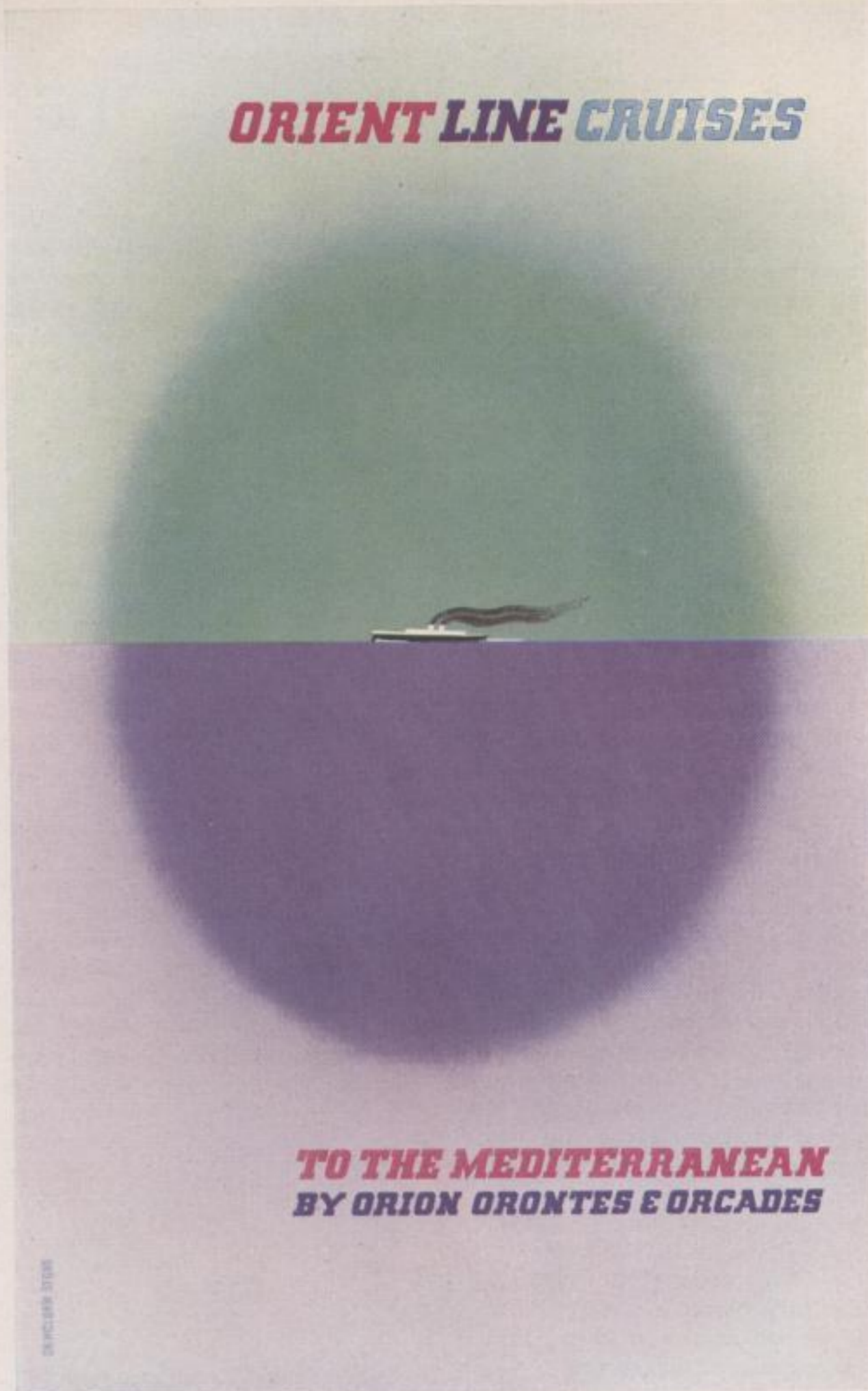


ORIENT LINE CRUISES

Entwurf Design
DE HOLDEN STONE

Plakat für die Orient-Linie
Poster for the Orient Line



forms of expression, and it really does not matter whether they sometimes end in exaggerating and lose their way. But these men realize the enormous importance which their publicity work has secured as a guiding force in the business life and also in the cultural affairs of the British people.

London to-day is therefore a wonderful and fascinating mixture. The old gentlemen with eyeglasses and ruddy faces still stroll to their clubs in St. James's, recalling the sensational times when Edward the Seventh introduced creased trousers, the leaving unbuttoned of the lowest waistcoat button and the wearing of the soft Homburg hat, when in the newspapers long lean fancy lettering, decorative borders and a pointing finger praised the latest novelties, and when the hoardings were covered with lithographed announcements of the latest attractions. But the young men with clipped moustaches, bowlers or flannels are already occupied with very different things—things that we find more interesting, although we cannot help noticing with a smile the occasional re-appearance in the most up-to-date and practical British advertising of those out-of-date flourishes, romantically reminiscent of pre-war days, which are not without appealing charm and grace. In this case too yesterday and to-morrow meet in London to-day.