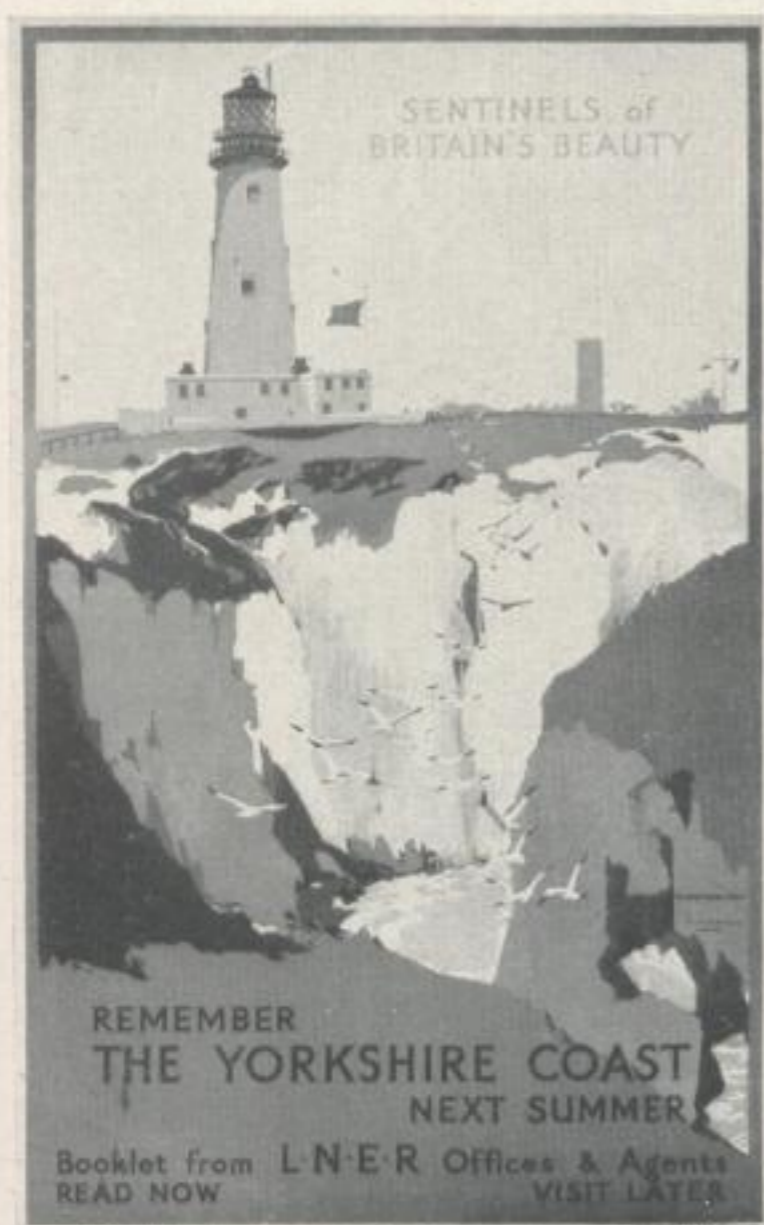


## E N G L A N D



FRANK H. MASON

A stereotype bottom line embodying the nameplate gets its message home even if every word of the copy was "skipped".

During the 1926 season a more humorous note was struck to advertise the comfort. "You might be in bed at home" is a typical headline of this series.

Other press advertisements appear as necessary for the "service" and do not aim at artistic displays.

With regard to printed matter a clever device is adopted.

A nice booklet entitled "Holidays" is first offered. It contains places all over that part of the country served by the L. N. E. R., and some 26 special booklets dealing with definite districts are offered free of any charge.

The first booklet acts as a key to enable the prospective traveller to make up his mind, but the complete information will come to him in the second booklet.

The covers of the latter in flat colours (only black, red, green and grey) are, in themselves, little chef d'oeuvres of taste. The copy they contain is of great interest and profusely illustrated.

Another interesting book is one entitled "On

Either Side". It is so set up, that a traveller looking out of the window can follow his journey mile by mile from Kings Cross to Scotland. It indicates with photo and copy, places and sights of interest. A sort of book-map, which greatly helps to make the long journey most pleasant.

Outside poster publicity—which I shall speak of later—press advertising and booklets, two other advertising means are used: namely lantern slides and films.

The former is a great boon to schools, clubs, etc. Some 14 sets of lantern slides—in all 1383 slides—are supplied free with prepared "lectures" crammed full of most interesting information. The films are less in demand by the public as there is always the need for costly apparatus to show them. They are shown at a number of picture houses and on some American passenger steamers.

### *The Great Western Railway*

There is also a quite definite policy behind the Great Western Railway advertising.

"Our policy is very simple, the advertising manager told me. We rely mainly on printed matter and press advertising.