



FRANK H. MASON

The press is used either to advertise facilities such as excursions, train services, etc., or to induce people to travel. The announcements of facilities are given in the most concise and direct manner. The announcements designed to induce travel are of an artistic type. They endeavour to create the desire to know more about some particular spots and offer further information in a delightful series of booklets many of which are free.

You see that the whole of this portion of our press advertising is focused on our books.

It is our opinion that it is impossible to draw up a satisfactory mailing list for railway advertising. We use the press to reach the people whom our books might interest. The press acts as a mean to place our literature in the right hands and particularly in these cases where a small fee for the books is made, the effect is to avoid waste. Even then, during last season hundreds of thousands of these books were sold, a sure sign that they are greatly appreciated, and that the press is doing its work very satisfactorily." Such was some of the inside information the advertising Manager of the G. W. R. was good enough to give me.

I shall speak of the Railway poster later, but before passing to another form of advertising I must say that there is no doubt about the great value of the most elaborate books issued by the Great Western Railway.

Every single one is packed with well written information and photogravure or halftone reproductions of most tempting scenery and buildings.

There is just another media namely the lantern slides. Sets of these are lent out to village clubs or associations, their object being to use the long winter evenings for making up the mind of the audience as far as choice of next holidays travel is concerned.

*The London Midland and Scottish Railway*

For breeziness, life "at its best" with a human touch in every line of illustration and a cosiness and gentle persuasion in every line of copy—it would be difficult to beat the L. M. S. series.

Here also booklets are available, but the story is told in the press advertising, more completely than in either of the two preceding cases.

The Scottish line advertisements have the simple slogan "L. M. S.—the Main Line", and those on