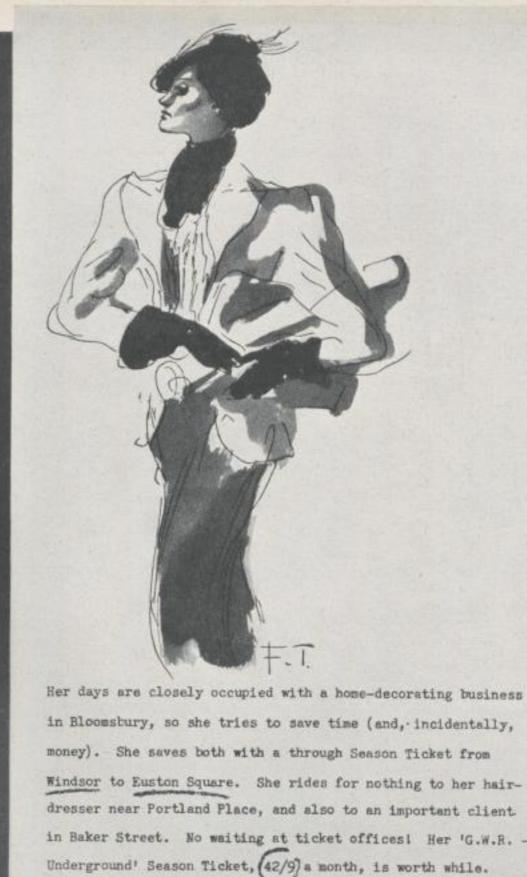
RANSPOR

The illustrations for this series of advertisements were designed by the Polish artist Topolski, a member of the staff of "Harper's Bazar". Barman also discovered him for advertising purposes. The whole series deals with the life and the people of London in 1936. As so often happens, Topolski, as a keen foreign observer, also easily found the characteristic types. The combination of the draughtsmanship, the familiar typescript and the informal text which is easy to read is most effective.



in Bloomsbury, so she tries to save time (and, incidentally, money). She saves both with a through Season Ticket from Windsor to Euston Square. She rides for nothing to her hairdresser near Portland Place, and also to an important client in Baker Street. No waiting at ticket offices! Her 'G.W.R. -Underground' Season Ticket, (42/9) a month, is worth while.

LONDON TRANSPORT

35 .

