

## P A R I S



„Madonna-like Romanticism of Fashion“. Other photographs again, have had as their source an atmosphere of sheer elemental joy in life, and this laughing blithesomeness that confronts us, lends wings to our fancy. No laboured purpose strikes discordant notes in any of Joffé's work. And precisely herein lies the great value of his advertising art. Joy in creation, in invention characterises everything he does, and since he uses the camera in much the same way as a painter