



Design

A U S T I N C O O P E R

Especially effective are the posters drawn by Fred Taylor for Heidelberg and the Rhine. They are really just as romantic as one always imagines a holiday goal should be.

Of course a railway company cannot restrict itself entirely to the public who want to do the "grand tour", but must

also make propaganda to attract the traveller who must look at both sides of a sixpence. Tom Purvis depicts for him the beauties of his native coast. Frank Newbould portrays the types that frequent these resorts and finally it is made clear to the motorist that for long distances one can still ride more comfortably and conveniently by train.

Press advertising campaigns are naturally carried on parallel to this poster propaganda. In fact, every possible means of argument is tried in turn, and the most important and essential point is that a sufficient number of effective arguments appear in the right places to create an atmosphere in which travel in general at home and abroad appears as an end devoutly to be wished.

Translated by E. T. Scheffauer