



Early poster map of London's Underground exhibited by Gill himself

GILL, Leslie MacDonal.

In The Heat Of The Summer You Will Find Me Cool In The Cold Of The Winter Find Me Warm
Come Down Underground You've Bought Your Ticket? Your Health Man I'm Thinking No Longer
'Twill Stick It For Cheapness Celerity What Else Can Compare You Are Fed Up Above Feed
Below On Our Fare'.

London: Underground Electric Railways Company of London, 1922. 1015 x 1270mm. With exhibition label with Gill's name and address on reverse.

£7,500

A scarce map of Central London showing the Underground stations, drawn by Leslie MacDonal Gill, in the style of his famous 'Wonderground' map of 1914, but with new details. The label reads 'Exhibit by The British Society of Poster Designers', with Gill's name and address written in ink. This version does not extend as far north or south as the 'Wonderground', but instead has nine armorials (the eight principal London boroughs and a ninth for a rabbit, returning to the Alice theme) and a decorative scroll containing the title. Bottom right is his signature and a further text: 'Will the tired traveller wearisomely realise that this map is meticulously accurate (with exceptions), that it has been punctiliously delineated to the scale of six inches to the mile and that its merry quips are well meant even when unintelligible'. Leslie MacDonal Gill (1884-1947), younger brother of Eric Gill, specialised in graphic design in the Arts and Crafts style. His most important commission was from the Imperial War Graves Commission, designing the script used



Altea Gallery Ltd. 35 Saint George St, London W1S 2FN
info@alteagallery.com - www.alteagallery.com
Tel : +44(0) 20 7491 0010

on Commission headstones and war memorials, including the 'Thiepval Memorial to the Missing of the Somme'. He produced a number of maps, two of which appeared in the British Museum exhibition 'Magnificent Maps in 2010: 'The Wonderground Map of London' (1914) & 'Tea Revives the World' (1940). 'The British Society of Poster Designers' was founded in 1926, four years after this map was published. They are known to have held one exhibition, at the Royal Institute Galleries in 1928, at which this poster was probably shown.

Stock ID :19781