



Guide to the Draeger frères printing collection, 1897-2025

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Table of Contents

Summary	4
Background	5
Arrangement	6
Administrative Information	6
Related Materials	7
Names and Subjects	8
Collection Inventory	9
Collection Reference Catalogs and Readings	9
Advertising Materials: French Industry	9
Main Catalog	9
Supplemental Catalog	11
Art Books	11
Celebration of French Industry: Commercial Work	12
Main Catalog	12
Supplemental Catalog	23
Commercial Trade Catalogs	26
Household Goods and Personal Products— Main Catalog	26
Household Goods and Personal Products— Supplemental Catalog	34
Fashion and Clothing— Main Catalog	37
Fashion and Clothing— Supplemental Catalog	44
Transportation— Main Catalog	50
Transportation— Supplemental Catalog	59
Company Promotional Materials	62
Main Catalog	62
Supplemental Catalog	64
Educational Works	66
General Political Printings	66
Main Catalog	67
Supplemental Catalog	67
Medicine Collection	67
Military and War Printings: WWI & WWII	68
Main Catalog	68
Supplemental Catalog	70

Nicolas Wines Collection	70
Various Printed Ephemera	75
Main Catalog	75
Supplemental Catalog	78
Vichy Propaganda Collection	79
Main Catalog	80
Supplemental Catalog	81

Summary

Collection Title:

Draeger frères printing collection, 1897-2025

Creator:

Draeger frères

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

Draeger frères was a French printing and publishing company founded in 1866 by Charles Draeger and active until around 1980. Collection includes advertising and promotional materials; commercial trade catalogs; government propaganda posters including materials relating to World War I and the Vichy period of World War II; maps; educational books; art books; and other printed materials. Companies represented include Berliet, Cognac, Coty, Hermès, High Life Tailor, Nicholas Wines, Peugeot, Printemps, Renault, Royal House, and Samaritaine. Includes the work of artists and graphic designers such as Charles Martin, Edouard Garcia Benito, George Barbier, George Martin, Georges Lepape, Joseph Hemard, Leandre, Leonardo Cappiello, Leopold Franz Kowalski, Mariette Lydis, Maximilian Fischer, Paul Colas, Poulbot, R. Ernst, René Vincent, Sem, Willette, and the photographers Man Ray and Robert Doisneau. Text features contributions from writers including André Maurois, Charles Péguy, Jean-Henri Michel, Miguel Zamacoïs, and Pierre MacOrlan. Acquired as part of the John W. Hartman Center for Sales, Advertising, & Marketing History.

Extent:

9.5 Linear Feet

Language:

Materials in French, English, Spanish, German, and Portuguese.

Collection ID:

RL.13158

Permalink:

<https://idn.duke.edu/ark:/87924/m12n0f>

Preferred Citation

[Identification of item], Draeger frères printing collection, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

Background

Scope and Content

Collection includes advertising and promotional materials; commercial trade catalogs; government propaganda posters including materials relating to World War I and the Vichy period of World War II; maps; educational books; art books; and other printed materials.

Companies represented include Berliet, Cognac, Coty, Hermès, High Life Tailor, Nicholas Wines, Peugeot, Printemps, Renault, Royal House, and Samaritaine.

Includes the work of artists and graphic designers such as Charles Martin, Edouard Garcia Benito, George Barbier, George Martin, Georges Lepape, Joseph Hemard, Leandre, Leonardo Cappiello, Leopold Franz Kowalski, Mariette Lydis, Maximilian Fischer, Paul Colas, Poulbot, R. Ernst, René Vincent, Sem, Willette, and the photographers Man Ray and Robert Doisneau. Text features contributions from writers including André Maurois, Charles Péguy, Jean-Henri Michel, Miguel Zamacoïs, and Pierre MacOrlan.

Biographical/Historical

Draeger frères was a French publishing company founded in 1866 by Charles Draeger. Originally named Draeger & Lesieur, Draeger frères adopted its current name and brand after Charles Draeger died in 1899 when Amélie Bagdassard, Draeger's wife, took over management of the company and renamed it Draeger frères. By the 1920s, Draeger frères was one of the premier printing houses in France, known for its proprietary printing process, Procédé 301.

Draeger frères reached its peak as a leading French firm for advertising and printing in the decades between the two world wars. During the German occupation of France (1940-1944), Draeger frères was one of the few publishing companies to remain in operation, producing propaganda material for the Vichy government. In the postwar period, the firm produced photo books celebrating the French liberation movement including a commemorative book compiled by the city of Paris. In 1968, Claude Draeger launched Draeger Editions that produced large-format art books. In the late 1970s, the company was acquired by the Gaillard-Motel firm and converted to a printer of wallpaper. Publishing activity ended around 1980 and the company was defunct by 1990.

Draeger frères produced work for a number of companies including Coty, Hermès, Renault, Printemps, and Ford. The firm contracted with many

prominent artists, graphic designers, and photographers including George Martin, George Barbier, Georges Lepape, Edouard Garcia Benito, René Vincent, Charles Martin, Joseph Hemard, Poulbot, Maximilian Fischer, Sem, Willette, Leandre, Leonardo Cappiello, Leopold Franz Kowalski, Mariette Lydis, Paul Colas, R. Ernst, Robert Doisneau, and Man Ray. Draeger Frères had a long-term relationship producing catalogs for the Nicholas Wine Company, considered the first French company to sell wine by the bottle from a storefront.

[Return to Table of Contents](#)

Arrangement

Organized into the following series: Collection Reference Catalogs and Readings; Advertising Materials: French Industry; Art Books; Celebration of French Industry; Commercial Work; Commercial Trade Catalogs; Company Promotional Materials; Educational Works; General Political Printings; Medicine Collection; Military and War Printings: WWI and WWII; Nicolas Wines Collection; Various Printed Ephemera; and Vichy Propaganda Collection.

Materials arrived in multiple accessions accompanied by detailed catalogs prepared by the vendor. Items are organized by a number which corresponds to the number of the item as it appears in the vendor catalog. Items relating to the vendor's supplemental catalog have an "S-" prefixed to the catalog number to distinguish it from a similarly numbered item in the main vendor catalog. To facilitate cross-referencing individual items to their respective catalog descriptions, materials have been further organized according to main or supplemental catalog references. In addition, each item has been assigned a unique item number at processing to facilitate metadata management during digitization.

[Return to Table of Contents](#)

Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Acquisition Information

The Draeger frères printing collection was received by the David M. Rubenstein Rare Book & Manuscript Library as a purchase from Marc Selvaggio Books & Ephemera in 2024-2025.

Processing Information

Processed by Brandee Newkirk, November 2025.

Accessions described in this collection guide: 2024-0078 and 2025-0112.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

[Return to Table of Contents](#)

Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

Advertising ephemera collection,

Bic Retractable Pen Launch "Bic-Issimo" Promotion,

French Advertising Display Binders,

Gary P. and Sandra G. Baden Collection of Print Advertisements,

James Austin Smith papers,

Jane Stricklen collection of Russian packaging,

Publicis Promotional Binder, and
Strobridge Lithographing Company Advertisements.

[Return to Table of Contents](#)

Names and Subjects

- Advertising -- Automobiles
- Advertising -- Fashion
- Advertising agencies -- France
- Commercial art
- Commercial photography
- France--Politics and government--1940-1945
- Graphic arts
- Graphic design (Typography)
- Maps
- Printers--France
- Printing
- Propaganda, French
- Trade catalogs
- World War, 1914-1918 -- France
- World War, 1939-1945 -- France
- John W. Hartman Center for Sales, Advertising & Marketing History
- Coty (Firm)
- Editions L'Hermès
- Peugeot S. A.
- Printemps (Firm)
- Régie nationale des usines Renault
- Samaritaine (Firm)
- Société des automobiles M. Berliet
- Barbier, George, 1882-1932
- Doisneau, Robert
- Garciá Benito, Edouard, 1891-1981
- Hémard, Joseph, 1880-1961
- Léandre, Charles-Lucien, 1862-1934
- Lepape, Georges, 1887-1971
- Lydis, Mariette, 1887-1970
- Man Ray, 1890-1976
- MacOrlan, Pierre, 1882-1970
- Maurois, André, 1885-1967
- Michel, Jean-Henri, 1908-1977
- Péguy, Charles, 1873-1914

- Poulbot, Francisque, 1879-1946
- Sem, 1863-1934
- Vincent, René (Artist)
- Willette, Adolphe, 1857-1926
- Zamacois, Miguel, 1866-1939

Collection Inventory

Collection Reference Catalogs and Readings, 2024-2025

Scope and Contents

Includes Main and Supplemental catalogs, referenced throughout this collection guide, which contain detailed descriptions of the items in the collection. The series also includes some printouts with biographical and other information relating to the collection and its contributors.

Main collection catalog, 2024	Box 1
Supplemental collection catalog, 2025	Box 1
Supplemental reference literature, 2025	Box 1

[Return to Table of Contents](#)

Advertising Materials: French Industry, 1909-1952

Organized to facilitate cross-referencing with descriptions belonging in either the main catalog or supplementary catalog.

Scope and Contents

Company advertisements printed by Draeger frères that are not centered on French industrialism. Some of the materials include film advertising, restaurant menus, and travel advertising.

Main Catalog, 1925-1951

218. Radio-Cinéma, Le Mystère Barton (The Barton Mystery), 1949

Box 12 > Item RL13158-
ITEM-0218

Scope and Contents

12 pages, including color pictorial wrappers. Illustrated throughout. Large brochure for movie theater owners, promoting this French-produced detective mystery.

221. Les Ambassadeurs, Menu, Attractions, Barcelone, Mai 1909 (Menu, Attractions, Barcelona, May 1909), 1909

Box 16 > Item RL13158-
ITEM-0221

Scope and Contents

Large oblong folio (38 cm) double-sided color lithographed menu, for a short-lived dining and entertainment establishment constructed on the grounds of Barcelona's 1929-30 International Exposition.

226. Fichet, Un Nouvel Élément de Défense Contre le Vol. La Barrage Invisible CEMA. (A New Element of Defense Against Theft: The CEMA Invisible Barrier.), 1935

Box 9 > Item RL13158-
ITEM-0226

Scope and Contents

20 pages with color lithograph wrappers, cover title La Protection par les Rayons Infra Rouges. Diagrams and illustrations throughout.

229. Chemins de Fer de l'État, La Gare est aujourd'hui qu'était autrefois la place de la ville (State Railways: The station is today what was once the town square), approximately 1935

Box 9 > Item RL13158-
ITEM-0229

Scope and Contents

8 pages, stiff board, with mounted endpapers and pictorial cover. Illustrated with half-tones.

