



He has more time than some for his breakfast, he gets home earlier than others. He is rarely seen at the ticket office, never searches for change. A Season Ticket gives this more leisured movement. And it saves money too. He goes from Welwyn Garden City to Trafalgar Square for £6.10.0 a quarter. And frequent journeys to theatre and Ballet cost nothing. With a 'Season' he travels in a manner befitting a civil servant.

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Die Illustrationen zu dieser Inseratserie zeichnete der Pole Topolski, ein Mitarbeiter von Harper's Bazar. Auch ihn entdeckte Barman für die Reklame. Als Ganzes ist diese Serie eine Abhandlung über das Leben und die Menschen Londons im Jahre 1936. Wie ja so oft, so fand auch Topolski als scharf beobachtender Fremder leicht die charakteristischen Typen. Zeichnung und „augenvertraute“ Schreibmaschinenschrift sowie der informelle, gut zu lesende Text vereinigen sich zu großer Einprägsamkeit.



"A penny saved is a penny gained", he says to clients. Now he has got an Underground Season Ticket from Exning to Russell Square (20/6 a month) he often feels like repeating the proverb. For he saves a nice little sum on his journey to the estate office, and pays no fare on any of his shorter rides. And he appreciates the fact that a Season Ticket is the best if worth 50 single tickets in the rush!

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So busy is she shoving off other people's clothes, that she seldom notices that when she goes. With a Road-rail Season Ticket her journey from London to Stoodley is quicker. And lots of evening frocks are made with no bother of buying tickets. Besides, she can ride free to her skating at Earl's Court and 'go' at South Kensington. Her 'Season' (20/6 a month) is a luxury she can well afford.

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Comfortably off he may be, but he would never despise the saving he makes with his Road-rail Season Ticket from North Croydon to Oxford Circus. For 20/6 a month, his long-time pilgrimage to a snug home near Placedilly and his evening visit to the West End for billiards are turned in for good measure. Besides, there is no fumbling for change. A Season Ticket gives him order, dignity, - and a tidy little saving.

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