

W H Smith's building



This picture shows the former W. H. Smith's shop after it had been divided into two shops and before it had been reconfigured into a single shop and refurbished as a branch of Pizza Express.

The firm's initials can still be seen on the upper storey above the shop front.

The typeface used for the inscription on the shop front was designed by **Eric Gill** specifically for W H Smith in about 1925 and was widely used by the company on its shop and kiosk fascias, signs and vehicles. Surviving examples today are quite rare. Eric Gill was a sculptor, typeface designer and printer who was associated with the Arts and Crafts movement. Amongst his many public works are the bas relief sculptures at Broadcasting House and the London Transport headquarters in London and a Virgin and Child sculpture in Lapworth parish church. Eric Gill is believed to have spent some time in Moseley visiting friends.