230. La Jeunesse, Ernest. , L'Orient a Notre Porte. (Youth, Ernest. The East at Our Doorstep.), approximately 1925

Box 9 > Item RL13158-
ITEM-0230

Scope and Contents

Printed in a bronze-tinted ink. Vignette illustrations throughout by Bougault and Roll. "Oriental" decorations throughout and in chapter titles.

231. Office Marocain de Tourisme, Marrakech, Maroc (Moroccan Tourist Office: Marrakech, Morocco), 1951

Box 9 > Item RL13158-ITEM-0231

Scope and Contents

24 pages including pictorial wrappers. Photo-essay from the Rabat-based Tourist office, with an essay, by François Bonjean printed on the inside wrappers.

Supplemental Catalog, 1930-1952

S-79. Société Française du Liège, Le Liège Dans Le Bâtiment (French Cork Society: Cork in Construction), approximately 1930

Box 12 > Item RL13158-ITEM-0335

Scope and Contents

Metallic spiral-bound pictorial wrappers. A detailed, descriptive, and technical sales booklet on the use of cork in buildings, particularly in flooring construction and structural supports, as well as in floor coverings, such as this firm's "Liko," which resembles ceramic tile.

S-80. Aluminium Industry, Revue de l'Aluminium (Aluminum Review), 1952

Box 17 > Item RL13158-ITEM-0336

Scope and Contents

Original proof print of the cover, front and back, of this trade magazine, for Issue No. 193 (Novembre 1952), printed by Draeger, on "paper d'aluminium" made by Coquillard

[Return to Table of Contents](#)

Art Books, 1900s-2019

224. Philip de Séran, Les Maîtres de la Photographie. (The Masters of Photography.), 1900s

Box 13 > Item RL13158-ITEM-0224

Scope and Contents

42 pages of photogravure prints from photographs. Original decorative gilt-printed wrappers, untrimmed, bound in a contemporary half-morocco over boards. One of 2000 copies printed.

255. Bibliothèque Forney, Pages d'Or de l'Édition Publicitaire: Catalogues Illustrés au Service des Entreprises (Golden Pages of Advertising Publishing: Illustrated Catalogues for Businesses), 1988

Box 13 > Item RL13158-ITEM-0255

Scope and Contents

Illustrated throughout in color and black-and-white. The authoritative descriptive catalogue of this landmark exhibition, held from December 1987 to March 1988, which brought together 100 examples of some of the finest designed and printed French commercial catalogues.

256. Alain Draeger, Draeger: Les Pages d'Or de l'Édition (Draeger: The Golden Pages of Publishing), 2019

Box 17 > Item RL13158-ITEM-0256

Scope and Contents

A book with 231 pages, illustrated in color, and featuring pictorial color boards.

[Return to Table of Contents](#)

Celebration of French Industry: Commercial Work, 1910s-1950s

Organized to facilitate cross-referencing with descriptions belonging in either the main catalog or supplementary catalog.

Scope and Contents

Catalogues and brochures that show the range of the firm's graphic skills applied to promoting specific businesses and their goods or services for French industrialism. Pieces in this series comprise in themselves an exhibition on the promotion of material culture and more indirectly, of French culture. Includes companies such as Renault, Aux Galeries Lafayette, La Printemps, and Hennessy & Co.

Main Catalog, 1910s-1950s

11. Publicis, Des millions d'acheteurs sans-filistes (Millions of wireless buyers), approximately 1935

Box 2 > Item RL13158-ITEM-0011

Scope and Contents

Pictorial wrappers with plastic spiral binding. With six full-page maps and one tipped-in photo.

12. Bisquit, Dubouché & Co. , Vues Photographiques des Chais de la Maison Bisquit- Dobouché & Co. Jarnac-Cognac (Photographic views of Chais de la Maison Bisquit-Dobouché & Co. Jarnac-Cognac), approximately 1920

Box 2 > Item RL13158-ITEM-0012

Scope and Contents

Four plates, including a color map of the Charentes region and a color lithographed plate of labeled bottles.

13. Pierre Benoit, Antinéa Parle... (Antinéa Speaks), approximately 1925

Box 2 > Item RL13158-ITEM-0013

Scope and Contents

Promotional piece from a manufacturer of liquors and published here "a la gloire des ses vieilles liqueurs", featuring two tipped-on color plates, one by Eduardo García Benito, the other by René Lelong.

14. Hennessy & Co., Trade Catalog of Hennessy and its production, approximately 1930

Box 2 > Item RL13158-ITEM-0014

Scope and Contents

Pictorial wrappers with fox spotting over Draeger's patented plastic spiral binding. Illustrated with half-tones and vignettes.

15. Paul Iribe and Pierre Lesteringuez, Sourire de Reims, Sourire de France, Champagne (Smiles of Remis, Smiles of France, Champagne), 1932

Box 14 > Item RL13158-ITEM-0015

Scope and Contents

Stiff pictorial wrappers, with metal spiral binding. A tribute to French champagne, on the occasion of the 250th anniversary of its "discovery", with five fine color lithographs by Iribe.

16. Paul Iribe and Pierre Lesteringuez, Sourire de Reims, Sourire de France, Champagne (Smiles of Remis, Smiles of France, Champagne), 1930s

Box 2 > Item RL13158-ITEM-0016

Scope and Contents

Lithographed wrappers with gilt lettering, silk cord binding. With five plates and a double-page rendering of a vineyard.

17. Bénédictine D.O.M, Les Établissements de La Bénédictine. Bénédictine D.O.M. La grande Liqueur Française (The establishment of the Benedictine. Benedictine DOM the grand liquor of France), approximately 1935

Box 2 > Item RL13158-ITEM-0017

Scope and Contents

Color pictorial wrappers with professional illustrations.

18. St. Raphaël, St. Raphaël Quinquina, Rouge Blanc, approximately 1930

Box 2 > Item RL13158-ITEM-0018

Scope and Contents

Thick boards, front cover stamped in colors with plastic spiral binding.

19. St. Raphaël, La Merveilleuse Historie du St. Raphaël Quinquina (The Marvelous history of St. Raphael Quinquina), 1937

Box 2 > Item RL13158-ITEM-0019

Scope and Contents

Color pictorial wrappers with six full-page and center spread illustrations in color. The double-page center illustration is signed by Art Deco artist Louis Icart.

20. Société Anonyme E. Mercier & Co.,
Champagne Mercier, 1930s

Box 2 > Item RL13158-
ITEM-0020

Scope and Contents

Color-printed wrappers. A brief essay followed by a progressive illustrated tour of the operation and production of a bottle of champagne.

21. Veuve Amiot, Une Excursion Intéressante
Dans Le Saumurois (An Interesting Excursion
in the Saumurois Region), 1933

Box 2 > Item RL13158-
ITEM-0021

Scope and Contents

Supported by stiff decorative boards this book is illustrated throughout.

22. Company: Édouard Michelin, Édouard
Michelin 1859-1940, 1940

Box 2 > Item RL13158-
ITEM-0022

Scope and Contents

Plain wrappers with an embossed thick over-wrapper. This copy is noted as being "destiné" for Monsieur Jules Coudeyras; laid in are two worn documents, as well as some pay-slips, pertaining to Coudeyras' employment and association with the firm.

23. Usines A Lyon, Livre D'or Des Camions
Berliet (Berliet Trucks Guestbook), 1910s

Box 11 > Item RL13158-
ITEM-0023

Scope and Contents

Illustrated caption view book, featuring full-page photogravures of numerous montages, showcasing a variety of Berliet commercial vehicles.

24. Marius Berliet, L'Homme et son Oeuvre,
1866-1949 (The Man and his Work), 1950

Box 2 > Item RL13158-
ITEM-0024

Scope and Contents

Copy noted as "destiné" to a Madame Camille Rousselon.

25. Henry Ford, 50 Ans de Progrès (50 years of
progress), 1953

Box 11 > Item RL13158-
ITEM-0025

Scope and Contents

Illustrated book dedicated to the anniversary history of the American car company, with an introduction by the French writer, André Maurois.

26. Poissy Usines Ford, Société Ford (Henry Ford) (Ford Society), 1948

Box 11 > Item RL13158-
ITEM-0026

Scope and Contents

An illustrated publicity booklet on Ford's new post-war factory outside of Paris. Double-page foldout center-spread of an artist's rendering of an auto factory with stiff wrappers that have a color-embossed shield on the front with plastic spiral binding. Number 937 of 2000 copies.

27. Peugeot, Un Progrès Décisif dans la Confort et la Sécurité en Automobile (A Decisive Progress in Automotive Comfort and Safety), 1930s

Box 2 > Item RL13158-
ITEM-0027

Scope and Contents

A large book that includes three eight-page foldout sections and metallic spiral binding.

28. Il Représente Notre Indépendance (Peugeot), Au pied de la citadelle de Belfort ce lion symbolise notre territoire inviolé (He Represents Our Independence: At the foot of the citadel of Belfort, this lion symbolizes our inviolate territory.), 1933

Box 14 > Item RL13158-
ITEM-0028

Scope and Contents

Includes a double-page fold-out, four color-printed model sheets laid in the rear pocket, stiff pictorial wrappers, and a plastic spiral binding.

29. Renault, L'Automobile de France (The Automobile of France), 1932

Box 11 > Item RL13158-
ITEM-0029

Scope and Contents

Includes a double 4-page folding section and blind-embossed silver-foil stiff wrappers, featuring an embossed map of the Billancourt region on both the front and back, with a metal spiral binding.

30. Renault, La Camion de France (The Truck of France), approximately 1934

Box 11 > Item RL13158-ITEM-0030

Scope and Contents

Consists of eight folding and facing plates—unopened: two facing pages present a 47 cm long image with text, and when opened, it reveals a 36-inch poster. The book also has Spiral-bound pictorial wrappers.

31. La BNCI Dans La France D'outre Mer, Banque Nationale pur Le Commerce et L'industrie (The Bank of France from Overseas: National Bank for Commerce and Industry), 1947

Box 2 > Item RL13158-ITEM-0031

Scope and Contents

Decorative embossed double-panel wrappers that open in the center and are illustrated.

32. La BNCI Dans Le Monde, Banque Nationale pour Le Commerce et L'industrie (The World Bank: National Bank for Commerce and Industry), 1957

Box 2 > Item RL13158-ITEM-0032

Scope and Contents

Decorative embossed double-panel wrappers that open in the center and are illustrated.

33. Société Générale, Pour Favoriser le Développement du Commerce et de L'industrie en France (General Sociey: To Promote the Development of Trade and Industry in France), 1929

Box 11 > Item RL13158-ITEM-0033

Scope and Contents

Original blind-stamped cloth with Draeger imprint stamped in blind on verso, with silver-plated SG monogram mounted on the front cover and illustrated throughout the publication by two French masters— Maurice Ray and Albert Decaris.

