



Cover-Designs for
"London" Magazine

embody. It is the idea, the impression which contributes to the picture as a whole. All his composition reveal a strong sense of the dramatic. The impressive pictorial treatment is deepened by its intellectual content, and this strengthening is always in the sphere of technical advertising art, the content of the picture is convincing. He creates an atmosphere conducive to business. This applies to everything that Tom Purvis has done, whether it be the posters for railway companies, the cover-designs for the "London Magazine" or the advertisements in the daily press, none of which we were able to reproduce here for technical reasons.

Tom Purvis is a master of advertising art.

Translated by E.T.Scheffauer