



The Advertising Standards Authority Limited
2 Torrington Place London WC1E 7HW Telephone 0171-580 5555 Fax 0171-631 3051
Internet: <http://www.asa.org.uk>

Mr John Donovan
Maplebank
Ixxer Lane
Bradfield Combust
Suffolk
IP30 OLR

Please Quote: A98-01418/FL/yd

16 February 1998

Dear Mr Donovan

"SHELL" TRANSPORT & TRADING COMPANY PLC

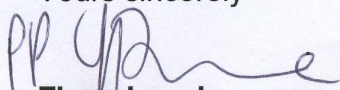
Thank you for your letter of 11 February 1998.

The ASA is responsible for ensuring that advertisements comply with the British Codes of Advertising and Sales Promotion, and one of our functions is to investigate complaints that advertisements break the Codes.

Regrettably, we are unable to pursue your complaint because the leaflets in question are not considered by us to be advertising for the purposes of our Codes. We can only suggest you take up the matter with Shell direct.

We are sorry not to have been able to help you but we hope that you will find this information useful.

Yours sincerely


Fiona Lawrie

Faint, mirrored text from the reverse side of the paper, including phrases like 'to investigate complaints that advertisements break the Codes'.