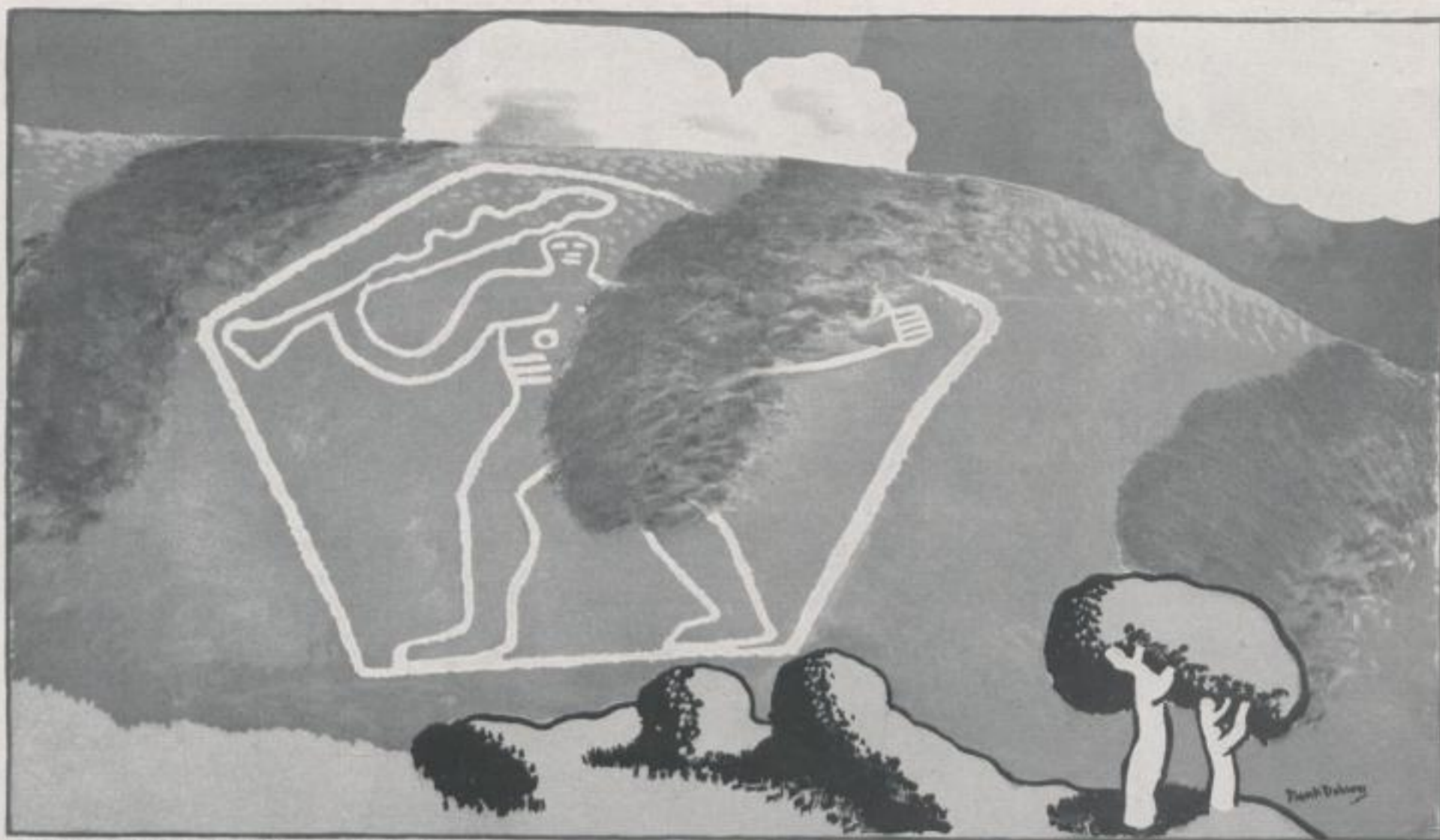
Even the most beautiful poster can spoil the view unless it is set up with a great deal of tact and understanding. Only very few contemplative and eccentric travellers journey among green fields in order to be reminded of the hoardings they have just left behind. The landscape of the British Isles is free of Shell posters and instead of these we have a series of beautiful photos of still more beautiful trees, lanes, inns and old mills with the pleasant caption: we don't put posters in places like this.

Maler FRANK DOBSON Artist

Inserat

E. McKNIGHT KAUFFER

Advertisement



THE GIANT. CERNE ABBAS

**SEE BRITAIN FIRST ON SHELL**