34. French Pharmaceutical Trade,
Établissements Roques 1846-1946 (Roques
Establishments), 1947

Box 2 > Item RL13158-
ITEM-0034

Scope and Contents

Stiff printed wrappers with plastic spiral binding. One tipped-on color plate and seven plates of photos of different types of chemicals and crystals manufactured by the firm, which specialized in products for the pharmaceutical trade, such as cocaine, bismuth, and potassium.

35. Poste Parisien, Cie. Gle. D'Energie Radio-
Électique (Radio-Electric Energy Co), 1936

Box 2 > Item RL13158-
ITEM-0035

Scope and Contents

A book with cloth-backed pictorial boards. Illustrated throughout in blue, with photos appearing like cyanotypes.

36. Compagnie des Machines BULL, Machines
Françaises de Compatibilité a Cartes
Perforées (BULL Machine Company: French
Punch Card Compatibility Machines), 1950s

Box 2 > Item RL13158-
ITEM-0036

Scope and Contents

Stiff typographically embossed wrappers, with plastic spiral binding. Includes a four-page foldout. Illustrated throughout with product and plant montages, as well as maps.

37. Boussiron, Entreprises Boussiron
1899-1949 (Boussiron Enterprise), 1949

Box 14 > Item RL13158-
ITEM-0037

Scope and Contents

An illustrated, limited-edition book with 750 numbered copies, this is out of series, but features a laid-in color plate of a Boussiron bridge over the Seine (1949) in watercolor by Dignimont.

38. La Samaritaine, Deux Créateurs, Une
Oeuvre, Samaritaine, En Progress Constants
(Deux Créateurs, A Samaritane Work in
Constant Progress), 1929

Oversize-folder 3 > Item
RL13158-ITEM-0038

Scope and Contents

Large tinted lithograph poster, with a view of the large department store's three buildings plus flanking portraits of the two founders, Ernest and Louise Cognacq.

39. La Samaritaine, Le Personnel de la Samaritaine a Gabriel Cognacq 1929 (The Samaritaine Staff to Gabriel Cognacq), 1929

Box 2 > Item RL13158-ITEM-0039

Scope and Contents

8 pages with pictorial wrappers, with red silk tie binding.

40. Offert par la Société Ch. Gervais, CH. Gervais Livre D'or 1850-1930 (CH. Gervais Guestbook 1850-1930), 1930

Box 11 > Item RL13158-ITEM-0040

Scope and Contents

Large cheese manufacturer's self-homage, illustrated with scenes of factories, facilities, operations, etc. credited to Draeger.

41. Lefèvre-Utile, Nantes, Les Usines Lefèvre-Utile (The Factories of Lefèvre-Utile), 1913

Box 2 > Item RL13158-ITEM-0041

Scope and Contents

32 pages with color pictorial wrappers with 16 full-page half-tones, plus five pages devoted to the company's product line, including color plates of the various biscuits and product packaging.

42. Nestlé, Usine de Saint-Menet Marseille (Saint-Menet factory in Marseille), 1959

Box 15 > Item RL13158-ITEM-0042

Scope and Contents

Illustrated tribute to the Company's new factory for producing Nescafé instant coffee, with much on manufacturing as well as the raw material—cocoa and coffee.

43. Poylecot, Industriels de l'alimentation (Food manufacturers), approximately 1935

Box 2 > Item RL13158-ITEM-0043

Scope and Contents

28 cm. book with color wrappers on industrial canning.

44. Sociedad de las Aguas de Vittell, Vittell
(Vittell Water Society: Water), 1913

Box 15 > Item RL13158-
ITEM-0044

Scope and Contents

Professionally illustrated, that book has ecorative end-papers and Gold-stamped pictorial boards. In the Spanish language, this promotional book opens with an illustrated short story by Tristan Bernard, "El Instituto del Mal de Piedra del Colorado," illustrated by René Vincent.

45. Société Industrielle de Delle, Conquante
Années d'Activité et de Progrès (Delle
Industrial Society: Conquering Years of
Activity and Progress), 1949

Box 3 > Item RL13158-
ITEM-0045

Scope and Contents

32-page wrappers, illustrated, detailing the history of this industrial manufacturing firm that created tool-and-die machinery and produced metal-fabricated items, and was known for its precision machine-turned screws.

46. L'Union des Associations Scientifiques
et Industrielles Françaises, Cérémonie
Commémorative en L'Honneur du Centenaire
de la Naissance du Professeur Arsène
d'Arsonval 1851-1940 (The Union of French
Scientific and Industrial Associations:
Commemorative Ceremony in Honor of the
Centenary of the Birth of Professor Arsène
d'Arsonval 1851-1940), 1952

Box 3 > Item RL13158-
ITEM-0046

Scope and Contents

48 pages and four plates. Original wrappers with dust jacket featuring embossed replica of the Prix d'Rome medal embossed on front and back.

47. Aluminium, L'Aluminium occupe la
troisième place dans les matériaux contituant
l'écorce terrestre (Aluminum ranks third

among the materials constituting the Earth's crust.), 1930

Box 3 > Item RL13158-ITEM-0047

Scope and Contents

42 pages with silver-foiled wrappers with metal spiral binding.

48. Caplan Saint André Fils & Cie., Métaux Précieux (Precious Metals), 1920

Box 3 > Item RL13158-ITEM-0048

Scope and Contents

Decorative wrappers with a small gold-embossed image of a metal worker.

49. French Office Supply Industry, Achetez Français (Buy French), 1938

Box 15 > Item RL13158-ITEM-0049

Scope and Contents

Stiff boards with mounted blind-embossed and color printed wrapper. With eight full-page heliogravure plates of montage half-tones. Number 663 of 1,974 copies printed on Semnoz and Salève Aussdat papers.

50. G. Levasseur & Cie., Peintures et Vernie. 1847-1947 (Paintings and Varnishing. 1847-1947), 1947

Box 3 > Item RL13158-ITEM-0050

Scope and Contents

16 pages with a gilt-stamped pictorial cover

51. Papier Universel, Papier Couché (Coated Paper), May 30 1938

Box 15 > Item RL13158-ITEM-0051

Scope and Contents

French wrappers around stiff boards with plastic spiral bounding with sample pages contributed by seven printers, including Draeger frères.

52. Les Papeteries de France, L'exposition au fil de l'eau sur "Le Mandchou" des Papeteries de France (The Ongoing Exhibition on "Le Mandchou" from Papeteries de France), 1937

Box 3 > Item RL13158-ITEM-0052

Scope and Contents

Folded accordion-style leporello card, printed on "carte Dauphinoise" stock.

53. Les Papeteries de France, Au Berceau de la Houille Blanche (At the Cradle of White Coal), 1925

Box 3 > Item RL13158-ITEM-0053

Scope and Contents

31 pages with pictorial wood-block endpapers and stiff wrappers with color print on cover; silk cord binding. Illustrated throughout with the company's history, featuring a selection of factory and manufacturing views, as well as a center-spread half-tone of one of the factories.

54. Les Papeteries de France, Papeteries de la Chapelle 1929-1954 (Chapelle Paper Mills 1929-1954), 1954

Box 3 > Item RL13158-ITEM-0054

Scope and Contents

59 pages that include a four-page fold-out, and two color Héliogravures from paintings by Paul Colas. The book features pictorial endpapers and stiff paper boards that are blind-embossed, with an attached dust jacket.

55. Studio Harcourt, Le Vrai Visage du Temps (The True Face of Time), 1943

Box 3 > Item RL13158-ITEM-0055

Scope and Contents

Plain wrappers with an elaborate blind-embossed design jacket, printed on heavy rag paper, and bound with a plastic spiral and illustrated throughout, including eight full-page portraits, each with printed tissue overlay, and with a facing tinted etching. Laid in is a large printed presentation card from the Studio.

56. Larousse, 1852 Larousse 1952, 1952

Box 3 > Item RL13158-ITEM-0056

Scope and Contents

52 pages with a pictorial endpapers over stiff boards with text mounted and embossed dust wrapper, plastic spiral binding. Illustrated throughout with a centennial history of Larousse, including some full-page manufacturing photographs.

57. Descher Coudurier Fructus, Trentenaire de la Maison Coudurier Fructus, Descher Fabricants de Soieries a Lyon (Thirtieth anniversary of the House of Coudurier Fructus, Descher Silk Manufacturers in Lyon), 1927

Box 15 > Item RL13158-ITEM-0057

Scope and Contents

25 page with pictorial end-papers. With 10 full-page plates of montage images including double-page center and one color tipped-on plate. Original decorative stamped and embossed padded leather. Number 212 of an unspecified limitation, presented to Monsieur Jacquemot.

58. Société a Responsabilité Limitée Au Capital de Francs, J. Thiriez Père & Fils & Cartier-Bresson (Limited Liability Company with Capital of Francs: J. Thiriez Père & Fils & Cartier-Bresson), approximately 1949

Box 3 > Item RL13158-ITEM-0058

Scope and Contents

40 pages with still embossed wrappers, over color printed end-papers. Illustrated throughout with montages of factory scenes; color end-papers printed on Draeger's Procédé 301.

59. La Société Rooney, Machines à Écrire. Rooney (Rooney Company: Typewriters), 1949

Box 3 > Item RL13158-ITEM-0059

Scope and Contents

15 pages with spiral-bound wrappers.

60. Revel, Parapluie-Revel, 1851-1951, 1951

Box 3 > Item RL13158-ITEM-0060

Scope and Contents

Illustrated throughout 28 pages with plain wrappers and added embossed wrappers

Supplemental Catalog, 1910s-1950s

S-6. Ford Motor, 50 Ans de Progrès (50 years of Progress), 1953

Box 11 > Item RL13158-ITEM-0262

Scope and Contents

Features a four-page center fold-out with a world map showing the Company's global expansion and a pictorial table to show production growth.

S-7. Renault , L'Automobile de France (The Car of France), 1951

Box 3 > Item RL13158-
ITEM-0263

Scope and Contents

This is a documentary presentation on the organization and operation of Renault factories, just six years after the end of the War, during which there was a period during which the factories were forced to produce trucks for the Nazi war machine.

S-8. Banking, Crédit Commercial de France, Société au Capital Entièrement Versé de Deux Milliards de Francs. (Crédit Commercial de France, a company with fully paid-up capital of two billion francs.), 1955

Box 11 > Item RL13158-
ITEM-0264

Scope and Contents

16 pages with wrappers with illustrations mounted on the front cover.

