



**FILMPLAKATE
 FILM POSTERS**

Alfred Bauer with his decided talent for poster design invariably works for the triumph of the publicity idea. Possessed of lively imaginative power, he forms with its aid the materials required for the work of the moment. Expert technical skill and artistic conscientiousness enhance his meditative gift and place the mark of cultivated taste on everything he does. The artist achieves his striking effects through his distribution of light. It is truly wonderful how the abundance of neutral tints and realistically vivid colouring combine to form a perfectly harmonious whole. The dignity of his designs and their skilful draughtsmanship have placed