

lively journals of Lord Beaverbrook. The small man who pilots an Austin must be reached just as surely as the lord who drives a Rolls-Royce. They are both open to the appeal of humour. Here we have a wide field. Millions of pounds may divide them: „That's Shell, that was!“ appealed to them all.

Whereas one series was devoted to explaining the meaning of the mysterious symbols TEL (Tetra Ethyl Lead) another parallel series calmed the simple mind with a piece of sheer impudence: “Do you read Shell Ads.?” “No, they are too highbrow for me, but that doesn't prevent me using their combustion oils.” In juxtaposition to a good and boresome news paragraph they affect one like a caviare sandwich next a plate of cabbage.

First come McKnight Kauffer's advertisements for “Pull”—among the artistically strongest and most original work he ever did for

Inserat

Advertisement

Entwurf REX WHISTLER Design

(Warum gibt's noch kein Sommer-Shell? — Ab 1. Mai überall zu haben!)



Maler Artist BRYNHILD PARKER

EVERYWHERE YOU GO



THE QUAY - APPLEDORE

BRYNHILD PARKER

YOU CAN BE SURE OF SHELL