



A leaflet map of the London Underground for Piccadilly Line users

GILL, Leslie MacDonald.
 Map of the Underground Railways of London.

London: Dangerfield Printing Co., October 1925. Folding map, with card covers, 210 x 255mm.

£340

A short-lived experiment in printing in black only, with no way of recognising the different lines! The card cover is titled 'How to Travel To and From Finsbury Park and District by London's Underground', so it was issued for use on the Piccadilly Line. Leslie MacDonald Gill (1884-1947, known as Max), 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 on Commission headstones and war memorials, including the 'Thiepval Memorial to the Missing of the Somme'. His 'Wonderground Map of London', originally drawn as an advertising poster for London Electric Underground Railway Company in 1914, was such a success it is credited with saving the 'Underground' advertising campaign.

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