

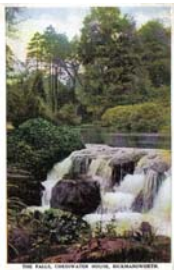
## NEW BOOK INFORMATION

# METRO-LAND

(British Empire Exhibition 1924 Edition)

New introduction by Oliver Green

• <b>Market:</b>	History, London, Transport
• <b>Pub Date:</b>	July 2004
• <b>Extent:</b>	128pp plus 20 colour photos, 50 B&W photos, fold-out colour map
• <b>Format:</b>	Crown Octavo (184 x 124mm)
• <b>Binding:</b>	Hardback
• <b>Price:</b>	£16.99
• <b>ISBN:</b>	1-904915-00-0
• <b>Territory:</b>	World



Metro-land was published annually from 1915 until 1932 and featured evocative descriptions and photographs of historic villages and rural vistas of the area north west of London, Middlesex, Hertfordshire and Buckinghamshire served by the Metropolitan Railway. Not only was it a guidebook designed to promote the area for leisure excursion travel from London but it was packed with facts for the commuter about the cost of season tickets, journey times and also with numerous adverts for all the new housing developments springing up during the 20's. This 1924 edition of Metro-land was published just as the property and leisure boom was under way and also had the extra purpose of promoting The British Empire Exhibition of 1924/25 at Wembley.

### Marketing & PR

- Faithful facsimile of the 1924 edition of this coveted guide, including unique A3, foldable, detachable, double-sided map plus numerous B&W and Colour photos
- **The 1932 facsimile editions published in 1988 sold over 20,000 copies**
- Original Metro-Lands are much sought after, collectable books, fetching over £200
- Huge catchment area of interest – N.W.London, Middlesex, Herts and Bucks and anyone who lives, works or travels in the Metro-Land area or in a Metro-Land house
- Literary connection with John Betjeman's Metro-land TV series and the Julian Barnes novel
- 100th anniversary of the start of electrification of the Metropolitan railway and the opening of the extension from Harrow to Uxbridge marked by LT open days in July
- LT Museum will actively promote and market the book – Oliver Green will feature in Press, Local radio & TV coverage
- Extensive Direct Mail campaign within the Metro-land area
- Targeted advertising
- Posters and other POS available

**Oliver Green** is the Head Curator of London's Transport Museum and the author and editor of numerous books including *Underground Art: London Transport Posters 1908 to the Present* and *Moving Metropolis: The History of London's Transport Since 1800*

For a review copy or for further information, please contact  
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