



# Buy and Build: Advertising Posters of the Empire Marketing Board

*Public Record Office*

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## **Buy and Build: Advertising Posters of the Empire Marketing Board** Public Record Office

A remarkable collection of previously unpublished 20s and 30s advertising posters, ranging from bright, expressionistic images of factories at work to lyrical visions of the Indian coastline. The empire Marketing Board was established in 1926 in order to encourage the British public to buy Empire products, and thereby to foster closer imperial economic relations. Prominent in its activities was the poster campaign directed by Frank Pick, whose better-known work for London Underground is shown in this new study to be matched by his efforts for the Empire Marketing Board. A selection of 60 designs, reproduced in full colour from the Public Record Office's extensive collection features the contrasting styles of McKnight Kauffer, Clive Gardiner, Frank Newbould, Austin Cooper and other leading poster artists of the day. Some pictures re models of graphic design while others convey vivid impressions of the Empire at home and overseas. Stephen Constantine's lively text puts the Board, the posters and the artists themselves into a socio-historical perspective, demonstrating not only the continued importance of the Empire to inter-war British governments, but also an official recognition of the persuasive power of modern advertising techniques.

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