

land on either side of the Thames—a wide tidal river. Then the traders from Gaul discovered its natural port, and both foreign traders and those from inland combined to establish it as a commercial centre. Then came the Roman occupation, and, after a period of over 400 years, the withdrawal of the Roman legions, when for six centuries the people of London had to defend their City against foreign invaders—Scandinavian Vikings, Saxons and Danes. Then came the Normans, and it was fortunate that “William the Conqueror was a ruler of considerable wisdom and perceived that an assurance of security would be all to the good of the trade of London. He therefore granted a Charter to the City, the original of which is still in the possession of the present Corporation, the text of which is as follows:—

“William the King greets William the Bishop and Godfrey the Portreeve, and all the burgesses within London, both French and English, and I grant that they be all law-worth as they were in Edward the King’s days. And I will that each child be his father’s heir after his father’s days. And I will not suffer that any man do you wrong. God keep you.”

London grew and prospered, and “during the reign of Queen Elizabeth, London was a continuous pageant of display. The Thames, then the main highway of London, was crowded with magnificent barges, the nobles vying one with the other in magnificence; beautiful palaces were erected and lavishly decorated and furnished. Theatres sprang up—it was the day of Shakespeare. It was an age of adventure and genius, when London streets were trodden by such famous men as Drake, Frobisher, Sir Walter Raleigh, Shakespeare, Sir Francis Bacon, Ben Jonson, and many others. . . . To this glittering period of London’s history may be traced the origin of much of our commercial greatness and scientific achievement. Charters and concessions were given to adventurous over-sea traders, and the discovery of new sources of trade and wealth thus encouraged.”

London of course had its trials. Outstanding are the Great Plague and the Great Fire. But these and other evils were met with the characteristic courage and energy of London, and the passing of each catastrophe saw it rise a city of nobler pretensions, more healthful, and always more full of promise. So we come to “London To-day,” “when one may walk or take a car for a distance of 20 miles, and see shops on either hand almost the entire way.”

“Inner London has an area of about 200 square miles, and is controlled by the London County Council. Lastly comes the City of London, one square mile in area—the richest and most famous square mile in the world.” The City is governed by the Lord Mayor, whose office has existed for 700 years, and in the City he “takes precedence of all but his Sovereign, even Princes of the Royal Blood coming after him in order of ceremonial. Soldiers may not be marched through the City with their bayonets fixed without the sanction of the City Authorities. Parliament, which exercises

a strict control over all the local governing bodies in the country, does not claim the same over that of the City of London. The City Councillors are representative of all the great commercial interests of London, men of the highest standing in commerce, and bound by every civic tradition to maintain the dignities and rights of the City.”

The book is beautifully illustrated by some of the successful advertisements designed by Messrs. T. B. Browne, and contains numerous illustrated articles relative to the great Dominions of the Empire, written in the same interesting way as that on London, and there are of course, classified lists of London, country and Colonial and foreign papers, with publishers’ own statements. The firm conducts under one roof every operation involved in modern advertising from the conception and preliminary planning of an advertising campaign, the writing, designing, and producing of advertisements, to the organisation of the trade channels by which a commodity is supplied to the press.

There are comparatively few people who realise the romance of modern advertising, the skill and genius brought to its service, and, to take one department, the sporting interest attached to canvassing. As a canvasser sets out on his daily rounds he knows that it is within the chances of the day that his propositions may be turned down, or that he may secure business worth hundreds, perhaps thousands, of pounds for his firm, and the latter result depends not on the swiftness of a horse, the luck of the dice, or the skill of an oarsman, but largely on his own good judgment, initiative, patience and persistence in conducting his operations—always assuming, of course, that he has a good commodity to dispose of. The advertising enterprise, great as it is, has yet far to go before it attains its possible heights, and, in the gallant struggle, the services of women are increasingly proving of value. It is an adventure worthy of their consideration, and, to those temperamentally suited for it, it will assuredly prove both an interesting and lucrative means of self-support. We advise those to whom such a career appeals to study the Advertisers’ A.B.C.

COMING EVENTS.

April 16th.—Chartered Society of Massage and Medical Gymnastics, Annual Meeting, 224, Great Portland Street, W. 3 p.m. Social Gathering after the Meeting, 93, Mortimer Street, W.

April 28th.—General Nursing Council for England and Wales. Conference on Nursing Education and Alternative and Reciprocal Training of Nurses. Royal Society of Medicine, 1, Wimpole Street, London, W. 11 a.m. and 2.30 p.m.

April 28th.—The Isla Stewart Memorial Fund Dinner to delegate members of the League of St. Bartholomew’s Hospital Nurses to the Conference on Nursing Education convened by the General Nursing Council of England and Wales.

April 30th.—Quarterly Meeting of the Matrons’ Council of Great Britain and Ireland. At 2, Portland Place, W., by kind invitation of Mrs. Walter Spencer. 3 p.m.

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