S-9. Édouard Urbain Active Carbon Limited Company, Superactifs Urbain., 1920s

Box 3 > Item RL13158-
ITEM-0265

Scope and Contents

Illustrated throughout this is a promotional and technical brochure from a company that specializes in activated carbon-based filtration, primarily in the fields of gas and hydrocarbon processing.

S-10. Aux Galeries Lafayette, De Coeur de Paris (From the Heart of Paris), 1930-1946

Box 15 > Item RL13158-
ITEM-0266

Scope and Contents

Thick blind-stamped aluminum foil over boards, with metallic spiral binding; pictorial map on inside covers; interior consists of folded two sheets 4 pages of absorbent blotting paper, with promotion copy on the department store printed in the lower corner.

S-11. Le Printemps, Les Nouveaux Magazines
du Printemps (The New Spring Magazines),
1924

Box 15 > Item RL13158-
ITEM-0267

Scope and Contents

With six full-page illustrations and one double-page presentation—five of the prints signed or stamped by both Etienne Adrien Drian, who specialized in fashion illustrations (1885-1962), and Adolphe Dauvergne (1865-1924); one plate by Drian only, and the large center-spread view of the store only by Dauvergne.

S-12. Carret Frères & Cie, La Marque Rivoire
& Carret. Trois Générations de Fabricants
de Pates Alimentaires. (The Rivoire & Carret
Brand. Three Generations of Pasta Makers.),
1929

Box 11 > Item RL13158-
ITEM-0268

Scope and Contents

Green felt-covered boards with an illustrated metallic medallion mounted on the front cover. Presentation copy to the director of an agricultural cooperative, with the original cardboard mailing box.

S-13. Molinard, Molinard Parfumeur-
distillateur de fleurs depuis 1849 à Grasse
(Molinard Perfumer-distiller of flowers since
1849 in Grasse), 1949

Box 15 > Item RL13158-
ITEM-0269

Scope and Contents

Illustrated trade catalogue created to celebrate the firm's centenary, here describing 15 different perfumes, each with a facing color plate printed in Draeger's Procédé 301, and showing a particular brand of fragrance in a uniquely designed glass or crystal flacon.

S-14. Dognin & Co, Dognin & Co, 1913

Box 3 > Item RL13158-
ITEM-0270

Scope and Contents

Vignette illustrations plus a large center-spread view of the factory at Villaeurbane, beside Lyon.

S-15. Bureaux de Renseignements, Evian
Cachat: l'eau qui guérit (Evian Cachat: the
water that heals), 1915-1920

Box 15 > Item RL13158-
ITEM-0271

Scope and Contents

This large book includes a color map showing auto routes in the region; ten pages of captioned photographic montages of scenes around the town, including the various hotels; a 16-page short story, "Le petit carnet rouge," by the "fantasy writer" Miguel Zamacoïs, with color illustrations by René Vincent (dated in the plate, 1914)

[Return to Table of Contents](#)

Commercial Trade Catalogs, 1900s-1970s

Organized to facilitate cross-referencing with descriptions belonging in either the main catalog or supplementary catalog.

Scope and Contents

A collection of trade catalogs printed by Draeger frères and organized into sub-series, including household goods, fashion and clothing, and transportation. This series showcases Draeger's 301 printing process, which produced colorful renderings of advertisement illustrations. Some companies represented are Picon, L. Turenne, High Life Tailor, Hermès, Berliet, Renault, and Peugeot.

Household Goods and Personal Products— Main Catalog, 1910s-1950s

61. Frigidaire, Le Nouveau Frigidaire ne
Consomme pas plus qu'une Lampe ordinaire
(The New Refrigerator Consumes No More
Than an Ordinary Lamp), 1936

Box 3 > Item RL13158-
ITEM-0061

Scope and Contents

Four-panel double-fold brochure, opening to a 14-x-20-inch poster, featuring eight different Frigidaire models and descriptions.

62. Kelvinator, Le Plus Moderne des
Réfrigérateurs Électriques (The Most Modern
Electric Refrigerator), 1935

Box 3 > Item RL13158-
ITEM-0062

Scope and Contents

Folded brochure that opens to 34 x 51 cm, featuring 13 different models of refrigerators.

63. Eternit, Eternit, approximately 1930

Box 11 > Item RL13158-
ITEM-0063

Scope and Contents

30 pages with five large tipped-on color plates. An additional color plate is mounted on the front wrapper, which also has silk cord binding of an illustrated sales catalogue.

64. Lefranc, Fabrique de Couleurs & Vernish.
Couleurs Fines et Matériel pour la Peinture a
l'Huile (Color & Varnish Factory. Fine Flowers
and Materials for Oil Painting), 1930

Box 3 > Item RL13158-
ITEM-0064

Scope and Contents

128-pages with one color plate and four tipped-in ad inserts, this is illustrated throughout.

65. Au Bon Marché, Tapis d'Orient,
Amueblement Etoffes Anciennes (Oriental
rugs, antique fabric furnishings), 1910s

Box 3 > Item RL13158-
ITEM-0065

Scope and Contents

20-pages with color-embossed decorative wrappers. Illustrated throughout in color with samples of carpets and vignette half-tones.

66. Les Grands Magasins du Printemps, Tapis
d'Orient (Printemps Department Stores:
Oriental Rugs), 1920s

Box 3 > Item RL13158-
ITEM-0066

Scope and Contents

4-page double-fold, with pictorial embossed pictorial cover, and two color plates, one of a carpet, the other of an illustration from a children's book, showing a magic carpet. Opens to a 51 x 37 cm poster, with color embossed decorations, printed on textured stock.

67. Les Grands Magasins du Printemps, Tapis d'Orient (Printemps Department Stores: Oriental Rugs), 1930

Box 3 > Item RL13158-ITEM-0067

Scope and Contents

Collection of ten plates, laid into a printed folder, which is housed in a folding paper case with a decorative front cover featuring a reduced color print of one of the illustrations.

68. Faïencerie de Badonviller, Faïencerie de Badonviller, approximately 1910

Box 4 > Item RL13158-ITEM-0068

Scope and Contents

Set of 12 separate color-illustrated captioned cards, laid in a color and gilt-illustrated folder, with the original mailing envelope.

69. Cie. Générale de Radiologie., La Pendule Perpétuelle Atmos (General Radiology Company: The Atmos Perpetual Clock), approximately 1934

Box 4 > Item RL13158-ITEM-0069

Scope and Contents

20 pages with printed wrappers, illustrated throughout, and featuring a 12mo 4-page flyer on how the clocks function.

70. Luneau Coffignon, Luneau Coffignon, approximately 1935

Box 4 > Item RL13158-ITEM-0070

Scope and Contents

18 pages with pictorial wrappers. Illustrated throughout with tinted photolithographs of various styles of eyewear.

71. Biscuits Pernot., Comment on Reçoit de Nos Jours (How We Receive These Days), approximately 1930

Box 4 > Item RL13158-ITEM-0071

Scope and Contents

12 pages with pictorial wrappers that feature two photos.

72. Cassegrain, Conserves Alimentaires et Salaisons (Canned Food and Salted Meats), 1935

Box 4 > Item RL13158-ITEM-0072

Scope and Contents

31 pages with pictorial wrappers and metal spiral binding, featuring seven full-page photos of canned goods, four of which are in color.

73. La Marquise de Sévigné, Paris, La Marquise de Sévigné, Paris, 1956

Box 4 > Item RL13158-ITEM-0073

Scope and Contents

45 pages with color pictorial wrappers. The two-page leaf has the order leaf intact. The first 21 pages are third-page inserts with descriptive text of the products shown on the larger pages, accompanied by a 4-page price list for 1957 laid in.

74. La Marquise de Sévigné, Paris, La Marquise de Sévigné, Paris, 1958

Box 4 > Item RL13158-ITEM-0074

Scope and Contents

45 pages, color pictorial wrappers. Two-page order leaf intact. Elaborate gilt and color-embossed design wrappers.

75. Crozatier-Meubles, La Maison du Bon Meuble. Édition 1934 (The House of Good Furniture. 1934 Edition), 1934

Box 4 > Item RL13158-ITEM-0075

Scope and Contents

40 pages with decorative stiff wrappers with plastic spiral binding; laid in are eight different sales flyers and related items, including a four-page section (addition) that Draeger may have printed.

76. Lotions L.T. Piver, Lotions L.T. Piver, approximately 1950

Box 16 > Item RL13158-ITEM-0076

Scope and Contents

Large color single-sided lithographed advertising poster (38 x 30 cm) for men's hair tonic.

77. Fichet, Le Coffre Fort dans L'Amueblement
(The Safe in the Furnishings), approximately
1920

Box 4 > Item RL13158-
ITEM-0077

Scope and Contents

Decorative gilt-embossed wrappers. Illustrated throughout the catalogue are discreetly designed safes for placement in the homes of wealthy clients.

78. La Céramique Française, Appareils
Sanitaires et Porcelaine (Sanitary Appliances
and Porcelain), approximately 1925

Box 4 > Item RL13158-
ITEM-0078

Scope and Contents

24 pages with color silkscreen decorative wrappers using a pomegranate motif, which is carried throughout all of the interior pages.

79. L.A Gerbe d'Or., Les Petits Cadeaux (Little
Gifts (Jewelery)), 1911

Box 4 > Item RL13158-
ITEM-0079

Scope and Contents

24 pages with embossed wrappers that are illustrated throughout.

80. The Exposition skyline, L'éclatant succès
de l'Exposition 1937 consacré la suprématie
de l'art et du bijou français (The resounding
success of the 1937 Exhibition confirmed the
supremacy of French art and jewelry.), 1937

Box 4 > Item RL13158-
ITEM-0080

Scope and Contents

32 pages with lithographed wrappers printed in tinted rotogravure.

81. Philips, ... ça, c'est Philips (That's Philips),
approximately 1930

Box 4 > Item RL13158-
ITEM-0081

Scope and Contents

Booklet that includes pictorial wrappers, lithographed throughout in color.

82. Couesnon et Cie, Fournisseurs des
Ministères de la Guerre de la Marine et de la

musique de la Garde Républicaine. Instruments de Musique, Modèles de l'Exposition de 1900 (Suppliers to the Ministries of War, the Navy and the Music of the Republican Guard. Musical Instruments, Models from the 1900 Exhibition), 1900

Box 16 > Item RL13158-ITEM-0082

Scope and Contents

72 pages with four color plates; two other full-page plates in pagination. String-bound decorative embossed wrappers. Although the catalogue references the firm's appearance at the 1900 Exposition, this large catalogue was printed after that event.

