

## Reginald Mount and Eileen Evans, graphic designers: papers, ca. 1953 - 1981

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### Introduction and summary description

<b>Creator</b>	Reginald Mount and Eileen Evans
<b>Reference:</b>	AAD/1995/15
<b>Extent:</b>	87 items

### Context

Edward Reginald Mount (1906 -) worked for the advertising agencies Greenly's and Lintas until the outbreak of the Second World War when he joined the Ministry of Information (which became the Central Office of Information in 1945). He headed one of the design teams, with particular responsibility for poster design, reporting to Edwin Embleton. After the War he combined freelance design work with part-time work at the Central Office of Information, often undertaking commissions with Eileen Evans. He also became a consultant designer for the Central Office of Information's Art Services Section.

Eileen Evans studied commercial art at the Reimann School, London, from 1937 to 1939. In 1939 she joined the Ministry of Information, becoming a member of Reginald Mount's design team. They continued to work together after the War, both part-time at the Central Office of Information and freelance, and were known as Mount/Evans, though they also undertook individual commissions. Mount was responsible for the art and design of commissions whilst Evans concentrated on the typography, layout and maps. Their antismoking and road safety poster campaigns both won awards.

### Scope and content

Posters (ca.1953 - 1976); job cards for the Department of Employment and Productivity (1960s); recruitment brochures for the Armed Forces (1965 - 1970); programmes and invitation cards for the Associated Fashion Designers of London (1966 - 1967); brochures for the British Overseas Trade Board (1970s); reports for the Exports Credits Guarantee Department (1973 - 1975); booklets containing careers and occupational information (1978 - 1981); cover designs by Reginald Mount for the British Embassy in Paris (undated); leaflets for Coldingly Prison Industries (undated); photographs of symbols for the Ordnance Survey (undated); promotional material for the Cement and Concrete Association (undated); promotional material for the Ministry of Health (undated).

### Provenance

Given by Eileen Evans, 1995

## **Access**

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## **Detailed catalogue**

### **Programmes and Invitation cards - Associated fashion designers of London, 1966 - 1967**

**Reference:** AAD/1995/15/1

**Extent:** 6 items

#### **Associated Fashion Designers of London - Invitation, 1966**

**Reference:** AAD/1995/15/1/1

**Extent:** 1 item

AFD invite you to their show of suits, coats and dresses for Spring.

#### **Associated Fashion Designers of London - Programme, 1966**

**Reference:** AAD/1995/15/1/2

**Extent:** 1 item

Associated Fashion Designers of London present their coats, suits and dresses for Spring 1966.

#### **Invitation, 1967**

**Reference:** AAD/1995/15/1/3

**Extent:** 1 item

Associated Fashion Designers of London invite you to their show of coats, suits and dresses for Spring 1967.

**Programme, 1967****Reference:** AAD/1995/15/1/4**Extent:** 1 item

Associated Fashion Designers of London present their collection of coats, suits and dresses for Spring 1967.

**Invitation, 1967****Reference:** AAD/1995/15/1/5**Extent:** 1 item

Associated Fashion Designers of London invite you to their show of coats, suits and dresses for Autumn 1967.

**Programme, 1967****Reference:** AAD/1995/15/1/6**Extent:** 1 item

Associated Fashion Designers of London present their collection of coats, suits and dresses for Autumn 1967.

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**Booklets in 'Choice of Careers' series for Careers and Occupational Information Centre of the Manpower Services Commission, 1978 - 1981****Reference:** AAD/1995/15/2**Extent:** 5 items**No. 16 - Architecture and Landscape Architecture, 1978****Reference:** AAD/1995/15/2/1**Extent:** 1 item**No. 26 - Law, 1979****Reference:** AAD/1995/15/2/2**Extent:** 1 item**No. 44 - Advertising and Public Relations, 1978****Reference:** AAD/1995/15/2/3**Extent:** 1 item

**No. 67 - Banking and Finance, 1980**

**Reference:** AAD/1995/15/2/4

**Extent:** 1 item

**No. 110 - Building and Civil Engineering contracting, 1981**

**Reference:** AAD/1995/15/2/5

**Extent:** 1 item

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**21 job cards for Department of Employment and Productivity, 1960s**

**Reference:** AAD/1995/15/3

**Extent:** 21 items

**Hours of opening, 1960s**

**Reference:** AAD/1995/15/3/1

**Extent:** 1 item

**Vacancy description card, 1960s**

**Reference:** AAD/1995/15/3/2

**Extent:** 1 item

**Looking for a new job?, 1960s**

**Reference:** AAD/1995/15/3/3

**Extent:** 1 item

**Train for skilled work at a Government Training Centre, 1960s**

**Reference:** AAD/1995/15/3/4

**Extent:** 1 item

**Train for skilled work at a Government Training Centre, 1960s**

**Reference:** AAD/1995/15/3/5

**Extent:** 1 item

Copy of AAD/1995/15/4.

