



latitude to single out the decisive moment of the film content and express it by all the means their art commands.

Instead merely drawing round some photo or other, as is still the regrettable practice in the film world, Clavé, can express the substance of the film content in his own way and so contribute an artistic achievement to the evening's entertainment. Such high rating of poster art is not only of service to it but naturally to Cineaes as well, being both laudable and profitable.

In thus utilizing the film content for the poster Clavé evidently strives after versatility. He is at pains not to succumb to a manner, very important in this case, as he has never been out of his native town. Yet he has unmistakably an already pronounced

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