

**A POSTER IS SEEN BETTER**

**THROUGH** Underground posters are read by responsive folk who are keen to buy goods and service of every kind. Passengers number 446 million a year, a market advertisers can reach easily and profitably. The Commercial Advertising Officer will gladly quote. 55, Broadway, S.W.1. VICTORIA 6800.

**THE UNDERGROUND**

**YOUR POSTER**

**—travels with your customers**

It meets them under the best possible conditions. It is always well lighted and well maintained. Such a traveller as this is a tower of strength to any business.

It works nineteen hours a day

**ON THE UNDERGROUND**

THE SMALLEST POSTER, A CAR PANEL, COSTS 1d. A DAY

LONDON TRANSPORT  55 BROADWAY, S.W.1

In the year ended June, 1935, passengers of London Transport trams, buses and trolleybuses, numbered 3,116 MILLION.

**3116 MILLION**

Daily, for 19 hours, those vehicles serve a field of vast purchasing power. Let London Transport display your posters. There is no better medium. And the cost is reasonable. For a quotation apply to the Commercial Advertising Officer at 55 BROADWAY • LONDON SW1 • VICTORIA 6800

**LONDON TRANSPORT** 

**WE TAKE OUR OWN MEDICINE**

That is to say, we of London Transport reserve to ourselves much valuable space on our stations, trains, buses, trams and trolleybuses for showing our own posters. Only by this means can we keep in constant touch with the 9½ million people in our area. But on one point we do insist. Every poster must be well 'sited,' and kept clean. That is not enough. We ensure equally good conditions for posters of other advertisers. These include prosperous firms who rent space on London Transport stations and vehicles year after year. The cost? It can be as little as **a penny a poster a day**

QUOTATIONS FROM COMMERCIAL ADVERTISING OFFICER  
LONDON TRANSPORT, 55 BROADWAY, S.W.1. VICTORIA 6800

**LONDON TRANSPORT**

Inserate für die London Transport  
Entwurf Z É R Ó Design  
Advertisements for London Transport