



F R A N K H. M A S O N

Irish Holidays (a really remarkable series) the even more simple "L.M.S.—to Ireland".

How shall I resist quoting a few paragraphs of that "potted ferment to see more"? I can't.

Here are a few lines of an advertisement appearing in the provincial press, entitled "London Calling".

The "City", though the streets, thronged during the day by bankers and business men, are now silent, is wide awake in Fleet Street. There the newspaper pot is simmering noisily and in a few hours will boil over with its deluge of world news. Go west to theatreland, all scintillating with lights, gay with hurrying crowds and alive with darting taxis and motor broughams.

From restaurants and hotels there comes the faint fascinating murmur that kindles the joy of life. Inside all is light and music and laughter, the pleasant hum of conversation, the tinkle of glasses and knives, well dressed smiling crowds. It is London by night.

Am I wrong in qualifying this an ideal summary to get the reader to take notice? And this paragraph on "Laughing Central Wales".

Tiny streams laugh as they scribble their first lessons on the floors of its high valleys, laugh as they play hide and seek in the hollows, and laugh with the breath knocked out of them when they drape satin and lace over snarly rocks and tumble headlong downstairs.

But where the story has to be told convincingly and completely from the first start, is when "Irish travel" is to be sold.

The announcement entitled "Ireland Again!" is among the most convincing bit of promotion matter I have ever read.

Here also film and slide publicity has been used fairly constantly.

*Southern Railway*

The amalgamation of the various lines in the South of England into the Southern Railway, created exceptional difficulties, which required time, as well as an enormous expenditure of brain and money to overcome. Thus the Southern found itself in a position where it was desirable to go out of its way to recapture goodwill among present and prospective users.

The electrification of parts of the system and