



Posters
Agentur Dam (Damour), Paris

city" has his activities above all to thank for the part it now plays in French business life and that its advice is now sought and recognised. Damour has here broken down the narrow bounds of the "Professionals" and included the great masses of all those who buy and manufacture goods.

His work is based, not on theory, but on practice. In the foundation of the magazine "Vendre", it has taken shape, for the title is a program and in the creation of the "Dam-Publicité" too, which is the first advertising house in France, and which purports to be something more than a mere agency selling paper and space. Damour's work is built up on the one idea: to sell. He does not attempt extreme originality nor pure art. He merely attempts to reach the greatest possible body of consumers by the simplest possible means. It is therefore difficult to pass judgment upon