83. Georges Cain , Les Passage des Panoramas où fut fondée la Maison Susse Frères (The Passage des Panoramas where the Maison Susse Frères was founded), approximately 1925

Box 4 > Item RL13158-ITEM-0083

Scope and Contents

4 pages with color pictorial wrappers.

84. Guerlain, Guerlain Paris est particulièrement heureux de vous présenter une nouvelle création: L'Atomiseur (Guerlain Paris is particularly pleased to present a new creation: The Atomizer), approximately 1930

Box 4 > Item RL13158-ITEM-0084

Scope and Contents

4 page folded catalog, with tipped-on color photo on page 3.

85. Jules Richard, La Magie du Relief. Verascope Richard (The Magic of Relief), 1933

Box 4 > Item RL13158-ITEM-0085

Scope and Contents

29 pages with pictorial wrappers. Illustrated throughout, although one small product image is cut out, with 4 pages dedicated to a price list.

86. Boulenger & Cie, Orfrèvrerie et Couverts, Argentès sur Maillehort (Goldsmithing and Cutlery, Silver on Nickel Silver), 1937

Box 4 > Item RL13158-ITEM-0086

Scope and Contents

36 pages with designed wrappers. Illustrated with silver-tinted halftones of products.

87. Kirby, Beard & Co, Extrait de leurs Catalogues pour 1912 (Extract from their Catalogues for 1912), 1912

Box 4 > Item RL13158-ITEM-0087

Scope and Contents

16 pages with color pictorial wrappers featuring a large illustration by René Vincent, "A Surprise Party," showing English gentry bearing gifts, arriving at a country house.

88. Pierre Imans, Les Cires de Pierre Imans, Sculpteur-Modeleur en Cire. Sujets en Cire. Mannequins Artistiques pour Toutes Industries. (Pierre Imans Waxworks, Wax Sculptor-Modeler. Wax Figures. Artistic Mannequins for All Industries.), 1911

Box 4 > Item RL13158-ITEM-0088

Scope and Contents

This book includes 4 pages and 12 following photographic pages, as well as a 1-page price list with decorative wrappers.

89. Régie Française, Cigarettes Mes Compagnes (My Companions Cigarettes), approximately 1937

Box 4 > Item RL13158-ITEM-0089

Scope and Contents

8 pages with color pictorial wrappers. Illustrated and printed throughout in chromolithography.

90. Régie Française, Les Tabacs de Luxe (Luxury Tobaccos), approximately 1937

Box 4 > Item RL13158-ITEM-0090

Scope and Contents

12 pages including pictorial wrappers. Catalogue of tobacco products, printed in sepia and red.

91. General French Tobacco, Service d'Exploitation Industrielle des Tabacs et des Allumettes. Catalogue Officiel des Tabacs (Industrial Tobacco and Match Exploitation Service. Official Tobacco Catalogue), 1937

Box 4 > Item RL13158-ITEM-0091

Scope and Contents

12 pages with eight color half-page plates, including color pictorial wrappers. Full catalogue of priced product offerings, with a cover by René Vincent.

92. Société Anonyme des Établissements de Val d'Or, Val d'Or Tools. Catalog 30 G. 1925 (Public Limited Company of the Val d'Or Establishments:Val d'Or Tools. Catalog 30 G. 1925), 1925

Box 4 > Item RL13158-ITEM-0092

Scope and Contents

104 pages with embossed pictorial wrappers that is illustrated throughout.

93. Maison Paul Dumas, La Maison P.-A. Dumas a l'honneur de vous inviter à venir visiter dans ses Magasins.... (Maison P.-A. Dumas has the honor of inviting you to come and visit its Stores....), 1910

Box 4 > Item RL13158-ITEM-0093

Scope and Contents

4 pages with folding pictorial wrappers. The illustrations feature a dining room scene by Bernard B. Monvel; on the inside front and rear wrappers, there are actual samples of the firm's various wallpapers and woven, painted wall fabrics.

94. Heche & Girard, L'Or, Cadeau Idéal (Gold, Ideal Gift), approximately 1930

Box 4 > Item RL13158-ITEM-0094

Scope and Contents

12 pages including pictorial wrappers. Small illustrated catalogue on a line of gold-cased wrist and pocket watches. Printed with gold-highlighting.

Household Goods and Personal Products— Supplemental Catalog, 1910s-1970s

S-16. Dolfi Grande Distiller Strasbourgeoise, Dolfi (Dolfi Grande Distiller Strasbourgeoise: Dolfi), approximately 1935

Box 4 > Item RL13158-
ITEM-0272

Scope and Contents

Folding brochure, featuring color lithographs of 37 bottles of the company's product line.

S-17. Moët et Chandon, Petite Physiologie du Champagne (A Brief Physiology of Champagne), 1910s

Box 4 > Item RL13158-
ITEM-0273

Scope and Contents

Celebration of champagne with brief text on the beverage, and on this particular vintner, with a center-spread montage of 10 small halftones of views and manufacturing, but also featuring six color captioned illustrations by René Vincent

S-18. Morin Père & Fils, [Stock Ledger], 1910s-1970s

Box 4 > Item RL13158-
ITEM-0274

Scope and Contents

Draeger stamp on the binding.

S-19. Picon, 1837 Picon 1937 Centenaire (1837 Picon 1937 Centenary), 1937

Box 4 > Item RL13158-
ITEM-0275

Scope and Contents

Illustrated brochure published to coincide with the Exposition Internationale of 1937, with a 4 pages folding center revealing a plan of the Exposition, and the location of the Picon stand.

S-20. Bi-Borax Oriental, Poussière d'Orient
(Dust of the Orient), 1910s-1970s

Box 4 > Item RL13158-
ITEM-0276

Scope and Contents

Illustrated pamphlet promoting the health and beauty benefits of borax powder, with two pages devoted to the 10 Commandments of Health. Four pages, featuring color vignettes by D. Lalau, almanac style with health tips.

S-21. Coty, Coty Beauté. Le chemin de la
Beauté (Coty Beauty. The Path to Beauty),
approximately 1930

Box 4 > Item RL13158-
ITEM-0277

Scope and Contents

Illustrated throughout this catalogue are specific makeup products—creams, lotions, rouge, powder.

S-22. Thibaud Gibbs, Poudre de Beauté
(Beauty Powder), approximately 1930

Box 4 > Item RL13158-
ITEM-0278

Scope and Contents

Embossed cover and interior of a page with seven die-cut sections revealing actual samples of the different shades of beauty powder offered to the client.

S-23. Au Printemps, Tapis d'Orient (Oriental
rugs), approximately 1910

Box 4 > Item RL13158-
ITEM-0279

Scope and Contents

Sales brochure for oriental rugs, with text covering "value, classification, and general centers of production", with eight full-page captioned plates of different rugs; vignette half-tones and illustrations throughout.

S-24. Compagnie Nationale des Radiateurs, Le
Chauffage par Radiateur (National Radiator
Company: Radiator Heating), approximately
1910

Box 4 > Item RL13158-
ITEM-0280

Scope and Contents

Vignette illustrations. Advantages of radiator heat—comfort, hygiene, economy—in all types of buildings.

S-25. Laboratoire d'Actino-Biologie,
Ultravitamine 4 (Ultravitamin 4),
approximately 1935

Box 11 > Item RL13158-
ITEM-0281

Scope and Contents

Promotional brochure for the medical professional, promoting five different drugs, each with an accompanying full-page illustrated produced by Draeger's Procédé 301 color process.

S-26. Malaceïne, A Fleur de Peau,
approximately 1900

Box 4 > Item RL13158-
ITEM-0282

Scope and Contents

Small illustrated booklet, with vignettes throughout, promoting the benefits of this cold cream for women, and two pages (including the color back cover) advertising a set of the company's "views of Japan" postcard series.

S-27. L. Turenne, Ingénieur-Constructeur,
Turenne, L'Eau et l'Electricité à la campagne
(Turenne, Water and Electricity in the
Countryside), approximately 1920

Box 4 > Item RL13158-
ITEM-0283

Scope and Contents

The complete illustrated catalogue on this firm's line of water pumps and boilers/reservoirs, featuring a color-illustrated cover of a fountain flanked by two peacocks and with a decorative board

S-28. Ercuts, Couverts. Catalogue No. 19
(Cutlery. Catalogue No. 19), 1934

Box 11 > Item RL13158-
ITEM-0284

Scope and Contents

Illustrated throughout on the array of the firm's various series of silver-plated table service, printed in silver-toned photolithography.

S-29. Régie Française, Régie Française des
Tabacs, Caisse Autonome d'Amortissement

(French Tobacco Authority, Autonomous Amortization Fund), 1931

Box 4 > Item RL13158-ITEM-0285

Scope and Contents

Illustrated throughout this brochure, prepared for distribution at the State Monopoly's pavilion at the Exposition Coloniale in Paris, with two views of the pavilion, including the model manufacturing operation, and halftones of other manufacturing facilities and double-spread product presentation.

S-30. Service d'Exploitation Industrielle des Tabacs et des Allumettes, Catalogue Officiel des Tabacs (Tobacco and Match Industrial Exploitation Service: Official Tobacco Catalog), 1938

Box 11 > Item RL13158-ITEM-0286

Scope and Contents

A full catalogue of priced product offerings, featuring a cover by René Vincent. The eight color half-plates, printed using Draeger's Procédé 301 process, all feature montages of product packaging, including boxes of cigars and a range of designed cigarette packaging.

S-31. Au Nain Bleu, Toys and Games, approximately 1930

Box 4 > Item RL13158-ITEM-0287

Scope and Contents

Rare English-language issue of the catalogue of toys and games, also published in French as Au Nain Bleu: tous les jouets, tous les jeux. Illustrated throughout in color and with nine vignettes by Maurice Berty that illustrated the Story—Berty may also have created the cover illustration.

Fashion and Clothing— Main Catalog, 1900s-1930s

95. Belle Jardinière, Vêtements tout Faits & su Mesure. Été 1906 (Custom-made clothing. Summer 1906), 1906

Box 11 > Item RL13158-ITEM-0095

Scope and Contents

16 pages with pictorial wrappers and with small mounted color plates. This catalog also has cover illustration and vignettes throughout by René Vincent.

