

Pinch  
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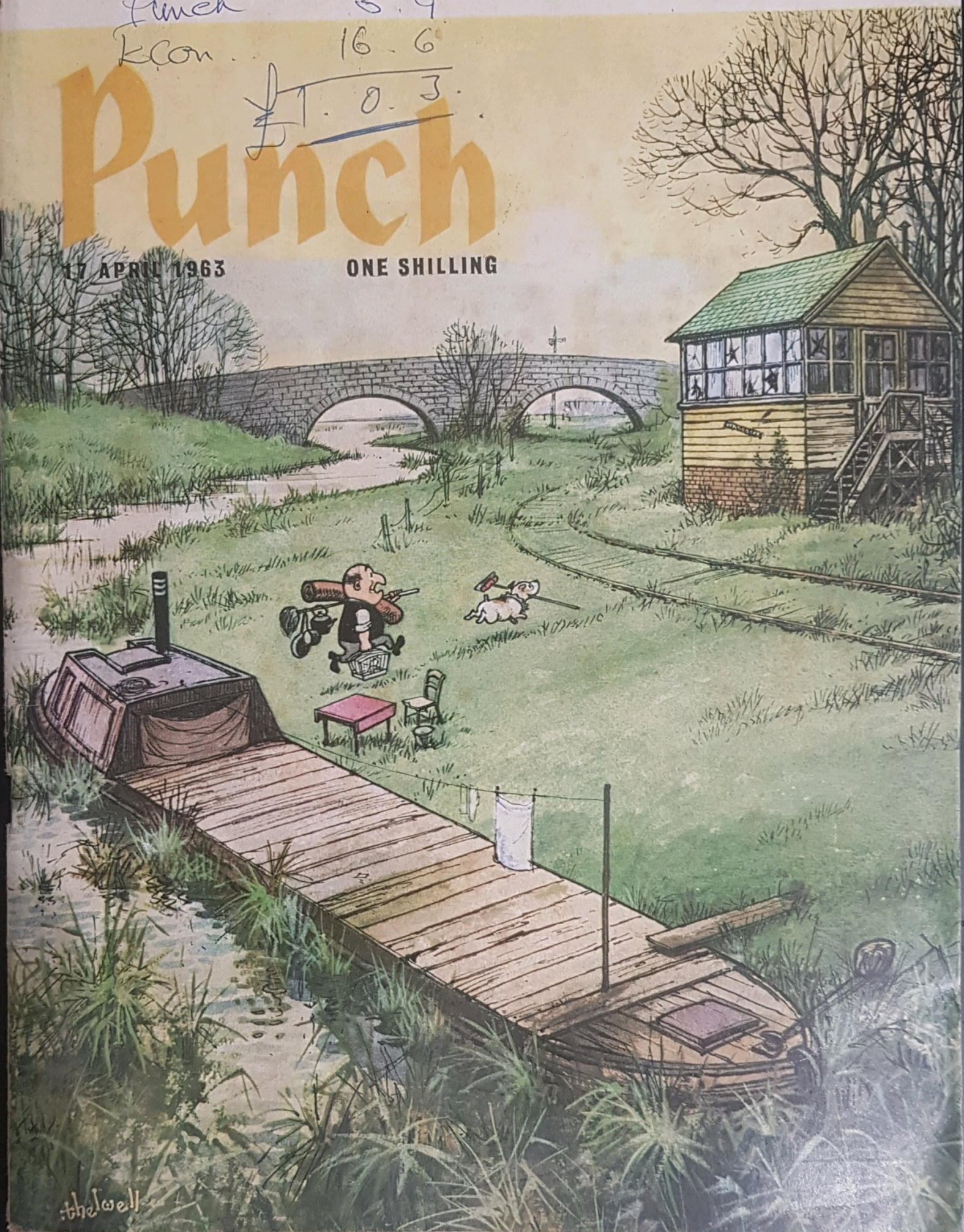
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The Kennedy Image—Denis Brogan

