

# W. BUCHANAN-TAYLOR

President of the Publicity Club of London



Zeichnung OSCAR BERGER Drawing

I believe that British advertising has advanced in technique, style, ingenuity, and character in greater degree than that of any other country in the past five years. In Great Britain a new element has come to the aid of the craft. That element is the more progressive and constructive brain-power supplied by the younger and more sophisticated personnel developed within advertising's ranks.

The earliest inspirations came from the United States, where almost complete freedom of action in matters creative cause the promptings of new and lively desires in a young and polyglot nation. There was a time when the novice in British advertising awaited impatiently the arrival of the Saturday Evening Post. That day is gone. The advertising manager has learned to use European art and native copy (there are a few notable exceptions, but they belong to the coterie which is financed or controlled by American interests).

On the entertainment side of advertising in London it cannot be said that there have been great developments. Apart from the films, the hotels controlled by the Strand Hotel Ltd. (i. e. Cumberland, Strand Palace, Regent Palace, and the Royal Palace, Kensington), and a few restaurants who indulge intermittently in 4 and 5 inch single column displays, there is little evidence of their conversion to advertising. It may be a matter of economics, but it certainly is singular that the only hotels which advertise regularly and consistently in the London newspapers are the Strand and Regent Palace Hotels. Yet the newspapers carry daily references to the activities within the principal hotels; because, no doubt, hotels are news in London. The restaurants are mainly represented by two or three-line advertisements on the entertainments page. Even the great and growing popularity of cabarets has not produced any marked advance in volume of advertising. At present this section of entertainment is chiefly represented by the Trocadero and the London Casino.

The theatres rarely break out into display spaces. The managers have yet to learn the value of paid space; perhaps because they get so much free editorial space. Almost alarming was the appearance of a whole page of the "Daily Express" for "Balalaika", followed shortly afterwards by another full page on behalf of "Over She Goes". This may be the breaking of new light in the minds of theatrical providers. The film companies get more free allusions than any other two phases of entertainment—yet they advertise considerably, mainly in the evening and Sunday newspapers.

The railways do little—except at the approach of holidays—and the Underground spends most of its money on its posters, displayed on its own property.

The most notable artwork on the entertainment side of London advertising in recent days is that of Berger, who has done a clever series of humorous interpretations of menu dishes for the Strand and Regent Palace Hotels. Another notable contribution was that of Gabriel Domergue's idea of Sally, the Lyons' salesgirl.