

results. The Tobis arranged for an Exhibition of the forty-one entries to follow the awarding of the prizes. An inspection of the posters revealed the fact that the artists had taken their task seriously and had produced work suitable for the purpose and well planned as to form and line. The artists from the Ostmark were the most successful. Not only did they carry off the three prizes but they achieved two sales also. German advertising artists are grateful to the Tobis Company for having inaugurated the competition which is the first serious effort to raise the standard of film posters which in many respects are sadly in need of reform. It is to be hoped that further efforts will be made in this direction. The Tobis intends to display the posters in a "Travelling Exhibition" which will be shown in the most important German cities. This will give cinema proprietors, advertising artists and the Press the opportunity to attack the subject of "The Good Film Poster".

Translated by Flora Salmond-Volkman

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