



**Barry Lawrence Ruderman
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**(Second World War) Transport is vital! Don't clog the Wheels — Avoid Rush Hour Travel
and let the Workers "Go To It" in comfort**

Stock#: 93640
Map Maker: Thomas Tilling Group of
Companies
Date: 1940
Place: n.p. (London?)
Color: Color
Condition: VG+
Size: 19.75 x 30 inches (sheet size)
Price: \$ 650.00



Description:

"AVOID RUSH HOUR TRAVEL"

This Second World War-era poster, issued by the Thomas Tilling Group of Companies, England, encapsulates the societal shifts in war-years Britain. It conveys a public service announcement emphasizing the importance of transportation, specifically advising against congested travel during peak hours to facilitate workers' comfort.

In the aftermath of World War II, Britain faced a transformative era marked by a need for rebuilding and reorganization, particularly in its cities and public services. The poster reflects this period of recovery and



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the emphasis on efficiency and social consideration in daily life. The promotion of off-peak travel times was not merely a matter of convenience but part of a broader drive towards societal functionality and the wellbeing of the working population.

The artistic approach of the poster, characterized by bold colors and stylized graphic of Hermes, is representative of the period's aesthetic, which was geared towards clarity and impact in public messaging. This visual strategy effectively communicated messages to a wide audience, facilitating the government's ability to guide behavior in the public interest. The figure of Hermes in silhouette against the backdrop of the iconic gear wheel is not only an artistic choice but also a symbol of the individual's role within the larger mechanism of society.

Detailed Condition:

Archivally backed on modern poster linen.