

bring in the great masses of the public, which is decisive for the success of the picture. This is why modern cinema architecture concentrates on the conception of "light in darkness". The constant tremendous development in lighting technique plainly points the way to the cinema of the future. It will be an abode of light and will be capable of producing a glory of illumination as yet undreamed-of.

The day and night aspects of the facade must be effective complements of one another. Propaganda in the bright light of day naturally demands quite other conditions. The cinema company's propaganda director must direct his appeal to the daylight public, which is much more critical. What posters are most suitable to direct the imagination of even the least imaginative of passers-by in the regions of the pictures? The mass of the public—particularly the masculine section—react most strongly to sensational pictures. Gigantic icebergs, ships aflame from bow to stern—such "promising" thrills never fail



Außenreklame an einem Ufa-Theater in Berlin

Outdoor Advertisement on a Ufa Theatre in Berlin

