To the initiative of Imperial Chemical Industries, the great British chemical corporation, is due an interesting experiment in modern advertising. Inspired by Mr. Sidney Ringer, chief of I.C.I. publicity since 1937, leading British artists and I.C.I. scientists combined in creating a new type of advertisement. Planning and production were in the hands of Clifford Martin, Advertising Agency.

The salient features of the publicity campaign which I.C.I. launched at the end of 1940 and have since developed, lay, first, in the nature of its appeal and, secondly, in the way it has been carried out. Passing deliberately over the head of the man in the street, I.C.I. decided to confine their approach to the small section of educated opinion which in any community guides the views of the remainder. Selecting the more serious daily and weekly papers, it embarked on a policy of advertising which might best be termed “instructional”. The aim was to appeal to the reader’s intelligence rather than to his emotions. He was to be given information about the activities, personalities and equipment of the British chemical industry in a form that would make him sit up and think.

Overseas, this type of advertising was held to be valuable, as better organized and more energetic propaganda from Germany and the U.S.A. had created the false impression that these two countries were the source of all modern scientific improvements. It was high time for British achievements in this field to be made known.

The first series of advertisements was called Aspects of an Industry and dealt with the service performed by the chemical industry in assisting other industries, including agriculture. The second series, entitled Services of