









Auffälligkeit, Sinnfälligkeit und Schönheit, das sind die drei Punkte, nach denen man fast jede Werbedrucksache bewerten kann. Und gehen wir bei der Betrachtung des Werbematerials der Imperial Airways von diesen Gesichtspunkten aus, so stellen wir fest, daß die Auffälligkeit überall vorhanden ist, häufig sogar so stark, daß die Sinnfälligkeit etwas zu kurz kommt; aber schön sind sie in irgendeiner Form alle und führen die drei Werbeargumente Sicherheit, Schnelligkeit und Reiseromantik recht gut zum Ziel.

H. K. F.

IMPERIAL

Why you should
FLY by
IMPERIAL AIRWAYS

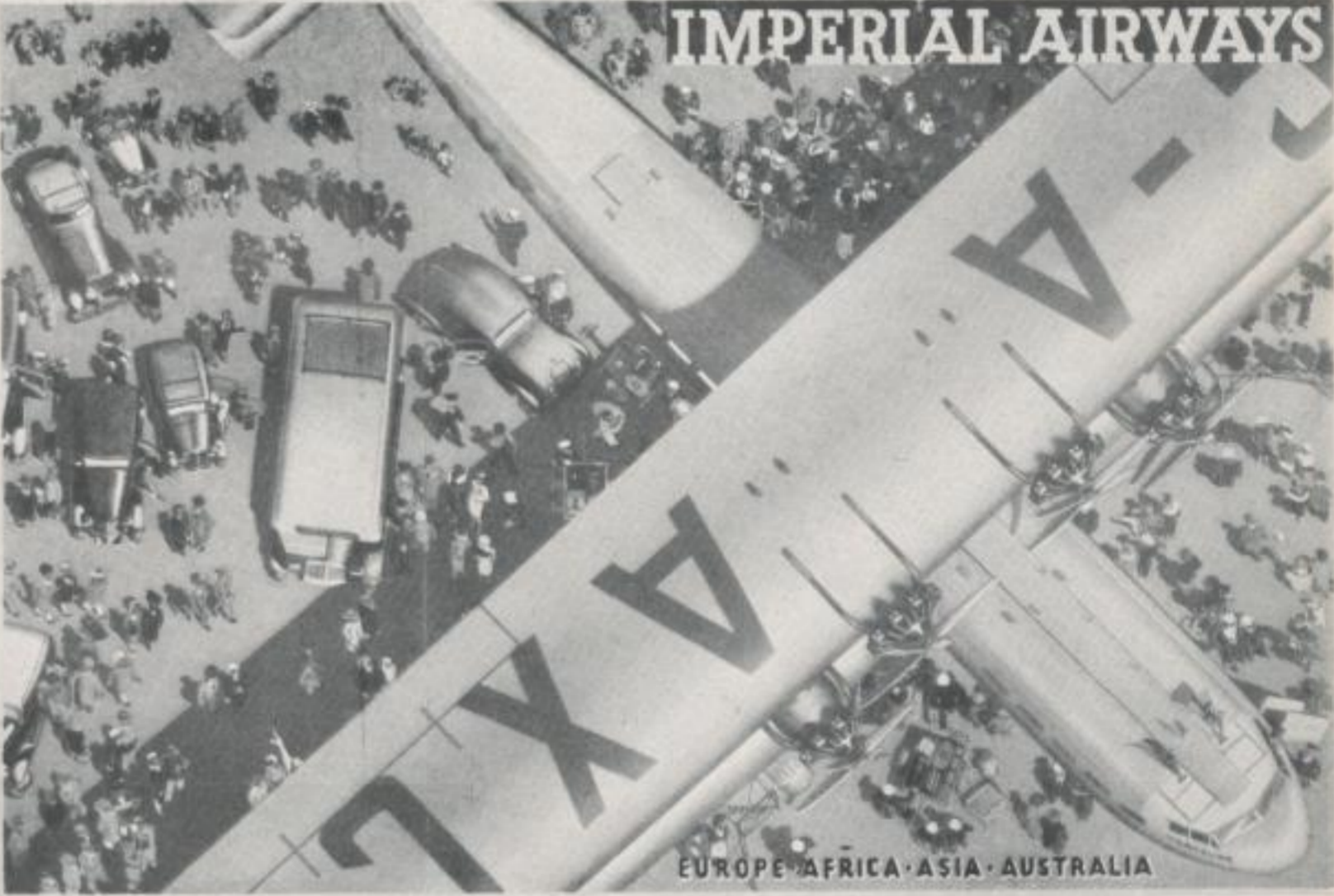


-  **BECAUSE**—Imperial Airways gives you the security of the Empire in all the air lines used on its regular services.
-  **BECAUSE**—Imperial Airways gives you the largest and most luxurious aircraft in the world, with particular care taken in the fitting of the finest single luggage compartments in their own standard and regulated construction in the planes but plenty of space for comfort and light.
-  **BECAUSE**—you can talk without having your words in the air—no shouting when talking in such an atmosphere.
-  **BECAUSE**—the services to Europe are frequent and convenient. Daily between London and Paris. Weekdays between London, Brussels, Cologne, Zurich, Prague, Vienna, and Budapest and every alternate during the summer between London, Rome and Genoa and in the summer to Lausanne.
-  **BECAUSE**—if you wish to travel through Africa to India, the East and Australia, there are services which will take you more quickly than any other airline and in greater comfort. There are four services a week between London, Cairo and Egypt, two services a week between London and Johannesburg and between London and Calcutta, and one service a week between London and Cape Town and between London and Brisbane.
-  **BECAUSE**—you will find the comfort of the Empire more than really comfortable in Imperial Airways. Each night is spent comfortably on beds and the beds include air ventilation, wash and oil non-oil and no noise.
-  **BECAUSE**—Imperial Airways gives you British standards of air service and you are throughout the vast length of its routes.

THE BRITISH AIR SERVICE IN THE WORLD
London, Bombay, Calcutta, Madras, Rangoon, Singapore, Hong Kong, Canton, Shanghai, Peking, Hankow, Tientsin, Harbin, Moscow, London, Paris, Brussels, Cologne, Zurich, Prague, Vienna, Budapest, Rome, Genoa, Lausanne, Cairo, Egypt, London, Calcutta, Cape Town, Brisbane.

Imperial Airways is a member of the British Overseas Airways Corporation.

YOU CAN BOOK YOUR SEAT THROUGH



AIRWAYS

Attention value, obviousness, beauty are the three points by which almost every advertisement can be judged. If we consider Imperial Airways advertising material from this aspect we find attention value is present everywhere, often indeed so strongly that obviousness comes a little short, but there is beauty in some form or other in them all and they press home the three advertising messages: safety, speed and the romance of travel right well.

Transl. by E. L. W-Williams.