



FRANK NEWBOULD

and Padstow (in all 2.180 miles) and part of the cross Channel traffic.

One of the consequences of the Railway Act was that the advertising policies had to be taken stock of and different appeals unified. Some very serious work had to be faced by all who dealt with the railway advertising and after some experiments it can be said that the 1925 and 1926 seasons were the first to have complete characteristics and indicated strong tendencies.

These I now propose to analyse.

*The "Raison d'Être" of Railway Advertising*

"The London & North Eastern Railway is selling transportation to about 390 million people per annum and it is trying to increase its sales."

In this sentence appearing in the preface of a poster catalogue, Mr. W. M. Teasdale, the Advertising Manager of the L. N. E. R. makes it quite clear that the ultimate aim of railway advertising is not in the least different from that of any other undertaking.

It aims at increased sales.

The charabancs, cheaper motors and motor cycles, the call for foreign travel, are there to claim

their toll (not to speak of other railway companies) and competitions have to be fought by the fairest fight: advertising.

Railway travelling has its points; I should even say its selling points. What is fairer than putting them in front of respective travellers for them to decide?

The thought that prompts railway advertising, its very *raison d'être*, is to bring the public to decide in their favour.

*The London & North Eastern Railway*

The first railway, in the world, now 102 years old, is part of the L. N. E. R. system, and it is this fact which prompts me to take it first in the list.

The press appeals can be divided into distinctive groups.

First, the principal one, is to connect in the mind of the public, Kings Cross (the L. N. E. R. terminus) with Scotland, the route having the simple slogan of "Kings Cross for Scotland".

The comfort of the "Flying Scotsman" and the many other Northward bound trains were emphasized last year in perfectly balanced advertisements showing a top illustration introducing the headline and finishing with the chief points in bold lettering.