

which manages the whole of London's transport, has two men, Frank Pick and Christian Barman, who have done unique pioneer work in this respect. The courage with which they have ventured to take progressive and sometimes absolutely revolutionary steps has set its mark on the whole of British post-war commercial art, and has become the line of guidance for the advertising world in Great Britain. The tolerance which they have displayed has also set an example to London and spread to other parts of the country. However surprising it may be, the work of these men has made present-day London anything but "narrow-mindedly English". Great experts of other nationalities have also been gladly employed in London or have received commissions from London. Above all it has not been forgotten that the sole aim of the activities of the Publicity Department of London Transport is service to the public. But this service has become twofold, namely not only what has been communicated to the public for their advantage by posters, advertisements and booklets, but also how this was done. Thus educational work has been done for the benefit of the public to an extent which cannot yet be entirely estimated.

Similarly and sometimes even more daring work on a much wider experimental basis was done by the leading men of the Shell-Mex Company, Jack Beddington, John Betjeman and G. V. Nye, whose attempts were frequently humorous but sometimes almost incomprehensible. G. F. Snowden Gamble's work for Imperial Airways is very modern but more reserved and particularly charming typographically, while the Post Office has also produced some very noteworthy results in recent years. W. Buchanan-Taylor's numerous amusing and surprisingly enchanting menu cards and invitation cards also deserve a word of praise for their pleasing variety of ideas and execution.

In the second place attention must be invited to the work of some agencies. The activities of British agencies are not confined to impressing clients and visitors with imposing premises full of lady type-



Plakat für Austin Reed, Agentur Pritchard, Wood

T O M P U R V I S
Entwurf Design

Poster for Austin Reed, Agency Pritchard, Wood