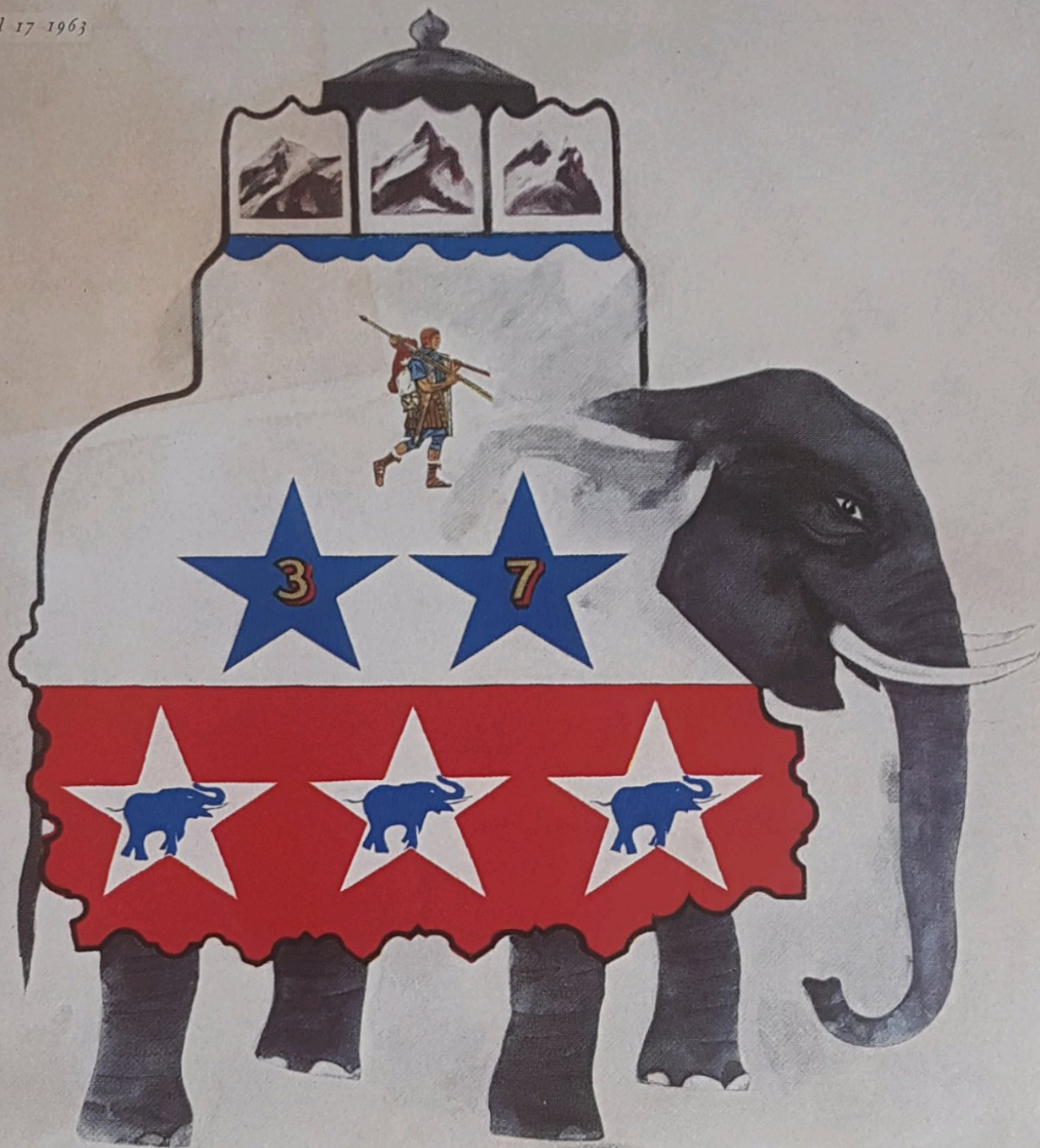
# Punch

17 APRIL 1963

ONE SHILLING







'Hannibal' by Peter Phillips, painter and participant in 'Monitor'. In the British 'pop art school'—an ingenious mixture of Hannibal's historical 37 elephants and the elephant-and-castle Victorian parlour game.

## JOURNEY UNFORGETTABLE (BP)

**E**lephants, they say, never forget. Pretty inconvenient sometimes. How would you like to remember crossing the Alps?

All that pushing. And shoving. And those rocks.

Bet they wore badges marked I Hate Hannibal. And it wasn't only elephantine affection that Hannibal lost. Between Ebro and the Po, crossing probably the Mont Genève pass, he is said to have mislaid more than 50,000 men!

Quite a trip.

But, of course, done in the wicked days — BP. Before Petrol.

★ Today, crossing the Alps is easier. Climbing from the Route Annibal, your car shouldn't lose even a single horsepower let alone several thousands of cavalry; and BP stands for everything that's good in travel.  
★ Test that out with the products and the service you'll find at any BP station — they're thick as legions in Italy.  
★ They're quite thick on the ground in Britain too!



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