



Lost again? In unfamiliar districts, all-round awareness reduces danger, stress and journey times

An interesting signpost - from Joan Evans,
Bassaleg

Joan recently sent us a newspaper article that had been noticed by her son, Anthony. It was the "Ask Ripley" motoring column from the *Daily Telegraph* (June 16).

A query on navigation was illustrated with by a photo of a 1930s car with a bemused driver parked beside an uprooted signpost. This had two pointers, one showing "Cowbridge 4 miles" and the other, Llancarfan "2 miles 5 furlongs"! We drew circles on the map and decided the signpost must have been at the Abernant Road/A48 junction in Bonvilston.



At the time I assumed that it had been taken in 1939-40 when signposts were removed as a wartime security measure.

I would have liked to use the photo for the Newsletter but the picture was credited to a photo-agency named Hulton, so it was obvious we would have to pay a reproduction fee. As a first step we tried an Internet search and were led straight into the Hulton Archive catalogue of photographs.

A very helpful researcher replied to my e-mail that the only information on the photo was that it had been taken in January 1937. The photographer was surnamed Richardson and the commissioning agency was called Fox Photos.

If it does not cost too much for a reproduction right I will use the photo in a future Newsletter but, for the time being I have redrawn the signpost in the vertical position to illustrate the unusual finger-post design (above).

My pet wartime theory was thus disproved. The original was a high quality posed photo, perhaps a publicity-still from the cinema - 20th Century Fox? Alternatively was this a local photographer and photo agency?

Can anyone remember other signposts of this finger design and when and why they were replaced? Phil Watts commented that by the time he could remember this particular signpost it had been replaced with one that read "Llancarfan "2 ½ miles".