



Lichtsäule vor einem Kino in Berlin

Entwurf von Dipl.-Ing. OTTO FIRLE
Design by

Illuminated Column in front of a Cinema in Berlin.

Dr. LEOPOLD SCHREIBER:

CINEMA ADVERTISING

"When I go to the pictures on a Sunday"—was the refrain of a popular hit. Well, when I go, I like to ramble along from one to another before making up my mind. Wonderful titles appeal to me from all sides, façades glorious in crimson light scream out: "My Lips cannot lie!" Enchanting pictures above the portals of the theatre supply the proof of this statement. There is no doubt about it—such lips could not lie—I must see this! This is the right note to strike: the three component parts of the complete advertisement must compose into a magnetically attractive whole. First we

have the great glow of light and colour from the front of the theatre, visible from afar, across the width of streets and squares. Dazzled by the radiance, the audience are drawn like moths to the source of the illumination. When you draw nearer, you can distinguish the outlines of the gigantic posters. Now we stand in front of the theatre. The title, full of promise as it is, cannot fail to attract us. One quick look at the exciting episode photos and we hurry past the alluring display propaganda in the entrance-hall to the box-office:

Thrills—Thrills—Thrills!

At night it is light effects that attract. The best propaganda for the main performance at nine o'clock is the nightly blaze of light and colour. It is this "night performance", which must



Außenreklame an einem Ufa-Theater in Berlin

Outdoor Advertisement on a Ufa Theatre in Berlin