

# LIGHT

*as an aid to advertising, has made steady progress in recent years. The fresh possibilities became too great for the individual. The logical line of development followed was from the illuminated business house to the street of lights and the quarter of the town where light was used for publicity purposes. By means of light it was possible to make the appearance of a town an entirely new factor in tourist propaganda. The architecture and its harmonious lines are only fully revealed when they stand out clearly illuminated against the night sky.*

*As a matter of fact, the entire external appearance of a town can be made a new and beautiful publicity feature by light*

