

R U D I  
F E L D



idea. Color and light are the important factors. In the case of giant films well adapted for the purpose, moving advertisements which require a mechanical apparatus are sometimes employed.

For carrying out such large-scale decorations, the Ufa has erected large, modern workshops in which painters, decorators, stucco sculptors, carpenters, cabinet-makers, mechanics and electricians are employed.

In the nature of things, all frontage advertisements are relatively short-lived. Nevertheless they find an echo in the advertising of the smaller suburban cinemas, which nearly always get these plans and photographs delivered with the film itself.

Rudi Feld extends his activities to everything connected with publicity, for there is indeed no branch of advertising to which he has not at some time devoted attention.

Trans. by E. T. S.

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Phot. Ufa

