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The Unsung Leader of the Field

A tribute to the advertising agency The London Press Exchange

Ruth Artmonsky

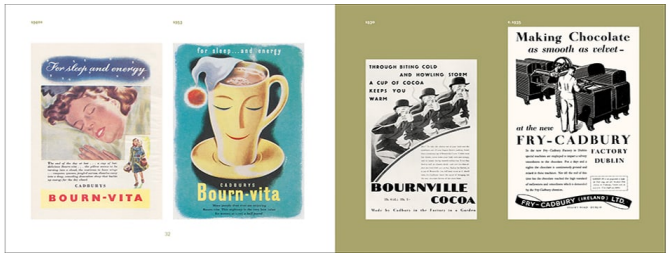
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- A beautifully illustrated tribute to the advertising agency The London Press Exchange, which grew to become the most profitable advertising agency in Britain

The London Press Exchange (LPE), founded in 1892, grew out of an agency set up by two young reporters in London to supply news items to provincial papers. It was to grow to become the biggest and most profitable advertising agency in Britain. Yet it never was to attract the publicity as did lesser fry as Crawford's or Colman, Prentis, Varley. It's policy was actually declared to be one of reticence, which is not what advertising is all about. Yet some of the characters it conceived were to become household familiars as Mr.Therm for the gas industry and 'the little man' for Double Diamond. And in carrying out the first major readership survey in Britain, under the aegis of Mark Abrams, LPE kick-started market research here, The Market Research Society being founded in its offices. This tribute is to establish LPE as 'leader of the field'.

Ruth Artmonsky is a respected design historian who has written several books on the subject.





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