



Ausstellungsplakat und Umschlag für den Katalog  
 Exhibition Poster and Cover Design of the Catalogue  
 Entwurf E. McKNIGHT KAUFFER Design

book to success wanders as catalogue cover through the halls in the hands of thousands of visitors.

In front of a real little cottage waits a patient line; it is the "Advertisers' House". From the paint with which it is painted down to the reading-lamp, from head to foot, from whisky to wireless, from the mayonnaise to the bath-tub—everything in the house is somebody's patent.

We wander on. Names blazon themselves on our retina: Canada, India, South Africa, Australia—the whole great Empire.

The friends of quiet, contemplative buying will leave the "1950 shop" with a thought-puckered brow. More objective people will come out enthusiastic and laden with a big parcel. You enter (in the year 1950) and become a rolling automatic buyer. Things pile up on your tray, cigarettes, toothpaste, rice pudding, iodine and jam. Thirty great agencies have designed wrappings which are economical, simple in form and colour and above all, adapted to their purpose.

As a last touch—in front of the cash desk—roses in cellophan! Will they send us mournful glances in the year 1950... these tender girls in uniform?

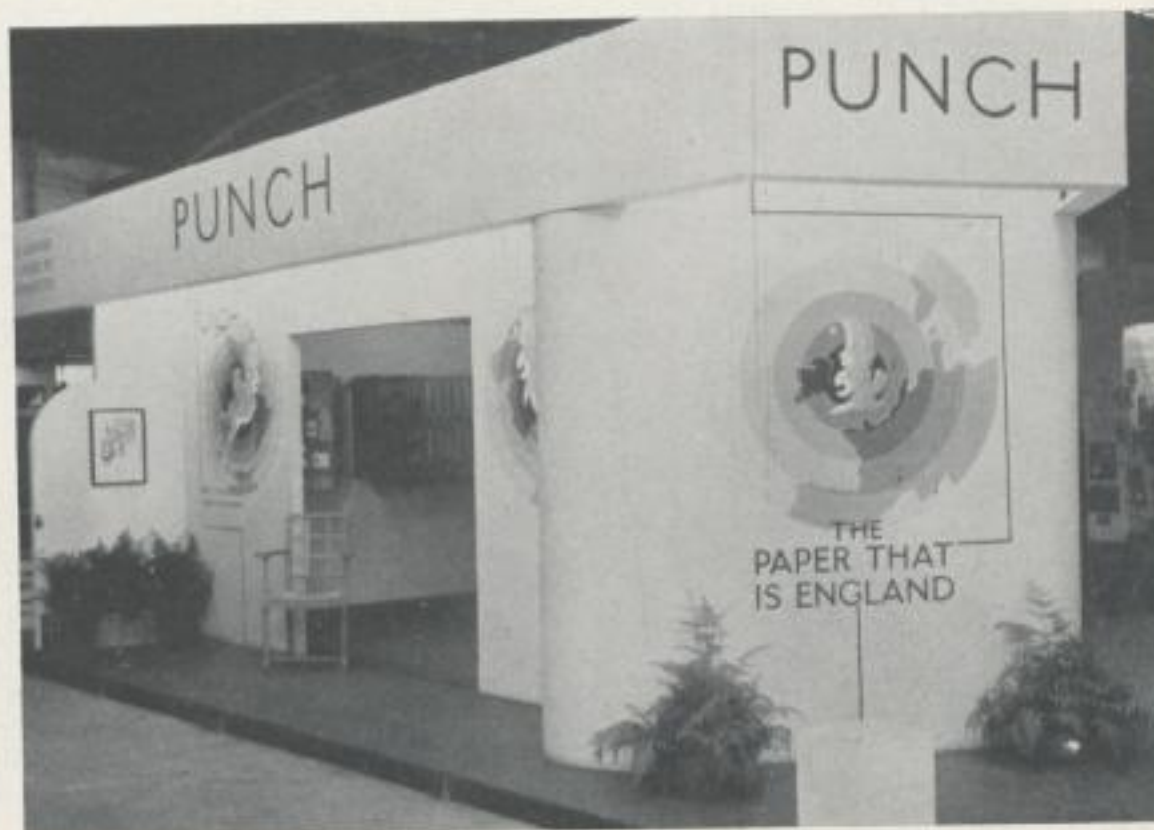
### THE OLYMPIANS

The "Society of Industrial Artists" has a special show of posters, advertisements, book covers, wrappings, etc. Down in the exhibition hall itself there is a department containing, in the main, foreign work. The British designs are in the upper hall.

It is agreeable to wander about. We find a mass of talent and successful efforts towards expression. The realistic work of world-famous artists is cheek by jowl with



W. S. Crawford's exhibit showed the adventures of Mr. Industry in Relief. Designed by Martha Harris. A very original idea. Almost without colour and therefore restful to the eye and yet striking



Stand des „Punch“ Exhibition Stall  
 Dekoration LEE-ELLIOT Decoration  
 Foto: Studio Sun