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 F. C. PRITCHARD WOOD & PARTNERS LTD.

ination, however, is not restricted in its play, rather is experiment encouraged. And precisely

here, is Terence Prentis, the art director of this Agency, seen to be a man of vision, one who boldly ventures along new paths. Francis Marshall, a versatile artist of standing, approaches more nearly an English style of what might be called lithesome elegance. A contrast to these

many and varied appeals to the world of women is the work dealing with men's fashions which is produced by talented advertising artists. Actually there is a close resemblance between the instances that are displayed. The posters regularly designed and executed by Tom Purvis for years past for Austin Reed's are distinguished for their restrained but vigorous style which is devoid of all superfluties and fully harmonizes with the high quality offered and the idea underlying the fashion thus displayed. The other advertisements produced by the Pritchard Wood Agency for Austin Reed keep to essentials. This is what makes them so distinctive and so exclusive; the effect is further enhanced by the skilful hand of the scraper-board artist. Neither is there any deliberate pose; a study has obviously been made of private life, and to the Englishman's eye is displayed the reserve he chooses to adopt. Most pleasing and skilful is the way in which the ascending mural surfaces of the Underground escalators have been utilized. In the method of its presentation resembling three pictures in a film or a huge poster divided into three (each clearly showing the main feature), the form of the poster thus loses the traditional rigidity of its four-cornered field, and the eye is at once arrested and enjoys these new effects. Here we always feel as if we were penetrating by chance into something that holds a mystery. What the Crawford Agency produces, on the other hand, is something entirely different, something inspired by a desire to exhibit. Here purchasing power is meant to be stimulated. The advertisements of men's hose and trousers are instructive in a high degree. They are "com-