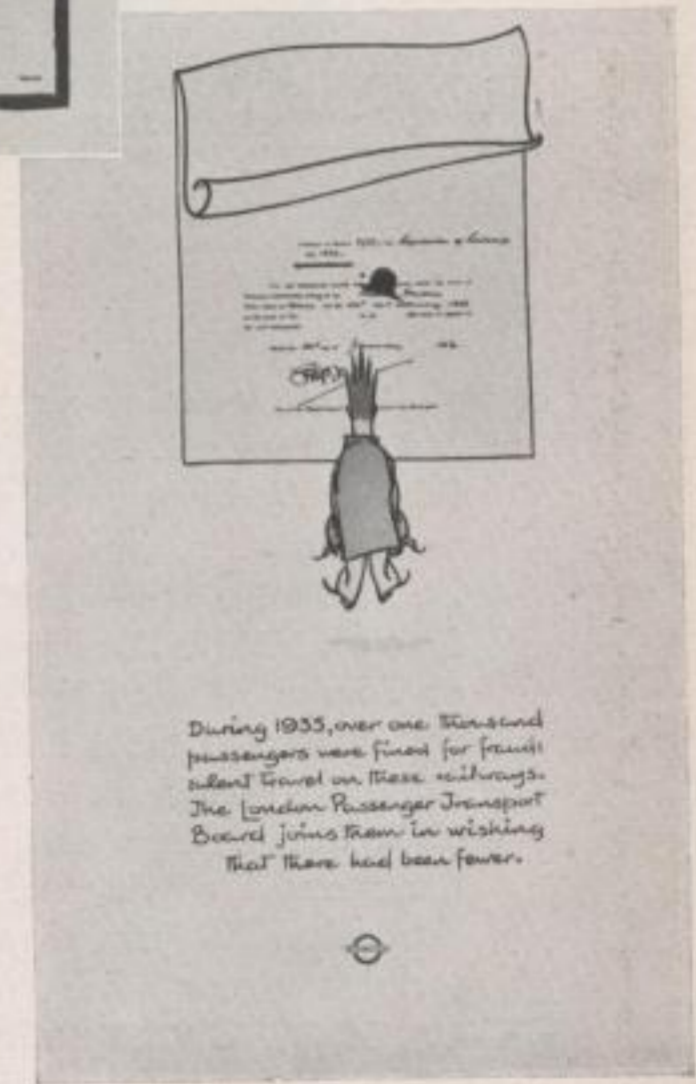


Entwurf Design
FOUGASSE

Plakate für die
Britischen Luftfahrtswege
und für London Transport

Poster for
the Imperial Airways and
London Transport



During 1935, over one thousand
passengers were fined for fruiti-
less travel on these airways.
The London Passenger Transport
Board joins them in wishing
that there had been fewer.

In Germany, too, there are many excellent artists, commercial artists, and publicity men. Anyone who has much to do with them, or is even one of them, knows of outstanding designs and hears complaints that the employer has laughed at them or made them insipid, and is unable to understand them. They do not laugh in London, but take risks. They risk large sums, for posters, advertising space, artists, printers, and all those connected with advertising and publicity involve no little expense—and they risk trying new ways. They believe in success and they achieve it.

Of course in London, too, many things go wrong, and certainly not everything produced in the form of advertising and commercial art is admirable. But things will improve some day, simply because what is new, bold and, especially, unusual, is allowed free room for development, and because an attempt is made to use means and, in printing, materials and effects which have not been thought of hitherto. So many have a wonderful ambition to recognize a new spirit; they want to go farther and they seek for new