

# Testimonial!



I used to smoke any old cigarette but ever since I started smoking Greys I've had just the one kind.

Some say they are the original of this testimonial, because it was actually used to light the first cigarette. So we will never ask you to believe that Greys are any good cigarette - a point which you can easily see for yourself.

**THE Greys CIGARETTES**  
Ten for sixpence

Drawings  
**FRANK FORD**  
TUDOR ART AGENCY Ltd.

important? Is the idea or the text form more essential? Quite the opposite. One need only imagine what would have been left of these enviably good English advertising achievements if it had not been for the commercial graphic artist. Practically nothing. They would have been unthinkable. This says more than any attempt to explain those ever inexplicable expressions of the brush, the crayon and the drawing pen.

Translated by James Caswell

L. Fritz Gruber

# Fie, Fie, Nursie!



"Now it's time for you to make up and smoke your Greys." How we wish we could be in the fashion and renowned Greys cigarette as a reward for your compliance or rather? But, unfortunately, we can't think of a single thing they'll ever. They're really very good cigarettes.

**THE Greys CIGARETTES**  
Ten for sixpence

# Billposter's regrettable lapse



**THE Greys CIGARETTES**  
Ten for sixpence

fischen Ereignissen des Tages die Zeitung nach dem neuesten Inserat von Greys ab. In diesen Zeilen ist von den Zeichnern und ihrer gebrauchsgraphischen Leistung an sich kaum die Rede. Sind sie un- wichtig? Ist der Einfall, ist die textliche Gestaltung wesentlicher? Ganz im Gegenteil. Man braucht sich nur vorzustellen, was von diesen beneidenswert guten englischen Werbeschöpfungen übrig- geblieben wäre ohne den graphischen Künstler. Fast nichts. Sie wären undenkbar. Und das be- sagt mehr als jeder Versuch einer Erklärung dieser doch unerklärlichen Äußerungen des Pinsels, des Stiftes und der Zeichenfeder.

L. Fritz Gruber