



Posters for London and North Eastern Railway

T O M P U R V I S

of tradition. He submits to experiments in advertising only when they have progressed, so to speak, beyond the laboratory stage. The foreign observer thus has the impression of a very strong mutual bond between the intellectual and the economic aspects of life, a bond secured and deepened by the past. In short, we are once more presented with that familiar aspect of English society, its adherence to tradition, both intellectual and social. All creative energies work together voluntarily in the same direction, without feeling themselves hampered or constrained.

Seen from an international point of view, it seems to me necessary to preface a consideration of the work of Tom Purvis with such considerations, for, regarded internationally, Tom Purvis appears to us as a typical representative of English advertising art. The dramatic appeal of his pictures does not lie so much in the new artistic conception as in the inward process which they