

Qu'ils soient glacés, fins, sués, dégrainés, chamottés, lannés, lavables, tous ces gants s'imposent à la femme chic, lorsqu'ils sont d'une coupe élégante et racée.

PERRIN a conçu pour vous, dans chacune de ces spécialités, le gant ayant que vous cherchez.

GANT PERRIN

"toujours  élégant"

En vente dans le monde entier et 45, Avenue de l'Opéra - 45, Boulevard Haussmann - 17, Rue St-Pierre, PARIS

Suprême accessoire de votre toilette, le gant achèvera l'œuvre du fard et du parfum.

PERRIN, spécialisé depuis 70 ans dans le gant de qualité, vous offre le modèle rêvé, qui parera votre main du grain velouté d'un cuir de choix.

GANT PERRIN

"toujours  élégant"

En vente dans le monde entier et 45, Avenue de l'Opéra - 45, Boulevard Haussmann - 17, Rue St-Pierre, PARIS

L'élégance stricte et sportive de l'homme moderne s'accommode d'un solide gant de cuir, cousu main, dont la forme large n'exclut pas l'élégance. PERRIN, spécialisé depuis 70 ans dans le gant de qualité, a conçu pour vous un gant dont la coupe aisée affirmera la ligne de votre main sans la déformer.

GANT PERRIN

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side the United States, even offered him the post, which up to now has always been occupied by one of the most prominent personalities of the American business world.

It seems only right that Damours should receive such honors, and when we call to mind his cooperative work in the national and international leagues, then it seems as if Damour had exercised considerable influence upon the spirit of French advertising even beyond the work for the leagues.

Of course he was neither the first nor the only man to make American methods of publicity known in France. Working with Gérin, he realised that advertising is not a luxury which only a few phantastic individuals can indulge in, in order that they may read the names of their firms on the walls and in the newspapers, but that advertising art is a science in itself, which has its own laws and which represents a mighty power in the hands of a man who understands how to make use of it.

To Etienne Damour belongs the great credit of carrying into the sphere of French commerce and industry ideas and principles which sprang neither from clubs nor from books. If we now find interest in advertising in France in circles which were formerly averse to it, if on the other hand the idea of "service" and truth in advertising have now become common property, this is to no small extent due to Etienne Damour—to the activities of the "Dam-Publicité" and the magazine "Vendre".

The French advertising world owes a great debt of thanks to Damour, the "Conseil en Publi-

