



A. v a n A N R O O Y

forcefully underlined. Mr. Bateman was commissioned for the poster and did excellently.

The greatest care is taken when letterpress posters are issued or when a lot of copy enters into the pictorial poster.

Experiments have proved "pure roman" lettering to be the most visible and it is used continually in its different variations.

#### *Conclusion*

It is generally agreed that the British railway companies are served wonderfully well by their advertising.

The basic idea behind all promotion matter is to induce travel by the simple process of showing the beauty or the pleasure which such journeys will allow to enjoy. The broadminded manner in which this policy is carried out is underlined by

the fact that the two companies who serve the Continent (the L.N.E.R. and the S.R.) constantly advertise, and this most effectively, Continental cities and resorts. Holland, France, Germany and Belgium are the chief beneficiaries of this policy and some of the most beautiful posters show sights, executed in masterly fashion of Continental towns.

No branch of British activities has had a more salutary influence on the progress of poster art and technique than the transport industry, and the campaigns we have just examined together as well as the advertising of the London Underground studied a few months ago in this publication, will, I feel sure, make this clear.

And, bearing in mind the high standard of British poster art, this is no mean compliment.