



## PARIS POSTER HOARDINGS

The fundamental tone of the city is grey. Asphalt, the patina of the façades, the slate roofs, the maze of chimney-post—discreet colouring in a unique scale of the finest nuances, and a unique background for the vivid splashes of colour created by awnings, newspaper kiosks, posters! From out the romantic nooks and crannies of the immense forest of stone the posters gleam forth accentuating the melody of this city as they direct the eye to articles of everyday use and above all to people who are the talk of the hour. Here they are in their own proper setting where charm and intimacy soften austerity and restraint in form. It is indeed precisely the sense of intimacy in the poster which is seen at its best in Paris as nowhere else. In addition is the decorative element. Posters never take their surround-