**Local jobs, 1960s**

**Reference:** AAD/1995/15/3/6

**Extent:** 1 item

**Jobs overseas;, 1960s**

**Reference:** AAD/1995/15/3/7

**Extent:** 1 item

**Jobs in other districts, 1960s**

**Reference:** AAD/1995/15/3/8

**Extent:** 1 item

**We can tell you about holiday jobs, 1960s**

**Reference:** AAD/1995/15/3/9

**Extent:** 1 item

**There are more jobs inside, 1960s**

**Reference:** AAD/1995/15/3/10

**Extent:** 1 item

**There are more vacancies on display inside, 1960s**

**Reference:** AAD/1995/15/3/11

**Extent:** 1 item

**Office jobs, 1960s**

**Reference:** AAD/1995/15/3/12

**Extent:** 1 item

**Nursing, 1960s**

**Reference:** AAD/1995/15/3/13

**Extent:** 1 item

**Nursing and midwifery, 1960s**

**Reference:** AAD/1995/15/3/14

**Extent:** 1 item

**Managerial, 1960s**

**Reference:** AAD/1995/15/3/15

**Extent:** 1 item

**Catering and domestic, 1960s**

**Reference:** AAD/1995/15/3/16

**Extent:** 1 item

**Transport, 1960s**

**Reference:** AAD/1995/15/3/17

**Extent:** 1 item

**Engineering, 1960s**

**Reference:** AAD/1995/15/3/18

**Extent:** 1 item

**Agriculture, 1960s**

**Reference:** AAD/1995/15/3/19

**Extent:** 1 item

**Civil Engineering, 1960s**

**Reference:** AAD/1995/15/3/20

**Extent:** 1 item

**Professional and Executive, 1960s**

**Reference:** AAD/1995/15/3/21

**Extent:** 1 item

**Ministry of Health promotional material, Undated**

**Reference:** AAD/1995/15/4

**Extent:** 2 items

**Teeth Matter, Guard them well. Pop-up leaflet, Undated**

**Reference:** AAD/1995/15/4/1

**Extent:** 1 item

**Sound teeth mean Good Health and Good looks. Leaflet, Undated**

**Reference:** AAD/1995/15/4/2

**Extent:** 1 item

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**Recruitment Brochures for the Armed Forces, 1965-1970**

**Reference:** AAD/1995/15/5

**Extent:** 9 items

**Cranwell: the Royal Air Force College, 1965**

**Reference:** AAD/1995/15/5/1

**Extent:** 1 item

**The University Graduate in the Royal Air Force, 1965**

**Reference:** AAD/1995/15/5/2

**Extent:** 1 item

**Aircraft of the Royal Air Force, 1966**

**Reference:** AAD/1995/15/5/3

**Extent:** 1 item

**Engineer Office in the Royal Air Force, 1966**

**Reference:** AAD/1995/15/5/4

**Extent:** 1 item

**Smart Girl... She's joined the WRAF, 1966**

**Reference:** AAD/1995/15/5/5

**Extent:** 1 item

**Smart Girl... She's joined the WRAF, 1968**

**Reference:** AAD/1995/15/5/6

**Extent:** 1 item

**This could be You in the WRAC, 1968**

**Reference:** AAD/1995/15/5/7

**Extent:** 1 item

**This is the Air Training Corps, 1968**

**Reference:** AAD/1995/15/5/8

**Extent:** 1 item

**Air traffic Control; The Vital link, 1968**

**Reference:** AAD/1995/15/5/9

**Extent:** 1 item

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**Trading with Japan and other Government overseas brochures -  
British Overseas Trade Board, 1970s**

**Reference:** AAD/1995/15/6

**Extent:** 14 items

**Leaflet. Overseas Investment Insurance, 1970s**

**Reference:** AAD/1995/15/6/1

**Extent:** 1 item

**Leaflet. Britischer Export - Dienst Mittels Computer, 1970s**

**Reference:** AAD/1995/15/6/2

**Extent:** 1 item



**Booklet. Retail Distribution in Japan. British Overseas Trade Board, 1970s**

**Reference:** AAD/1995/15/6/3

**Extent:** 1 item

**Booklet. Selling to France, 1970s**

**Reference:** AAD/1995/15/6/4

**Extent:** 1 item

**Booklet. British Trade Drive South Germany 1972/3, ca. 1972**

**Reference:** AAD/1995/15/6/5

**Extent:** 1 item

**Booklet. Trading with Japan: An Introduction to doing business in Japan. British Overseas Trade Board, 1970s**

**Reference:** AAD/1995/15/6/6

**Extent:** 1 item

**Booklet. Japanese Government and business; an export partnership?. British Overseas Trade Board, 1970s**

**Reference:** AAD/1995/15/6/7

**Extent:** 1 item

**Booklet. Import procedures and Industrial property rights in Japan. British Overseas Trade Board, 1970s**

**Reference:** AAD/1995/15/6/8

**Extent:** 1 item

**Booklet. British export marketing Centre, Tokyo, 1970s**

**Reference:** AAD/1995/15/6/9

**Extent:** 1 item

**Booklet. Publicity for exports, 1970s**

**Reference:** AAD/1995/15/6/10

**Extent:** 1 item

**Promotional Folder. Japan International Aerospace Show, 1970s**

**Reference:** AAD/1995/15/6/11

**Extent:** 1 item

**Cover design of booklet for Expo 1970, ca. 1970**

**Reference:** AAD/1995/15/6/12

**Extent:** 1 item

**Booklet for Department of Industry - 'British Government Aerospace', 1970s**

**Reference:** AAD/1995/15/6/13

**Extent:** 1 item

**Information booklet for stand at 1974 Farnborough Air Show - produced for Procurement executive, Ministry of Defence, 1970s**

