



The Beauchamp Tower
 The Wakefield Tower
 The Bloody Tower
 The White Tower

Tower of London



MARK LANE OR
 ALDGATE STATION

Bus 4, 42, 78; tram 47, 68, 70

NO. 163298/1100

THE BAYHARD PRESS

them, but, from the point of view of the foundations of artistic poster designing, these questions are not so unimportant, for the prerequisite for every genuine artistic achievement is the recognition and conscious mastery of the means used in representing it. But the criterion for judging a good poster is always that it should be understood by everyone everywhere.

Transl. by W. L. Campbell.

Posters for the London
 Underground Railway

Designed by
 ANDREW
 JOHNSON
 London