



**BRACING  
EAST  
ANGLIA  
TRAVEL  
LNER**

In the preface to the Exhibition catalogue, Major Astor said: "The exhibition constitutes a carefully marshalled review of forces which are indispensable to British or Dominion producers in their campaign against world depression. It is, too, a register of modern progress in the services it displays and, as near as may be, a living picture of them as they are."

Sir William Crawford said: "Britain must be protected. This exhibition is an example of the faith and new energy which has become evident in British life ... this exhibition has been conceived and organised to give at this time the kindling touch to new enterprise in trade and market-making through the power of advertising."

All the papers did their best to help. The Exhibition also published its own daily newspaper, the "Daily Review". It was got up from A to Z in the exhibition. Producer: F. P. Bishop. Editor: H. C. Ferraby. The most sacred editorial precincts were common property. The visitor might also watch the Monotype machine at work and peep over the shoulder of the Sun Engraving Co., making clichés.

Eisenbahnplakat Railway Poster  
Entwurf TOM PURVIS Design

Page 31, Line 12  
For „protected“  
read projected

Broschüre mit der neuen Schutzmarke  
London Passenger Transport Board  
Booklet with new Trade Mark

