

DAMOUR †

A GREAT NAME IN THE WORLD
OF FRENCH ADVERTISING



En chevreau glacé
et parfaitement
lavable, le
gant le plus féminin,
le gant CROMEX de

PERRIN

En vente dans le monde entier et à Paris
22, rue Royale - 45, avenue de l'Opéra

Advertisement Agentur Dam (Damour), Paris



LEROY

VERRES DE QUALITÉ
OPTIQUE / MÉDICALE

30 RUE VIVIENNE 30

131 B'VEBA/TOPOLE 52 RUE DU COMMERCE

Etienne Damour—it is a name that for all interested in advertising in France, in Europe, even in America, has become a symbol of the French advertising movement of recent years. Damour was always ready to take a step forward, always ready to take the lead and everywhere one finds his name at the head of national and international leagues. As President of the Corporation of Techniciens de Publicité he infected the whole league with his own enthusiasm and made of them a highly interesting cooperative center of activity. It was he who grasped the international idea and realized it in the Union Continentale de la Publicité and in the year 1929 at the founder's congress in Berlin, he was elected president. Recently the International Advertising Association, which for the first time in 25 years intends to choose a president out-