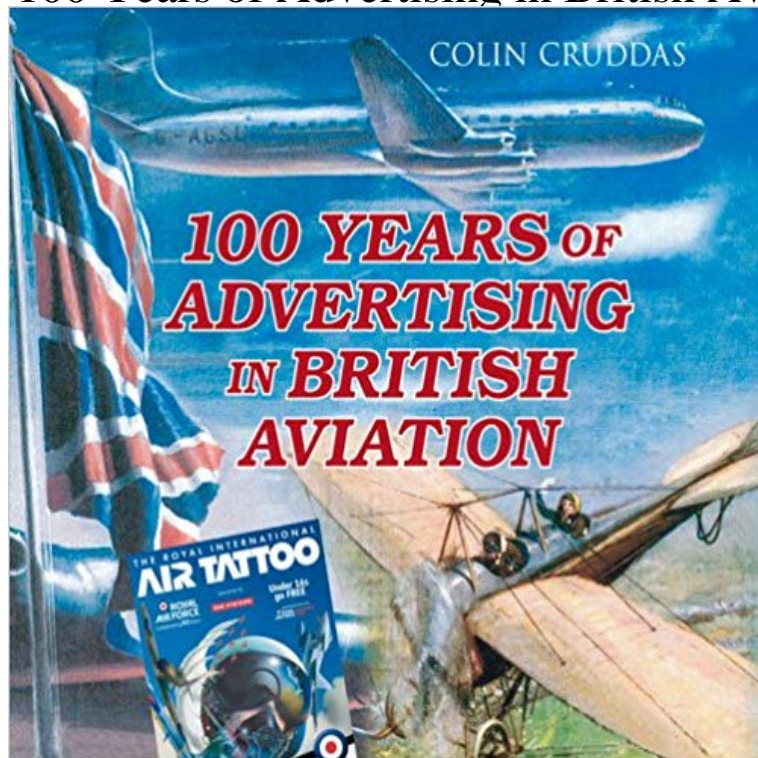


## 100 Years of Advertising in British Aviation



This beautifully illustrated book brings together for the first time the myriad art works used by aviation companies, flying schools, and manufacturers to promote their products over the 20th century. Commissioned by the leading aviation companies, many of these advertisements were visually striking and highly innovative. In black and white at the onset of flying in this country, as aviation developed the nations top artists were engaged to provide color artworks for use on the covers of magazines. This book will trace the development of these works from pre-World War I up to the present day, presenting a nostalgic look back across the 20th century.

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