

TIMES CHANGE

-so does SHELL

Shell has always been a progressive spirit. It began in 1864 as such as it is known by 1937. Because there have been a big difference made up of invention and improvements, each of them, one made themselves in better designs and another. It is the National, you see in 1937 you will find that Shell will be different from the Shell you know in 1937 with better design.

YOU CAN BE SURE OF SHELL

es change-so does Shell

Shell has always been a progressive spirit. It began in 1864 as such as it is known by 1937. Because there have been a big difference made up of invention and improvements, each of them, one made themselves in better designs and another. It is the National, you see in 1937 you will find that Shell will be different from the Shell you know in 1937 with better design.

YOU CAN BE SURE OF SHELL

Times change... so does SHELL

Shell has always been a progressive spirit. It began in 1864 as such as it is known by 1937. Because there have been a big difference made up of invention and improvements, each of them, one made themselves in better designs and another. It is the National, you see in 1937 you will find that Shell will be different from the Shell you know in 1937 with better design.

YOU CAN BE SURE OF SHELL

Entwurf und Agentur
REGENT ADVERTISING
SERVICE Ltd.

Zeichnungen
BRIAN ROBB

TIMES CHANGE

-so does SHELL

Shell has always been a progressive spirit. It began in 1864 as such as it is known by 1937. Because there have been a big difference made up of invention and improvements, each of them, one made themselves in better designs and another. It is the National, you see in 1937 you will find that Shell will be different from the Shell you know in 1937 with better design.

YOU CAN BE SURE OF SHELL

TIMES CHANGE

SO DOES SHELL

Times don't half change, do they? Every year Shell is a bit different from what it was the year before. 1907 Shell would be no good in a 1937 car. But 1937 Shell suits your car perfectly, because it is continually adapting itself to every development in engine design.

YOU CAN BE SURE OF SHELL

(fortgesetzt von Seite 6)

die Idee, den Stil der Jahrhundertende wieder aufleben zu lassen, und am Gegensatz von gestern und heute die gewaltige Verbesserung von Shell zu zeigen, wurde erst ein Erfolg, als man mit zeit-kritischem Witz diese Entwicklung nicht nur im Text sondern unmittelbar in der Zeichnung sichtbar werden ließ.

das englische Volk von jeher als humorbegabt gegolten hat, mag uns bisweilen auch der tiefere Sinn beziehungsweise Unsinn dieser und jener „Punch“-Zeichnung verborgen geblieben sein. Andererseits erfreut sich die englische Werbung eines Rufes von Fortschrittlichkeit. Was zu der Frage führt, wie wohl das Zusammentreffen beider Erscheinungen, nämlich humoristische englische Werbung, beschaffen sei, was sie wirksam mache und auszeichne.