



## Moving the Hearts and Minds of Men

Bill Crawford, Ad Man  
Ruth Artmonsky

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Few, nowadays, could name either the artists or the copywriters behind the many iconic advertising campaigns in Britain in the inter-war years. Even fewer could name the entrepreneurs who made such achievements possible. William 'Bill' Crawford was one such, who through his energy, imagination, financial acumen and sheer chutzpah, built up one of the leading agencies of the time. He was one of the first to establish overseas offices, commissioned one of the earliest 'modernist' buildings in London, championed the key role of women in his industry, and was one of the most progressive when it came to art and design. He not only ran a successful company but was a major contributor to raising the professional status of his industry.

Working alongside legendary art director Ashley Havinden, Crawford and his agency exerted enormous influence on British advertising during the first half of the twentieth century.