

For Immediate Release
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YOU CAN BE SURE OF CHRISTIE'S...

The Shell Poster Collection



Yunge
Shell For Anti-Knock
Lithograph in colours, 1930
Estimate: £800-1,200



Zero (Hans Schleger 1898-1976)
Journalists Use Shell
Lithograph in colours, 1938
Estimate: £1,500-2,000

Vintage Posters including The Shell Poster Collection
Tuesday 11 May 2004 at 1pm

South Kensington – A wonderful collection of posters produced by the Shell oil company form the backbone of Christie's sale of Vintage Posters on 11 May. Comprising 75 lots, the collection is expected to fetch up to £50,000 with individual estimates ranging from £300 to £1,500. The proceeds from the sale of the collection will be donated to the charity 'HAT', The History of Advertising Trust.

Commissioned by Shell during the 1930s, under the charismatic advertising manager Jack Beddington, these colourful posters reflect the nostalgic age of motoring promoting it as a pleasurable activity to be enjoyed by all. Many of the posters carry the ubiquitous strap lines You can be sure of Shell and People prefer Shell, and depict images of people and professions such as motorists, mobile police, explorers, aviators, farmers, scientists and even circus performers. Shell also produced these posters to promote travel to historic sights across Britain.

Prominent modern British artists such as Ben Nicholson, Graham Sutherland, Duncan Grant and Paul Nash designed many of the Shell posters on offer in the Christie's sale. One of the highlights is These Men use Shell, featuring the profile of a Guardsman. Printed in 1938, it carries an estimate of £800-1,200.

Further highlights include:

- *Duncan Grant, Everywhere You Go, St. Ives Huntingdon (estimate: £300-500)*
- *Richard Guyatt (b.1914), These Men Use Shell, Racing Motorists, 1939 (estimate: £1,000-1,500)*
- *Charles Shaw (1892-1974), Smokers Prefer Shell, 1936 (estimate: £700-900)*
- *John Armstrong (1893-1973), Theatre-Goers Use Shell, 1938 (estimate: £800-1,200)*
- *Cathleen S. Mann [Marchioness of Queensbury], Film Stars Use Shell (estimate: £800-£1,200)*

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*Images available on request
Visit Christie's at www.christies.com*

Note to Editors:

'HAT' [The History of Advertising Trust] – the 'HAT' archive holds the history of U.K. advertising from 1880 onwards.