

- 7.—SIZE
The painting must conform to the proportions of the 24-sheet Poster. (The 24-sheet Poster is horizontal and not vertical in form, and when reproduced is 8 feet high by 20 feet long). The size of the sketch itself must be 13 inches by 32½ inches while the margin surrounding it must be of white and 2¼ inches wide.
- 8.—MATERIAL
The material to be used for the painting may be canvas on (stretcher), illustration board, pastel board, or any material that is *self supporting*. (Entries received rolled will not be considered by the jury).
- 9.—CLOSE OF CONTEST
No paintings will be considered received after December 31, 1926. Consequently, contestants should take care that their entry or entries should be shipped in time sufficient to insure delivery on or before December 31, 1926.
- 10.—BASIS OF AWARD
- a. Force and effectiveness of conception in relation to idea of subject, i.e., the most masterful interpretation of the idea of subject.
 - b. Strength and harmony of color.
 - c. Excellence in technique, irrespective of style of treatment used.
 - d. Excellence in drawing and composition.
- 11.—JURY
A jury of five will judge the paintings. The jury will be composed of:—
1. An artist of the Royal Canadian Academy.
 2. Two Safety League Representatives.
 3. Two representatives of the Poster Advertising Association of Canada.
- 12.—SHIPMENT
Paintings are to be sent to the Poster Advertising Association of Canada, 1206 Bank of Hamilton Building, Toronto, Ont. Paintings will be returned at the close of the contest, express collect if requested by the contestant.
No responsibility or risk will be assumed for design in transit. It is understood and agreed that while the Association will assume reasonable care of designs submitted it shall not be held responsible beyond that reasonable care.
- 13.—IDENTIFICATION
(*Very Important*).
No contestant must sign his name or any mark except a secret identification mark on the back of the painting.
Each contestant must accompany his shipment with a letter by mail identifying the painting and giving the name and address of the contestant.
The paintings will be judged solely by number.
Each painting for Junior Contest must be so marked on the back thereof.

Addendum

Through an arrangement with THE POSTER, an art magazine of Poster Advertising, a complimentary year's subscription will be entered for the contestants entering the twenty-five best entries in each competition.