

# TRANSPORT

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.



Her days are closely occupied with a home-decorating business 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.

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Not because he is lazy does he buy a ticket quarterly. Convenience influenced his decision to take a Season Ticket from Hammersmith to the Temple. Many evenings he dines in Soho. Often he goes to a show in the West End. With a Season Ticket, (42/9) every quarter, his pleasure journeys are so quick. More economical, too, for those short journeys by Underground that fit nothing.

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It is simply because he believes in economy without self-denial that he buys a Season Ticket from Maiden Lane to the Bank. Most days he travels from the City to his club near Oxford Circus for lunch. Two or three times a week he has to call upon an important client in Kingsway. His Underground Season Ticket (17/6) a month provides all these journeys - and some more for nothing. And saves waiting.

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Even if he could afford a car and a chauffeur, he says he would still go from Staines to Portman Square by Green Line. With his house near the main road, and his office in Oxford Street, he calls it a door-to-door service. His Season Ticket (47/6) four-weekly pleases his thrifty wife and satisfies his taste for luxury. And he can do the cross-word to pass. And never has to fumble for the fare.

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