

Plastic Posters for the  
French State Lottery



and at the last World Exhibition held in Paris came forward with a new and original method of instruction in advertising. This gained him the Grand Prix. Louis Ferrand is also a teacher in the sphere of graphic art and publicity. At the moment he is engaged in writing a handbook on publicity, for he takes a keen interest in the training of the rising generation of advertising artists. His one great wish is to see the building of a State School established on an entirely new basis and for the exclusive purpose