

## *Information*

This Contest is being arranged and the prizes offered by the Poster Advertising Association of Canada, an organization whose members own and operate Poster Advertising Panels in some two hundred and thirty-five cities and towns throughout our Dominion.

Members of the Association display Posters only on their privately owned, steel-faced neatly framed green Poster Panels, which are 25 feet long by 11 feet high, substantially built and consistently maintained in the highest degree of perfection.

The operation of Poster Plants by members of this Association is controlled by the standards of practise of the Association.

The panels are regularly painted. The grounds about them are kept neat. The ethical standards of the business are high.

Poster Panels are not to be confused with billboards or common hoardings.

## *Rules of the Contest*

- 1.—ELIGIBILITY                      Read the opening paragraphs of the two contests.
- 2.—SUBJECT                            A SAFETY-FIRST POSTER. The subject must be Safety, and not safety as applied to any one particular thing (or object?).
- 3.—THE IDEA                          Broadly the idea is to picturize Safety in such a way that it will prompt all people to practise safety in all things.
- 4.—WORD LEGEND                    The word message should be complementary to the picture, adding force by word to the force of the picture. It is advisable to use as few words as possible. Brevity in words is essential to the effectiveness of a poster.  
  
NOTE—If, in the opinion of the judges, the posters winning prizes should not have wording deemed acceptable the right is reserved to substitute a different wording. Should the wording of some other contestant, not a prize winner, be used, a separate prize of \$50.00 will be given for each such word legend used.
- 5.—MEDIUMS                        Any medium adaptable for reproduction in lithograph for a poster; such as oil, water color (either opaque or wash), pastel, etc.
- 6.—COLORS                            No restraint in number of colors used. It is advised that the contestants keep in mind that a judicious use of colors helps constitute that which is judged a good painting for Poster reproduction.