

THE MAN WHO COUGHED
AS THE COLONEL SIGHTED HIS FIRST GROUSE



He wasn't smoking **KENSITAS!**

Smoking's one of the few simple, inexpensive pleasures left in an overcrowded world. Why let coughing and throat irritation spoil it?

KENSITAS, the mild cigarette, can't irritate your throat. Every one is made from *Carbery* mild tobacco only, and THE KENSITAS PRIVATE PROCESS removes certain harsh irritants found in all tobaccos. KENSITAS, as you'll find, have a delightfully full, mellow flavour, completely satisfying.

Smoke KENSITAS, and your smoking will be a pleasure, without throat-irritation or cough. For KENSITAS are made one way only—MILD.



**Not a cough in a
KENSITAS!**

The mild cigarette that satisfies

Humoristische Anzeigen für Zigaretten
Entwurf und Agentur: LORD & THOMAS Ltd.
Zeichnungen H. M. BATEMAN

Auf diesen Seiten haben wir eine Sammlung bester Beispiele aus der letzten Zeit vor uns. Viele sprechen ganz für sich selbst. Die Plakate für Guinness, für die P & O-Linie, bedürfen, wie auch die Guinness-Anzeigen, keines Kommentars. Ihre schlagende, witzige Unmittelbarkeit könnte eigentlich auf die Begleittexte, deren meisterhafte Kürze dennoch auffällt, ganz verzichten. Auch der große Humorist Fougasse begegnet uns hier wieder. Mit rettungsloser Naivität zieht sein die Autokurbel schwingendes, bedecktes Männlein durch die ganze Welt, die Autofirma University Motors suchend, um sie zuletzt in nächster Nähe zu finden. Technisch ist dabei die Verbindung von Zeichnung und Foto effektiv.

Die Herren Jack Beddington und G. V. Nye von Shell überraschen ebenfalls wieder einmal (taten sie je etwas anderes?) mit einer ungewöhnlichen und ungewöhnlich erfolgreichen Anzeigenidee. An sich hat die englische Shell-Werbung stets noch die Diskussion der Öffentlichkeit oder gar

them speak for themselves. The posters for Guinness, for the P. & O. Line, and also the Guinness advertisements need no comment. Their striking, witty directness could entirely dispense with the accompanying text, which is nevertheless remarkable for its masterly brevity. We also meet the great humorist, Fougasse, once more. His besmudged little fellow wanders through the world with helpless naiveté, swinging a starting handle and searching for University Motors, only to find them in the immediate vicinity. In this the combination of drawing and photo is technically very effective.

Jack Beddington and G. V. Nye of the Shell Company also astonish us once more (have they ever done anything else?) with an unusual and extremely successful advertising idea. English Shell advertising has always sought open discussion by the public or even unconcealed disapproval rather than indifference. Everything had to be new, different, compelling attention. Finally these efforts to reach a high point resulted

Humorous advertisements for cigarettes
Design and Agency: LORD & THOMAS Ltd.
Drawings H. M. BATEMAN

THE SUB-LIEUTENANT WHO COUGHED
ON THE QUARTER DECK



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