

TRANSPORT

The advertisements for "London Transport" which have been appearing for about a year are novel and original for London in every respect. Christian Barman, the Publicity Manager of this company, is the prime mover. He discovered interesting artists and excellent text-writers. Everything is unaffectedly fresh, and convincing



A dog slept in the sun outside. There was the grind of the lathe and that peculiar bright smell of cut beechwood. I walked across the cottage yard. There were piles of turned table-legs that had been rejected, green with rain-damp.

'Want a leg?' he called over his shoulder.

'No!' I shouted, 'just looking round.'

I held out a cigarette. He shook his feet clear of the knee-deep shavings and slipped the belt off the lathe. He came blinking into the sunlight, wood-dust on his eyebrows.

'It's odd to find this job being done by hand,' I said.

'Been doing it all my life. The beech keeps you healthy.'

'Still, it seems odd. Where does the wood come from?'

He gestured round him. I could see the beech trees in the valley and the

'Is it difficult, turning?'

'The machine's doing the splitting.'



'WELL', he said slowly, leaning back, one elbow on the bar, 'things here in the Chilterns are much as they should be. And that's more than I can usually say. Of course, it's early yet, but it has been a wonderful year for blossom. Should be plenty of fruit too, if there's not too much wind in September. Not like the hay, which isn't looking too grand...'

He drank enormously and wiped the back of his hand along his moustache. The landlord filled the empty glass and put it back by his hand.

'Not that there'll be a shortage', he went on, 'but the nights didn't help it a lot.'

He lit a dottle pipe, drawing the smoke.

'And the best...'

'Fete...'

without any effort, emphasizing the mechanical side, or remarks about speed, comfort and all that sort of thing. Good spot, the Chilterns. Good work, London Transport. The text for this series is marked by a strong feeling for the landscape and of being on a holiday. It does not appeal so much to golf-players, hunting sets and landowners as to the masses, and the millions who live and work in the great city. Most people know about the points recalled by the advertisements of the Chilterns, and when they read them they start off for the sunshine and the countryside.

