



Design

AUSTIN COOPER

ENGLISH RAILWAY POSTERS

BY H. K. FRENZEL

English railway companies occupy a position of their own with regard to their propaganda campaigns. I believe one may say that the most intense traffic propaganda in existence is that made by the united British railways. It is quite certain that companies which make such an extensive

use of propaganda must come across perfectly new arguments, in part quite contrary to those favoured up to the present by other undertakings with similar aims. In America one reads everywhere the command "See America first", in Germany the main propaganda is made for travel in the Fatherland. And now we suddenly find English railway companies advertising German and Austrian cities. When we consider the pictures, we recognize at once that the policy is correct. Only when railway propaganda is bound up with that of spas and seaside resorts it is right to confine it to the home country. If the railway company is doing the advertising alone, the far-off goal must be the most natural advertising argument. The different series of posters are intended to appeal to the most various classes of the travelling public. Thus we reproduce here a number of posters from designs by Austin Cooper, especially directed to the musically inclined and encouraging them to visit the birthplaces of great German and Austrian composers. Other poster-pictures invite one to visit the Dutch tulip fields in bloom and naturally France with Paris and its southerly seaside resorts takes up a great deal of space in this traffic propaganda.

