POSTERS

BY

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WITH NOTES BY E. McKNIGHT KAUFFER

AND A FOREWORD BY ALDOUS HUXLEY

NEW YORK

THE MUSEUM OF MODERN ART

1 9 3 7
CATALOG OF THE EXHIBITION

1. Derry and Toms, 1917
2. The Early Bird (for the Daily Herald), 1918
3. The London Group, 1918
4. Winter Sale at Derry and Toms, 1919
5. Summer Sale at Derry and Toms, 1919
6. Vigil, the Pure Silk, 1919
7. Shop Between 10 and 4 (London Underground), 1921
8. Winter Sales (London Underground), 1921
9. London Museum of Practical Geology, 1921
10. London History at the London Museum, 1922
11. "The Rocket" (Museum of Science), 1922
12. The Vindictive Howitzer (Imperial War Museum), 1924
13. Near Waltham Cross by Tram, 1924
14. Bushey Park by Tram, 1924
15. Hadley Wood by Tram, 1924 (?)
16. Eno's Fruit Salts, 1924
17. Winter Sales (London Underground), 1924
18. Whitsuntide Pleasures (London Underground), 1925
19. The Wallace Collection, 1925
20. The Indian Museum, 1925
21. The London Group, 1925
22. The Labour Woman, 1925
23. The Flea (Natural History Museum), 1926
24. Socrates at the British Museum (London Underground), 1926
25. The Lodger, original gouache, 1926
26. Metropolis, original gouache, c. 1926
27. Eastman & Son, 1926
28. Eastman & Son, 1927
29. From Winter's Gloom to Summer's Joy (London Underground), 1927
30. Exhibition of Native Art from British Columbia (Imperial Institute), 1929
31. For All Theatres Travel Underground (London Underground), 1930
32. Shop Between 10 and 4 (London Underground), 1930
33. For Pull Use Summer Shell, 1930
34. You Can Be Sure of Shell, 1931
35. Faraday Centenary Exhibition, 1931
36. Power: The Nerve Center of London's Underground, 1931
37. Piccadilly Extension Opening (London Underground), 1932

E. McK. K.
38. By the rushy-fringed bank, / Where / grows the willow and the osier dank. / Milton. (London Underground), 1932


40. Great Western to Cornwall, No. 14, 1932

41. Great Western to Cornwall, No. 15, 1932

42. Great Western to Devonshire, 1932

43. Great Western to Devon's Moors, 1932

44. Bodiam Castle: "Wherever you go you can be sure of Shell," 1932

45. Stonehenge: "See Britain first on Shell," c. 1932

46. Ask for B. P. Not Just Ethyl (Shell), 1933

47. B. P. Ethyl Controls Horsepower (Shell), 1933

48. Merchants Prefer Shell, 1933

49. Actors Prefer Shell, 1933

50. Gilbey's Invalid Port, 1933

51. Quickest by Air Mail, 1933

52. Whitsuntide Holidays (London Under-ground), 1933

53. Explorers Prefer Shell, 1934

54. Magicians Prefer Shell, 1934

55. 7 Day Seasons (Great Western Railway), 1934

56. Orient Line to Australia, 1934

57. Come on the Telephone, 1934

58. Come on the Telephone, 1934

59. Contact with the World. Use the Telephone, 1934

60. Regent Exhibition, Dorland Hall, 1934

61. Westminster from the Thames (London Transport), 1934

62. Buckingham Palace (London Transport), 1934

63. The Tower of London (London Transport), 1934

64. Westminster Abbey (London Transport), 1934

65. Publicity Pays (London Transport), 1934

66. Train Yourself to Better Work (London Transport), 1935

67. Treat Yourself to Better Play (London Transport), 1935

68. London County Council Evening Classes (London Transport), 1935

69. The New Gas Fires (Gas Light and Coke Company), 1935

70. Quickest Way by Air Mail, 1935

71. Special Areas Exhibition (London Transport), 1936

72. See the model of the new building: Earl's Court (London Transport), 1936
UNDATED POSTERS

73. Group X
74. Read "The Cricketer" (Manchester Guardian)
75. Villiers Motor Cycles
76. You Can Be Sure of Shell
77. Winter Shell on Sale Till Next May
78. Recommended for Winter Double Shell Lubricating Oil
79. Economize in Time, Temper, Petrol by Using Winter Shell
80. Road Accidents
81. Gilbey's Invalid Port
82. Gilbey's Castle Port
83. Gilbey's Spey Royal Scotch Whiskey
84. Gilbey's Rubicon Australian Burgundy
85. Travel in Comfort (Imperial Airways)