

Shell. Then come the splendid "B P Plus" ads. And the "People to whom we cannot sell". Ideas, caricatures, photos—how vital and joyous it all is. How fresh the brains must be that evolve such things.

This is propaganda which never goes joking and romping past the essential points. The whole orchestra plays. New melodies? Yes. Every day. Soloists? Yes. But the rest of the music is always ready in the background.

How does one make propaganda? The answer is as old as the hills: one uses one's personality. Since that has been recognised, or rather, again recognized, wise manufacturers have put artists to work. They are the plus which the others haven't got.

Here we have a man who uses his personality and knows how it should be done. That is why his road to success was rapid and in line with economics.

Trans. by E. T. Scheffauer

Maler
Artist GRAHAM SUTHERLAND

Foto: EDGAR WARD

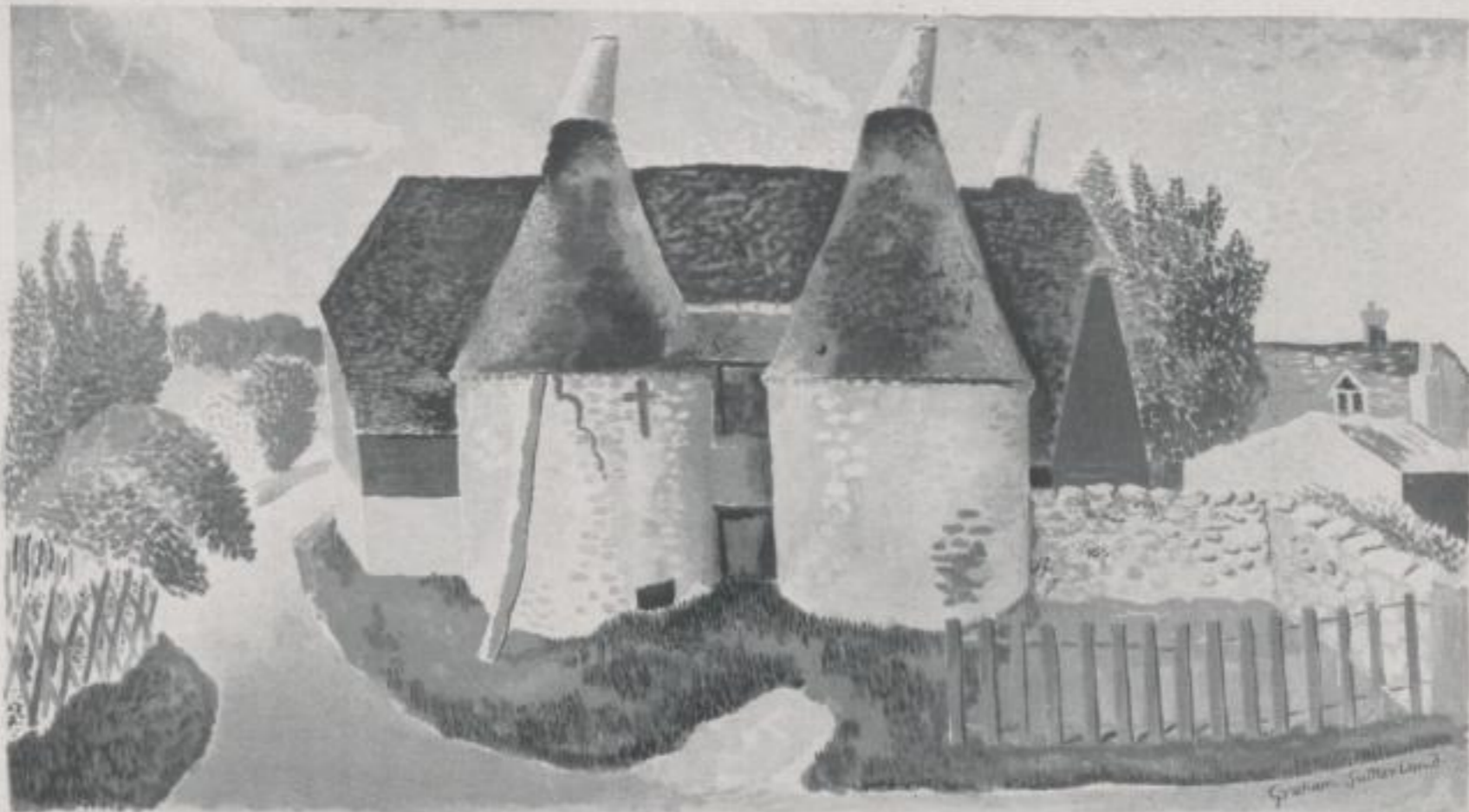
(An solchen Plätzen plakatieren wir nicht)

PRESERVATION OF THE COUNTRYSIDE



THE PROPRIETORS OF SHELL DO NOT
ADVERTISE THEIR PETROL IN
PLACES LIKE THIS

EVERYWHERE YOU GO



NR LEEDS, KENT

BY GRAHAM SUTHERLAND

YOU CAN BE SURE OF SHELL