96. La Grande Maison de Blanc, Exposition de Blanc (The Grand House of White: White Exhibition), approximately 1930

Box 11 > Item RL13158-ITEM-0096

Scope and Contents

28 pages with pictorial wrappers featuring the reproduction of a watercolor by Austrian-born Mariette Lydis (1887-1970)

97. La Grande Maison Toujours á l'affût de la mode, La Mode & Les Jeux a la Grande Maison (The Grand House Always on The Lookout for Fashion: Fashion and Games at the Grande Maison), approximately 1920

Box 5 > Item RL13158-ITEM-0097

Scope and Contents

24 pages with color pictorial wrappers by Jean Roul Chaurand-Naurac; color text illustrations, unsigned

98. La Grande Maison, Les Puzzles a Colorie, Spécialités pour Enfants. Hiver 1910-1911. (Coloring Puzzles, Children's Specialties. Winter 1910-1911.), 1910

Box 5 > Item RL13158-ITEM-0098

Scope and Contents

4 pages with color pictorial wrappers, with four complete cut-out puzzles, each single sheet, stiff stock, printed rectos only, in black and light green, created by the illustrators André Hellé and Felix Jobbé-Duval.

99. Hermès, Suggestions, 1958

Box 5 > Item RL13158-ITEM-0099

Scope and Contents

24 pages with wrappers, illustrated, including four color plates of textile/scarves, and a center spread of insect pins.

100. High Life Tailor, Aujourd'hui (Today), 1909

Box 11 > Item RL13158-ITEM-0100

Scope and Contents

12 pages with a color pictorial wrapper; two cloth samples tipped to the inside from cover. Collection of satiric portraits of "Célébrités"

Contemporaires", created by "Maîtres de la Caricature": Job, Léandre, Marchetti, Moloch, and Sirat.

101. High Life Tailor, Conte des Mille et Une Nuits (Tale of the Arabian Nights), 1910

Box 12 > Item RL13158-ITEM-0101

Scope and Contents

20 pages with color pictorial wrappers, two textile samples tipped to the inside front cover. Illustrated by René Vincent; eight full-page color plates by other artists, including Eduardo García Benito.

102. High Life Tailor, De Confucius de la T.S.F. (From Confucius of the T.S.F.), 1922

Box 12 > Item RL13158-ITEM-0102

Scope and Contents

16 pages with color pictorial wrappers, six color plates from paintings by Louis Bessonnat, plus 12 pages of fashion renderings of both men and women by René Prejelan.

103. High Life Tailor, Epître à Mon Habit (Epistle to My Habit), approximately 1905

Box 5 > Item RL13158-ITEM-0103

Scope and Contents

12 pages with pictorial wrappers, featuring poster-like illustration by Maximilian Fischer.

104. High Life Tailor, La Folie a la Mode. (Fashion Madness.), 1920s-1930s

Box 5 > Item RL13158-ITEM-0104

Scope and Contents

Seven large color plates by various illustrators: George Martin, George Barbier, Georges Lepape, Eduardo García Benito, René Vincent, Charles Martin, Joseph Hemard

105. High Life Tailor, L'Habit c'est L'Homme (The Clothes are the Man), 1913

Box 12 > Item RL13158-ITEM-0105

Scope and Contents

Four actual mounted cloth samples. With seven color illustrations. The color illustrations include one by René Vincent and two of women's fashions by René Lelong.

106. High Life Tailor, La Journée Femme du Monde au XVIII^eme Siècle (Women's Day in the 18th Century), 1906

Box 5 > Item RL13158-ITEM-0106

Scope and Contents

Ten illustrations by Marchetti. Two original fabric samples tipped on the inside cover

107. High Life Tailor, La Journée d'une Parisienne au XX^eme Siècle (A Day in the Life of a Parisian Woman in the 20th Century), 1907

Box 5 > Item RL13158-ITEM-0107

Scope and Contents

12 pages with eight color-illustrated plates and color pictorial wrappers, featuring two additional color plates. Also included is an additional special etched wrapper with the title: 'Le High-Life Tailor se fait un plaisir de vous offrir cette Plaque illustrée par le Maître.' (The High-Life Tailor is pleased to offer you this Booklet illustrated by the Master.) Ten illustrations by Albert Guillaume.

108. High Life Tailor, La Journée d'une Parisienne au XX^eme Siècle. (A Day in the Life of a Parisian Woman in the 20th Century.), 1910s

Box 12 > Item RL13158-ITEM-0108

Scope and Contents

12 pages with eight color-illustrated plates and color pictorial wrappers, with two more color plates, with two large cloth samples tipped to the inside of the front cover.

109. High Life Tailor, La Mode de l'Hiver (Winter Fashion), 1912

Box 5 > Item RL13158-ITEM-0109

Scope and Contents

12 pages with stiff pictorial wrappers, designed by Maximilian Fischer.

110. High Life Tailor, Les Jeux Olympiques.
High Life Tailor, Printemps, Été 1924 (The
Olympic Games. High Life Tailor, Spring,
Summer 1924), 1924

Box 5 > Item RL13158-
ITEM-0110

Scope and Contents

Illustrated homage to the Olympic Games, featuring four reproductions of paintings of scenes from the historical Olympics by Louis Bessonnat, plus eight pages of fashion renderings of both men and women by René Prejelan.

111. High Life Tailor, Livre d'Or du High-Life.
(Guestbook from High-Life), 1903

Box 5 > Item RL13158-
ITEM-0111

Scope and Contents

An illustrated catalog with the clothing shop's "albums," here devoted to comic caricatures from "Les Maîtres du Crayon": Sem, Willette, Léandre, Moloch, Guillaume, plus Maxence's cover of a woman reading.

112. High Life Tailor, Pays d'Arvor (Arvor
Country), 1914

Box 12 > Item RL13158-
ITEM-0112

Scope and Contents

14 pages with color pictorial wrappers. This catalog features reproductions of paintings by Louis Ridel (1866-1937), accompanied by three mounted fabric samples.

113. High Life Tailor, Le Tailleur Inconnu. (The
Unknown Tailor.), 1910s

Box 5 > Item RL13158-
ITEM-0113

Scope and Contents

12 pages with pictorial wrappers featuring an illustrated title poem by Franc-Nohain, plus satirical cartoon vignettes throughout by poster artist and magazine illustrator Lucien Métivet (1863-1932).

114. A. Barotte & Cie, Mandy, 1910s

Box 5 > Item RL13158-
ITEM-0114

Scope and Contents

Illustrated center, with large color print by René Vincent entitled "En 1914, d'après Manby."

115. A La Ménagerie, Nouvelles Galeries. Nouveautés de la Saison (New Galleries. New Seasons), 1911

Box 5 > Item RL13158-
ITEM-0115

Scope and Contents

25 pages with color pictorial wrappers, illustrated throughout.

116. Old England, "Old England" est la plus grande "speciality" de Paris ("Old England" is Paris's greatest "specialty"), 1903

Box 5 > Item RL13158-
ITEM-0116

Scope and Contents

Illustrated throughout with costumed renderings of men, women, and children in the latest style.

117. Printemps, Grand Magasins du, Blanc 1918 (White 1918), 1918

Box 5 > Item RL13158-
ITEM-0117

Scope and Contents

28 pages with pictorial wrappers that is illustrated throughout. This is a catalogue of various linen and fabric items, including lace and trousseau for women.

118. Printemps, Le Blanc au Printemps du 18 au 25 Janvier 1921 (Le Blanc au Printemps from January 18 to 25, 1921), 1921

Box 12 > Item RL13158-
ITEM-0118

Scope and Contents

40 pages with color wrappers, designed by Eduardo García Benito (1891-1981). Printed on newspaper, illustrated throughout with line illustrations.

119. Établissements A. Rousseau, sa marque réputée Noveltex (Establishment of A.

Rousseau, his famous brand Noveltex),
approximately 1935

Box 5 > Item RL13158-
ITEM-0119

Scope and Contents

Ets. Rousseau was a manufacturer of men's shirts, founded in Paris in 1886 by Amédée Rousseau. The Noveltex line of shirts debuted in the 1920s and remained in production until around 1970. 40 pages with color pictorial lithographed wrappers, with metal spiral binding.

120. Royal House, Été. 1909 (Established
1909), 1909

Box 5 > Item RL13158-
ITEM-0120

Scope and Contents

Embossed wrappers with silk cord binding. Illustrated. Includes a selection of cravats and vests, laid in.

121. La Samaritaine, A La Samartaine
Fourrures 1906-1907 (At La Samaritaine. Furs
1906-1907), 1906

Box 5 > Item RL13158-
ITEM-0121

Scope and Contents

24 pages with pictorial wrappers. Fancy small catalogue of fur fashions for women, men, and children, with all illustrations showing various models.

122. A La Samaritaine, Succursale De Luxe de
la Samaritaine (Samaritaine Luxury Branch),
1930

Box 5 > Item RL13158-
ITEM-0122

Scope and Contents

13 pages with pictorial wrappers, illustrated throughout.

123. A La Samaritaine, La Succursale de Luxe
de la Samaritaine (The Samaritaine Luxury
Branch), 1930

Box 5 > Item RL13158-
ITEM-0123

Scope and Contents

24 pages with pictorial color wrappers. Illustrated the book catalogues linen items, women's clothing, and three pages of men's and boys' fashions.

124. A La Samaritaine, La Succursale de Luxe de la Samaritaine (The Samaritaine Luxury Branch), approximately 1930

Box 5 > Item RL13158-ITEM-0124

Scope and Contents

24 pages with pictorial color wrappers. Illustrated the book catalogues linen items, women's clothing, and three pages of men's and boys' fashions.

125. West End Tailors , West End Tailors 1907, 1907

Box 5 > Item RL13158-ITEM-0125

Scope and Contents

14 pages with four plates and color pictorial wrappers.

126. West End Tailors, L'Habit Fait Le Moine (Clothes Make the Man), 1908

Box 12 > Item RL13158-ITEM-0126

Scope and Contents

40 pages with fragile decorative wrappers featuring flaps; a matching wrapper is also included between the two sections. Laid in is: West-End... Été 1908, A 4-page folded brochure, with three wool cloth samples attached inside; the firm's seal is still in place. Also laid in: an unused double-sided order form and a finely printed Invitation card to an opening of the West End's luxurious new salons.

250. Mauriel Frères & Cie., Rivola. Vêtements Imperméables (Rivola. Waterproof Clothing), 1930

Box 5 > Item RL13158-ITEM-0250

Scope and Contents

12 pages with pictorial wrappers.

Fashion and Clothing— Supplemental Catalog, 1901-1930s

S-32. Marcelle Demay, La Mode en Mil Cent Douze Chez Marcelle Demay (Fashion in 1112 at Marcelle Demay), 1912

Box 12 > Item RL13158-ITEM-0288

Scope and Contents

This publication is one of ten pieces highlighted and reproduced in April Calahan and Cassidy Zachary's *Fashion and the Art of Pochoir: The Golden Age of Illustration in Paris* (2015).

