

writers, sending advertisements to the papers or having posters printed. The essential feature, besides the whole commercial management is the planning and creative work done by these firms. Some of them have permanently engaged well-known artists while in other cases commissions are given as occasion arises. In asking Sir William Crawford to write an article for this issue "Advertising Art" has selected him as the most prominent personality representative of all these creative agencies. Further names will be found in the titles below the illustrations in this issue.

But mention must also be made of the few good printing works, for they too do creative work. They are not content with carrying out an order in routine fashion, but take pains to produce the best results. They are proud of their work, and add to the reputation of the best old craftsmanship by their absolute mastery of all modern technical processes. There are not many printing works of this kind in London. In the course of our investigations we were struck by the excellent work done by the firm of Percy Lund Humphries, the Curwen Press, the Baynard Press, and the old-fashioned firm of Waterlow Sons. Finally we come to the names of the great artists who are either British or at least work in London: Tom Purvis, clear, strong and masterly; E. McKnight-Kauffer, the pioneer who is constantly seeking for something new; Fougasse, who is always sparing with his grotesque line-work but lavish with his humour; Ashley, with his dashing, free and ingenious brush-work; Bawden, whose work is always rather uncanny; Barnett Freedman, the experimenting pointillist; Austin Cooper, with his imposing restless cubist work; Paul Nash, whose work is more picturesque; Zéró, German-born and a disciplined adept with ample inspiration; the Czech cartoonist Oscar Berger, unique in the softness but striking effect of his line-work; the Frenchmen Carlu and Cassandre; the photographers Shaw Wildman and Geoffrey Morris; and finally Cecil Beaton, the eccentric photographer, scenic artist and thumbnail illustrator, to name only a few of the brightly coloured stones in the kaleidoscope which gives London colour and stimulus. But this list would be incomplete without a reference to the man who alone makes all this possible, namely the British employer.

# WATNEY'S BROWN ALE



For  
**CENTRAL HEATING**

Entwurf                      Design

E. C A L L I G A N

Stanzplakat für Watney's Braun-Bier

Window card for Watney's Brown Ale