

erwecken? Und das kann, oft viel besser als jedes trockene, sachliche Angebot, mag es gebrauchsgraphisch und textlich noch so vollkommen sein, der Humor. Allerdings ist der Humor ein heikles und glitschiges Feld. Seine Grenzen sind schwer abzustecken, und in aller Welt herrschen die verschiedensten Ansichten, wann man lachen und über was man sich freuen soll, ja, was Humor eigentlich überhaupt sei. Diesem Problem können wir hier nicht nachgehen. Es gehört in eine andere Fakultät. Aber wir können uns darauf einigen, daß beispielsweise

however perfect the graphic artistry or the text may be. Humour is, to be sure, a tricky and difficult subject. Its borders are hard to define. Everywhere the most varied opinions are to be found as to when one should laugh and over what, and in fact what the exact nature of humour really is.

This question cannot be considered here. It belongs to another field. We can, however, agree that the English, for example, have long been recognised as possessing a sense of humour, although occasionally the deep meaning

Entwurf und Agentur

REGENT ADVERTISING SERVICE Ltd.

Design and Agency

Which is the boy?



Do you please you would think they were all girls. Look again and you will see that the one on the left is a boy.

Parents find the answer, but Shell has a distinction which is equally recommended to you.

You can be sure of SHELL

In dem Bestreben, zwischen den durchweg sehr modernen anderen englischen Anzeigen aufzufallen, ließ SHELL MEX den Stil von 1890 wieder aufleben, aber . . . (s. S. 8)

Endeavouring to stand out from the very modern type of British advertising, SHELL MEX suddenly revived the style of 1890, but . . . (s. page 9)

She's a hiker...



This girl would be a good walker, if only her clothes would let her. Some petrobs suffer from the same handicap; they've got the essential power but not in a form in which it is most effective in the high-compression engine.

Shell, on the other hand, a really good petrol mark, will more readily let the modern car by the new 'so-forming' process.

YOU CAN BE SURE OF SHELL

She can swim, but...



Sometimes it seems almost improper for a girl to go bathing in a dress like this. It's rather like putting ordinary petrol into a modern car—it works, but not to the best advantage.

Put Shell in, and you see at once how the 'so-forming' process has made all the difference—it works, and how it works!

YOU CAN BE SURE OF SHELL

"Unaccustomed as we are..."



Shell would be built equally with more beauty. Lately, however, some of the reforms which Shell gives to each good motorist has even gone to maintaining. Because in this change which is being made all the corresponding changes in motor— and it takes a lot of credit to explain why.

WHAT HAS HAPPENED TO ENGINES? Engines, making more power from the same size motor, have become compression ratios— better explained by fitting of a motor which gives out more power the more it is compressed.

WHY ORDINARY PETROL IS UNSUITABLE. Increased cylinder pressure in modern engines causes ordinary petrol to explode too soon, producing "pinking" and loss of power. This is because the amount of hydrogen and carbon, of which all petrol consists, like the form of long chains, in which hydrogen and carbon are united and longed with the oxygen supplied by the air from the atmosphere.

WHY SHELL IS SO GOOD IN THE MODERN CAR. Shell has overcome the trouble of using more petrol in modern engines and so now "so-forming" process which rearranges the atoms into groups. In this process hydrogen and carbon unite with the oxygen— this combination is controlled and "so-forming" process. The result is a motor running better still— not so much of oil and good quality of pure petrol.

YOU CAN BE SURE OF SHELL

Good..but unsuitable



You have only to watch these ladies getting into a car to know that they are not quite suited to modern conditions. Some petrobs are like that too. But put Shell into a modern car and you will at once see how the "so-forming" process has made it exactly right.

YOU CAN BE SURE OF SHELL