S-33. A La Grande Maison, Spécialité pour Enfants. Exposition Universelle, Paris 1900, 1er Grand Prize (Specialty for Children. Universal Exhibition, Paris 1900, 1st Grand Prize), 1907

Box 5 > Item RL13158-
ITEM-0289

Scope and Contents

24 pages with decorative wrappers with gilt-highlights and matching half-page flap. Illustrated throughout a selection of clothing for the summer season of 1903. Illustrations include four full-page tinted plates by Henry Morin.

S-34. A La Grande Maison, Spécialités Pour Enfants. Quelques Créations pour la Saison d'Hiver 1912-1913 (Children's Specialties. Some Creations for the Winter Season 1912-1913), 1912

Box 5 > Item RL13158-
ITEM-0290

Scope and Contents

31 pages with tipped-in errata and color pictorial wrappers. Illustrated throughout the trade catalogue as having a folded illustrated four-page flyer that opens to a small poster, also printed by Draeger.

S-35. A La Toile d'Avion, La Ligne Moderne (The Modern Line), approximately 1930

Box 5 > Item RL13158-
ITEM-0291

Scope and Contents

24 pages, including color pictorial wrappers. An Art Deco-designed catalogue primarily focused on fashions for women, incorporating a combination of lithographed illustrations and photographs, with photos credited to "Man Ray, Lipnitzki, Bauer-Karlsruhe."

S-36. Au Printemps, Dentelles, Fleurs, Violettes, Gants, Perfumerie. Lundi 13 Février & Jours Suivants (Lace, Flowers, Violets,

Gloves, Perfumery. Monday, February 13 &
Following Days), 1911

Box 5 > Item RL13158-
ITEM-0292

Scope and Contents

24 pages including color pictorial wrappers. Illustrated throughout this catalog includes, vignettes illustrations plus the front cover by René Vincent.

S-37. Au Printemps, Été 1909 (Summer 1909),
1909

Box 5 > Item RL13158-
ITEM-0293

Scope and Contents

16 pages with color pictorial wrappers drawn by René Vincent.

S-38. Au Printemps, Exposition du Blanc
(White Exhibition), approximately 1930

Box 5 > Item RL13158-
ITEM-0294

Scope and Contents

16 pages and color pictorial wrappers with a vignette illustration by René Vincent, who may also have drawn the color illustration on the cover.

S-39. Au Printemps, Les Dernières Nouveautés
Pour l'Été 1923 (The Latest News for Summer
1923), 1923

Box 12 > Item RL13158-
ITEM-0295

Scope and Contents

6 page folding brochure with three outer panels featuring "Dessins de [Eduardo Garcia] Benito" and the verso with a three-panel presentation of garments for women (with descriptions and prices), apparently by a different (anonymous) fashion illustrator. Rare promotion.

S-40. Au Printemps, Nouveautés d'Été, Avril
20 (Summer News, April 20), 1920

Box 16 > Item RL13158-
ITEM-0296

Scope and Contents

16 pages with color-illustrated wrappers, the front signed by Eduardo García Benito.

S-41. Aux Trois Quartiers, Robes, Manteaux.
Lundi 25 Mars 1912 (Dresses, Coats. Monday,
March 25, 1912), 1912

Box 5 > Item RL13158-
ITEM-0297

Scope and Contents

24 pages with color pictorial wrappers and a cover created by M. Bert, as well as 4 page upplement for special items for sale on that Monday.

S-42. Belle Jardiniere, Hiver 1905-1906
(Winter 1905-1906), 1905

Box 12 > Item RL13158-
ITEM-0298

Scope and Contents

16 pages with color pictorial wrappers, signed W. Women's fashions for the winter of 1905-06 with eleven pages of unsigned illustrated scenes. This catalog also includes four pages of accessories with small vignettes by René Vincent.

S-43. Chaussures UNIC, La Chaussure Pour La
Saison Prochaine (The Shoe for Next Season),
1928

Box 5 > Item RL13158-
ITEM-0299

Scope and Contents

8 pages with wrappers and seven illustrated cards. Illustrations by Marcel-Jacques Hemjic (1894-1942), an artist who specialized in fashion illustration; sometimes, as here, he signed his work as "Hjic"

S-44. Fashionable House, Tailleur, Chemsier,
Chapelier, Bottier (Tailor, Blouse-maker, Hatter,
Shoemaker), approximately 1910

Box 5 > Item RL13158-
ITEM-0300

Scope and Contents

24 pages with embossed wrappers. Fancy Right-Bank clothing store catalogue of items for men, with six comic illustrations by Henry Mirande.

S-45. Grand Maison de Blanc, Ligne d'Été
(Summer Line), 1910

Box 5 > Item RL13158-
ITEM-0301

Scope and Contents

8 pages with embossed wrappers. Summer-activity vignettes on each page by illustrator Henry Morin

S-46. Grands Magasins du Louvre, Vêtements & Trousseaux Pour Hommes. Exposition Lundi 15 Avril [1912] & jours suivants (Men's Clothing & Trousseau. Exhibition Monday, April 15 [1912] & following days), 1912

Box 12 > Item RL13158-ITEM-0302

Scope and Contents

12 pages with color pictorial wrappers. Illustrated throughout, including four large scenes.

S-47. High Life Tailor, Célébrités Contemporaines. Collection du "High Life Tailor." (Contemporary Celebrities. Collection of the "High Life Tailor."), 1905

Box 12 > Item RL13158-ITEM-0303

Scope and Contents

12 pages with color pictorial wrapper; two cloth samples tipped to the inside front cover. Collection of satiric portraits of "Célébrités Contemporaines", created by Charles Léandre, Moloch, Sem, and Joseph Sirat.

S-48. High Life Tailor, La Mystérieuse Affaire de la Formule (The Mysterious Affair of the Formula), 1911

Box 12 > Item RL13158-ITEM-0304

Scope and Contents

8 color plates with color pictorial wrappers, some light spotting on the front cover. Two actual fabric (wool) samples are tipped on the inside front cover. Illustrations by Lelong, Marchetti, Mirande, and Scott.

S-49. High Life Tailor, Restitution a la France de l'Alsace et de la Lorraine. Le Retour des Alliés (Restoration of Alsace and Lorraine to France. Return of the Allies), 1917

Box 16 > Item RL13158-ITEM-0305

Scope and Contents

12 pages, including color pictorial wrappers. The high-end fashion shop's tribute to the French military and to the Allied victory over Germany, represented here by reproducing nine large paintings that the Tailor had commissioned in 1915-1916 from Louis Ridel.

S-50. High Life Tailor, Illustrations de
Guillaume, Wallace, Leandre, Wogel, Grum,
Sem, 1901-1902

Box 5 > Item RL13158-
ITEM-0306

Scope and Contents

14 pages with color lithographed wrappers by R. W. Wallace. One of the earliest of the illustrated brochures that Draeger created for this clothing store, with a two-page introduction followed by illustrations of various styles for men and women. Includes a large single-facing illustration.

S-51. Jones & Fils, La Semaine de Bernard
& Josette (Bernard & Josette's Week),
approximately 1930

Box 5 > Item RL13158-
ITEM-0307

Scope and Contents

Illustrated trade catalogue from a firm that specialized in clothing for children, with the text describing Bernard & Josette's daily activities.

S-52. Revillon Frères, Fourrures, Paris,
Londres, New-York, Moscou 1909-1910, 1910

Box 16 > Item RL13158-
ITEM-0308

Scope and Contents

The volume consists of four plates (rectos only), each with four photographs by "Photo Félix" of French actresses modeling 12 different styles of fur coats and wraps, plus three large pochoir etchings, printed by Draeger, of three different coat models by three different artists—Fabiano, L. Vallet, and Georges Scofe.

S-53. Royal House, Été 1908 (Summer 1908),
1908

Box 5 > Item RL13158-
ITEM-0309

Scope and Contents

Five separate four-page sections are laid in at relevant places. One fabric sample tipped in. One fabric sample tipped in. Original embossed wrappers

S-54. Royal House, Été 1909 (Summer 1909),
1909

Box 5 > Item RL13158-
ITEM-0310

Scope and Contents

Original embossed wrappers. Similar in design and content to the other Royal House catalogues, but with a larger complement of laid-in sections.

S-55. Royal House, Hiver 1909 (Winter 1909), 1909

Box 5 > Item RL13158-
ITEM-0311

Scope and Contents

1 page with five separate sections laid in at relevant places. One fabric sample tipped in. Original embossed wrappers.

S-56. Tunmer, Aller chez le spécialiste c'est payer moins cher (Going to a specialist means paying less), 1930s

Box 5 > Item RL13158-
ITEM-0312

Scope and Contents

Folder 4 page broucher 18 cm, opens to 27 x 37 cm illustrated broadside.

S-57. West End Tailors, Où irez-vous cette Année. Été 1911 (Where will you go this year? Summer 1911), 1911

Box 5 > Item RL13158-
ITEM-0313

Scope and Contents

24 pages with pictorial covers. Illustrated throughout, priced catalogue of summer fashions for upper-class boys and girls, with cover and vignettes by Henry Morin, an illustrator best known for his work on children's magazines and books.

Transportation— Main Catalog, 1900s-1960s

127. Automobiles Ford, Lincoln, approximately 1920

Box 5 > Item RL13158-
ITEM-0127

Scope and Contents

8 pages with decorative embossed wrappers and silk cord binding.

128. Berliet, Automobiles Berliet. 1913, 1913

Box 16 > Item RL13158-
ITEM-0128

Scope and Contents

31 pages with decorative gilt- and blind-embossed wrappers with cord binding. Illustrated throughout, including six full-page representations of folk being chauffeured around in large coupes; a full-page color illustration of a Berliet motor, and numerous vignettes.

129. Berliet, Camionnettes & Camions, Cars
Alpins, Omnibus (Vans and Trucks, Alpine
Coaches, Omnibuses), approximately 1910

Box 5 > Item RL13158-
ITEM-0129

Scope and Contents

Five-panel 10 page folding illustrated brochure on seven vehicles.

130. Berliet, Camionnettes Fourgons Livreurs
(Vans Delivery Vans), approximately 1925

Box 5 > Item RL13158-
ITEM-0130

Scope and Contents

Large folding sheet, opening to a 37 x 41 cm poster, featuring images and technical information on five models of large cars and commercial trucks. Illustrated title panel.

131. Berliet, Véhicules Industriels, Fourgons,
Camions (Industrial Vehicles, Vans, Trucks),
approximately 1925

Box 6 > Item RL13158-
ITEM-0131

Scope and Contents

Large folding sheet, opening to a 37 x 41 cm poster, featuring images and technical information on five models of large cars and commercial trucks. Illustrated title panel.

132. Berliet, Vehicules Transport en Commun
(Public Transport Vehicles), approximately
1925

Box 6 > Item RL13158-
ITEM-0132

Scope and Contents

Large folding sheet, opens to 37 x 41 cm poster, with images and technical info on touring cars, covered autobus, and a hotel omnibus—illustrated title panel.

