

or lack of meaning in the drawings in "Punch" may be lost upon us. In addition to this, English advertising has a reputation for progress. This leads us to the question of what is the nature of the amalgamation of these two phenomena—resulting in British humorous advertising—what makes it effective and what gives it its special quality.

We have before us, in these pages, a collection of the best examples of recent times. Many of

(continued from page 6)

the idea of reviving the Victorian style to demonstrate the enormous improvement of Shell by contrasting yesterday and to-day, only became a success when, with pointed wit, this development was not only mentioned in the copy, but made visible at first glance in the drawings.

TIMES CHANGE — SO DOES SHELL

Shell is an unchanging name for an ever-changing petrol. Like the British people it adapts itself to changing conditions, not by revolutions, but by an ordered program which never ceases. When your father asked for Shell he got the best petrol then available; today when you mention the same name at your garage you get a very different petrol — the best for today's car. **YOU CAN BE SURE OF SHELL**

ARE YOU GOING TO
Berks, Bucks, Cornwall, Derbyshire, Devon, Dorset, Hants, Kent, Somerset or Wiltshire?
If so, take a **SHELL GUIDEBOOK**; at all Booksellers 2/6 each

Times change --- so does SHELL.

"We must move with the times, you know..." How often said and how seldom acted upon! For over thirty years Shell has moved with the times, constantly adapting itself to the ever more exacting demands of motor engines. Shell progresses by steady evolution, and can justly claim to be the petrol of the past, the present, and the future.

YOU CAN BE SURE OF SHELL

Design and Agency
REGENT ADVERTISING
SERVICE Ltd.

Drawings
BRIAN ROBB

Times change so does Shell

Efficient shells are used to produce the same end. Modern oils need a different fuel base than used in the early days of motoring. And yet, in thirty years ago Shell was considered the best and most up-to-date motor spirit, as today it still has the reputation for reason of the constant changes that are made to suit the development of the motor's engine.

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