

*A Nation-wide Prize Competition
for the Best Poster Design
to Prompt Interest in
Safety-First*

26 Cash Prizes, recognition and the satisfaction of doing a great public service will award contestants.

OPEN	JUNIOR
First Prize \$300.00	First Prize \$200.00
Second Prize 200.00	Second Prize 150.00
Third Prize 100.00	Third Prize 100.00

THE OPEN COMPETITION is open to all artists, amateur or professional, who are and have been residents in Canada for the twelve months previous to the closing of the contest.

THE JUNIOR COMPETITION is open to all pupils enrolled in collegiate, technical or high schools, commercial or other colleges or schools of high school grade. These competitors must enclose in their envelope proof of enrollment at their school, signed by the principal. Contestants in the Junior Competition automatically compete in the Open Competition.

The winning poster will be displayed throughout the length and breadth of Canada by the

POSTER ADVERTISING ASSOCIATION OF CANADA
as a donation to this very necessary movement.

For full information write

POSTER ADVERTISING ASSOCIATION OF CANADA
Research Department

Bank of Hamilton Building

Toronto, Ont.

Suggestion

A Good Poster

1. Should graphically and impressively tell its story at a glance.
2. The picture, plus a few words, (the fewer the better) should convey the message.
3. Usually simple designs are the best.
4. A Good Idea is the first consideration.
5. Good Drawing and Artistic Coloring are essential.
6. General Arrangement that will be effective and attractive among other Posters is desirable.