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the replacing of some of its material was therefore—quite rightly—made the most of.

These improvements were made known and explained so that temporary inconvenience might be less strongly criticised. The advertisements were of a dignified type, and border type face as well as copy gave the right impression of earnestness. One felt that "business" was meant.

This was the main characteristic of the 1925 campaign.

The goal was so well attained that the "Southern" could, in 1926 once again renounce the "rehabilitation" vein of copy for announcements similar to the other companies.

This is perhaps the most striking example of the quick attainment of something more than a material result—the reframing of people's opinion. Helped with a very satisfactory reorganisation, the advertising bravely did its part of the work.

*"Resort Advertising"*

An interesting part of the Railway Advertising is that known as "resort advertising".

A certain city wants to "hit out" and, of course, the railway company, on whose line the city is,

invited to cooperate. This is carefully gone into, and by a mutual agreement a plan is drawn up.

It is interesting that this resort advertising for the L. N. E. R., in a normal year means a total expenditure of about £ 30,000. This company insists on having full control of such campaigns, the necessary appropriation being contributed on some agreed basis.

The Southern Railway is also a great believer in "resort" advertising and spends about £ 25,000 a year on these campaigns. Like the L. N. E. R., the S. R. insists on full control and acts for the resort, whose interests are, of course identical with its own.

The Great Western has similar arrangements and also insists on control of the campaigns collectively undertaken by cities authorities and the railway company.

*"The Poster"*

And here I come to a chapter which should be really a book—or even a set of volumes—if I attempted to be in the least complete.

Certainly, the railway companies sell quick and comfortable transportation. That is strictly speaking what your ticket entitled you to. But it is the