**Reference:** AAD/1995/15/6/14

**Extent:** 1 item

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**Reports for Export Credits Guarantee Department, 1973 - 1975**

**Reference:** AAD/1995/15/7

**Extent:** 2 items

**Provisional Results, 1973 - 1974, 1973 - 1974**

**Reference:** AAD/1995/15/7/1

**Extent:** 1 item

**Trading Results 1974/1975, 1974 - 1975**

**Reference:** AAD/1995/15/7/2

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**Promotional material - Coldingly Prison Industries, Undated**

**Reference:** AAD/1995/15/8

**Extent:** 2 items

**Leaflet. Coldingly Prison Industries, Undated**

**Reference:** AAD/1995/15/8/1

**Extent:** 1 item

**Card. Coldingly Prison Industries, Undated**

**Reference:** AAD/1995/15/8/2

**Extent:** 1 item

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**Promotional material for Cement and Concrete Association, Undated**

**Reference:** AAD/1995/15/9

**Extent:** 3 items

**Leaflet. A heritage to build on, Undated**

**Reference:** AAD/1995/15/9/1

**Extent:** 1 item

**Booklet. A New Look for Roads, Undated**

**Reference:** AAD/1995/15/9/2

**Extent:** 1 item

**Booklet. Streets for Pedestrians, Undated**

**Reference:** AAD/1995/15/9/3

**Extent:** 1 item

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**Cover designs by Reginald Mount for the British Embassy in Paris at Christmas time, Undated**

**Reference:** AAD/1995/15/10

**Extent:** 3 items

**Les Anglais sont-ils bons Europeéens?, Undated**

**Reference:** AAD/1995/15/10/1

**Extent:** 1 item

**Echos de Grande-Bretagne: Les Britanniques ces excentriques, Undated**

**Reference:** AAD/1995/15/10/2

**Extent:** 1 item

**Echos de Grande-Bretagne: L'île Mystérieuse, Undated**

**Reference:** AAD/1995/15/10/3

**Extent:** 1 item

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**Photographs of symbols, Undated**

**Reference:** AAD/1995/15/11

**Extent:** 8 items

**Ordnance Survey, Undated**

**Reference:** AAD/1995/15/11/1

**Extent:** 1 item

**Ordnance Survey, Undated**

**Reference:** AAD/1995/15/11/2

**Extent:** 1 item

**Keep Britain Tidy, Undated**

**Reference:** AAD/1995/15/11/3

**Extent:** 1 item

**BIS, Undated**

Reference: AAD/1995/15/11/4

Extent: 1 item

**BIS, Undated**

Reference: AAD/1995/15/11/5

Extent: 1 item

**NPY (National Productivity Year), Undated**

Reference: AAD/1995/15/11/6

Extent: 1 item

**National, Undated**

Reference: AAD/1995/15/11/7

Extent: 1 item

**QR Year (Quality and Reliability Year), Undated**

Reference: AAD/1995/15/11/8

Extent: 1 item

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**Posters, ca. 1953 - 1976**

Reference: AAD/1995/15/12

Extent: 12 items

**We can talk quite freely here of Course..., ca. 1953 - 1976**

Reference: AAD/1995/15/12/1

Extent: 1 item

**British Fortnight Neiman Marcus, ca. 1953 - 1976**

Reference: AAD/1995/15/12/2

Extent: 1 item

**United Nations Day 24 October 1976..., 1976**

**Reference:** AAD/1995/15/12/3

**Extent:** 1 item

**The Welfare Story = a Scottish exhibition, ca. 1953 - 1976**

**Reference:** AAD/1995/15/12/4

**Extent:** 1 item

**Britain in Montreal, ca. 1953 - 1976**

**Reference:** AAD/1995/15/12/5

**Extent:** 1 item

**Go for Action and security in the Regular Fire Service, ca. 1953 - 1976**

**Reference:** AAD/1995/15/12/6

**Extent:** 1 item

**Serve with the Royal Navy in the WRNS, ca. 1953 - 1976**

**Reference:** AAD/1995/15/12/7

**Extent:** 1 item

**Keep our secrets secret, ca. 1953 - 1976**

**Reference:** AAD/1995/15/12/8

**Extent:** 1 item

**You never know who's listening, ca. 1953 - 1976**

**Reference:** AAD/1995/15/12/9

**Extent:** 1 item

**Keep what you know to yourself, ca. 1953 - 1976**

**Reference:** AAD/1995/15/12/10

**Extent:** 1 item

**Keep our secrets secret, ca. 1953 - 1976**

**Reference:** AAD/1995/15/12/11

**Extent:** 1 item

**United Nations Day, 24 October 1968, 1968**

**Reference:** AAD/1995/15/12/12

**Extent:** 1 item

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