trade literature - Imperial Airways: Europe, Africa, India, The Far East, Australia

Object: trade literature
Place of origin: uk (made)
Date: 1930s (made)
Artist/Maker: Imperial Airways

Credit Line: Acquired from Imperial Airways Ltd, July 1937.
Museum number: 38041800870198
Gallery location: In Storage

Descriptive line
Imperial Airways: Europe, Africa, India, The Far East, Australia.

Physical description
Imperial Airways: Europe, Africa, India, The Far East, Australia.
Publisher:
England: Imperial Airways Ltd., [1938?].
London: Ben Johnson & Co. Ltd., [1938?].

Description:
1 folded sheet: colour illustrations, colour map; 50 x 75 cm folded to 25 x 25 cm.
Notes:
Title from cover
Unfolds to provide wall chart of Imperial Airways plane with cutaway diagrams.

Names:
Hilder, Rowland, 1905-1993 illustrator.
Armstrong Whitworth Aircraft (Firm)
Armstrong Siddeley Motors
Short Brothers & Harland Limited
Bristol Aeroplane Company

Dimensions
Height: 244 mm closed, Width: 250 mm closed, Height: 746 mm opened, Width: 497 mm opened

Museum number
38041800870198

Object history note
Collection of examples of commercial printing and design including catalogues and books as well as a variety of ephemera such as magazine covers, promotional cards, loose sheets, book plates, book jackets, trade cards, advertisement proofs, wine labels, menu cards etc. Firms include Shell-Mex, Austin Reed, Guinness, Heals, Imperial Airways, Orient Line. Designers include McKnight Kauffer, El Lissitsky, Bawden, Bayer, Gill, Tschihold. Categories of material include architecture, broadcasting, costume, interior design, motor industry, food and drink.

In 1936 the National Art Library decided to lay the foundations of a "collection of commercial typography and to exhibit contemporary specimens from time to time so that the trend of typographic design, both in this country and abroad, could be appraised by students of industrial art". The Keeper of the Library, Philip James was largely instrumental in acquiring the material. The bulk of the collection consists of examples from the 1930s, especially 1936 - 1939, with a smattering of items from the 1940s. The collection is further supplemented with material from the 1960s which the Library inherited from the Circulation Department of the Museum after its closure in 1978. As these two groups of material stand as historic collections in their own right, any further examples acquired by the Library have been catalogued individually and not added to this designated 'closed collection'.

URL
http://collections.vam.ac.uk/item/O1353458/imperial-airways-europe-africa-india-trade-literature-imperial-airways/