

PAUL
COLIN

Plakat
Poster

PAUL
COLIN



LES
CRIMINELS
PITOEFF
THEATRE DES ARTS

NEW
POSTERS
FROM
FRENCH

The visitor to Paris is not at first greatly impressed by the general effect of French advertising.

The average is not on a very high level; but here and there one comes accross astonishing individual achievements. At the moment France is going through a period of advertising Renaissance.

It is a situation similar to that in Germany just previous to the war—average weak, but solitary