133. Berliet, La 7 CV Berliet, approximately 1925

Box 6 > Item RL13158-ITEM-0133

Scope and Contents

Double-sided folded 8vo, opens to a 44 x 41 cm illustrated poster showing the new four-seater coupe.

134. Berliet, 1914 Automobiles Berliet, 1910s

Box 16 > Item RL13158-ITEM-0134

Scope and Contents

43 pages with decorative endpapers and pictorial embossed wrappers with a string tie.

135. Berliet, La 12 HP 3 Vitesses Berliet 1923 (The 12 HP 3 Speed Berliet 1923), 1923

Box 6 > Item RL13158-ITEM-0135

Scope and Contents

16 pages, including a color pictorial wrapper, illustrated throughout.

136. Berliet, La 12 HP 4 Vitesses & 4 Vitesses 16 HP Berliet (The 12 HP 4 Speed & 4 Speed 16 HP Berliet), approximately 1920

Box 6 > Item RL13158-ITEM-0136

Scope and Contents

Three-panel folding brochure, opens to 41 x 44 cm center poster—illustrated throughout with lithographic cuts of the various models.

137. Berliet, Les 5 points à déterminer avant de choisir une automobile (5 points to determine before choosing a car), 1921

Box 6 > Item RL13158-ITEM-0137

Scope and Contents

38-page pamphlet, tipped into a folded printed brochure which opens to a 40 x 35 cm broadside announcement from the firm. The illustrated pamphlet in this package is printed on glossy stock, while the larger folder is printed on decorative paper in brown with silver stamping.

138. Berliet, Les Primes du Ministère de la Guerre. (The War Ministry Bonuses.), 1912

Box 6 > Item RL13158-ITEM-0138

Scope and Contents

Three-panel folded brochure, illustrated throughout, with two small breaks at folds. Brochure folds and slips into a printed mailing envelope.

139. Delahaye & Cie., Automobiles Delahaye
1914, 1914

Box 6 > Item RL13158-
ITEM-0139

Scope and Contents

6 pages of a folding section that is illustrated. Decorative blind embossed wrappers.

140. Delaunay Belleville, L'Auto, La Route
et L'Homme (The Car, the Road and Man),
approximately 1910

Box 12 > Item RL13158-
ITEM-0140

Scope and Contents

One tipped-on plate from a photograph of the Russian Czar sitting in a Delaunay Belleville convertible limo with a hand-colored Russian royal seal printed on the leaf. Collection of 18 facsimile statements about cars contributed by then French celebrities: Marcel Boulenger, Curnosky, Paul Reboux, Edmond Rostand, the cartoonist Sem, and Anatole France.

141. Henry Kistemaeckers, Il était un fois une
Automobile (Once upon a time there was an
Automobile), 1909

Box 6 > Item RL13158-
ITEM-0141

Scope and Contents

16 pages of French fold on rag stock with 20 pages of an illustrated trade catalogue on glossy stock. Decorative blind stamp wrappers with cord binding. Another example of one of René Vincent's illustrated commercial short stories printed in brown and orange.

142. Mathis, Véhicules Industriels, Modèles
1933 (Industrial Vehicles, 1933 Models), 1932

Box 6 > Item RL13158-
ITEM-0142

Scope and Contents

A 4-page folding brochure that opens to a small, illustrated poster (42 x 29 cm), featuring lithographed profiles of trucks, cars, and buses.

143. Peugeot, 301 Peugeot, 1920s Box 6 > Item RL13158-ITEM-0143

Scope and Contents

8 pages, printed on stiff stock + die-cut title, with metal spiral binding.
Text about the firm's 301 line of coupes written by Pierre Mac Orlan.

144. Peugeot, 302 Peugeot, 1930s Box 6 > Item RL13158-ITEM-0144

Scope and Contents

16 pages, including one two-panel foldout. Spiral-bound color lithographed wrappers and completely illustrated.

145. Peugeot, Atlas Routier Peugeot, Carte de a France, 9 Planches (Peugeot Road Atlas, Map of France, 9 Plates), approximately 1950 Box 6 > Item RL13158-ITEM-0145

Scope and Contents

Stiff printed boards with metal spiral binding. Nine double-page color road maps with an interior pictorial map of the region, showing the location of Peugeot dealers (and addresses), plus local monuments and restaurants.

146. Peugeot, Les models 201 Peugeot. (The Peugeot 201 models.), 1920s Box 6 > Item RL13158-ITEM-0146

Scope and Contents

Opens to three panels and then to oblong poster format, 59 x 32 cm—color lithographs of the various models, with a montage of half-tones on the verso.

147. Peugeot, Société Anonyme des Automobiles & Cycles Peugeot (Peugeot Automobiles & Cycles Limited Company), approximately 1910 Box 6 > Item RL13158-ITEM-0147

Scope and Contents

Prof. illustrated with 11 pages of illustrations—four single full pages, by René Vincent, who presumably did the other vignette plates; also with renderings of 10 models that include technical information.

148. Phares Ducellier, Spécialisés dans l'éclairage des voitures (Specializing in car lighting), 1912

Box 12 > Item RL13158-
ITEM-0148

Scope and Contents

Illustrated with lithographed vignettes and chromolithographed plates with silver highlighting.

149. Renault, Automobiles Renault 1911, 1910s

Box 6 > Item RL13158-
ITEM-0149

Scope and Contents

Single page with embossed wrappers, with silk cord binding. Illustrated with lithographs.

150. Renault, Les 6 Cylindres Renault 40, 18/24 et 15 CV (The 6 Cylinder Renault 40, 18/24 and 15 CV), 1926

Box 6 > Item RL13158-
ITEM-0150

Scope and Contents

20 pages with wrappers. Vignettes plus eight full-page color plates. Illustrated sales brochure on Renault's new line of long-chassis six-cylinder touring car and limousines.

151. Renault, Les Nouvelles Renault, 1923

Box 6 > Item RL13158-
ITEM-0151

Scope and Contents

Ten vignettes throughout, three signed "Naurac"[Jean Raoul Chaurand-Naurac, who presumably executed all of these small pendant designs as well as the clean profile illustrations of the eight models, printed in grey and orange, with the required technical information below.

152. Renault, 2 Litres [Frégate], 1955-1960

Box 6 > Item RL13158-
ITEM-0152

Scope and Contents

8 pages and wrappers with four plates laid in. Portuguese language catalogue on Renault's four-door "executive salon car", in production from 1951-60, under the general name "Frégate."

153. Matford Alsace, Matford V8 F92A, 1930s Box 6 > Item RL13158-ITEM-0153

Scope and Contents

A three-panel folding brochure, 6 pages long, completely color lithographed, featuring color images of various models, along with inset half-tones of some key features.

154. Matford Alsace, La Société Matford. Matford V8 1938 (The Matford Company. Matford V8 1938), 1938 Box 6 > Item RL13158-ITEM-0154

Scope and Contents

4 paged folded color illustrated sales brochure, with illustrated montage in the center

155. Matford Alsace, Matford V8 F 91 A, 1938 Box 6 > Item RL13158-ITEM-0155

Scope and Contents

Single-sheet folded to four pages, opens to a large poster printed in patriotic tri-colors. This was the last of the pre-war models to be introduced, and it had a very streamlined grill.

156. Société Générale des Huiles de Pétrole, Energic, Energol (General Petroleum Oil Company: Energic, Energol), 1930s-1950s Box 6 > Item RL13158-ITEM-0156

Scope and Contents

20 pages with pictorial stiff wrappers with metal spiral binding; cover stamped in gilt but fairly scuffed; color-illustrated interior fine.

157. Chemins de Fer du Midi & d'Orléans, La Route Des Pyrénées. Grand Service d'Auto-Cars. (Midi & Orléans Railways: The Pyrenees Route. Large Coach Service.), 1914 Box 6 > Item RL13158-ITEM-0157

Scope and Contents

29 pages of illustrated advertisements with a folding color map of route through Southern France and folding color plate of reproduction of painting of the Pyrénées Mountains. Original wrappers with color illustration mounted on the cover.

158. Citroën, Exposition de la Croisière Noire. Documents Rassemblés Par L'Expedition Citroën-Centre Afrique. (Black Cruise Exhibition. Documents Collected by the Citroën-Central Africa Expedition.), 1926

Box 6 > Item RL13158-ITEM-0158

Scope and Contents

Catalogue of items from the 2nd Mission Haardt-Audouin Dubreuil through Africa, displayed in 1926 at the Palais du Louvre, Pavillon de Marsan.

159. Citroën, Theatre National de L'Opéra. Programme du Film La Croisière Noire (De la Méditerranée à Madagascar, à travers l'Afrique) + Programme Musical execute pendant la projection de La Croisière Noire (National Opera Theatre. Program of the film The Black Cruise (From the Mediterranean to Madagascar, across Africa) + Musical program performed during the screening of The Black Cruise), 1920s

Box 16 > Item RL13158-ITEM-0159

Scope and Contents

Four-page folded program printed on card stock, reprint of painting by Alexandre Iacovlef on the cover, full-page map of Africa on p.2.

160. Curnonsky, Le Beau ee. (The Beautiful ee.), 1925-1930

Box 6 > Item RL13158-ITEM-0160

Scope and Contents

Illustrated with six double-page photo montages—with inset text and photographs—plus a double-page center photographic view. Silver silk binding cord.

161. Renault, Delingette, Commandant. D'Oran au Cap en Six Roues Par le Commandant et Madam Delingette. (Delingette, Commander. From Oran to Cape Town in Six Wheels By Commander and Madame Delingette.), 1920s

Box 6 > Item RL13158-ITEM-0161

Scope and Contents

16 pages with pictorial wrappers, scuffed; a few light dings on the margin. Illustrated throughout from woodblocks by Jacques Boullaire, including two full-page plates and the front wrapper.

162. Renault, 18.000 Kil. De Désert et de Brousse en Trente-Six Jours Avec Une 6 Chevaux Renault. (18,000 Kilometers of Desert and Bush in Thirty-Six Days with a 6-CV Renault.), 1927

Box 6 > Item RL13158-
ITEM-0162

Scope and Contents

16 pages with pictorial wrappers. Illustrated throughout with sepia-tinted half-tones, one route map.

163. Renault, A Travers Le Desert Avec Les 6 Roues Renault. (Across the Desert with the Renault 6 Wheels.), 1920s

Box 6 > Item RL13158-
ITEM-0163

Scope and Contents

2 pages with four tipped-on plates from photos on decorative leaves. Illustrated with vignette half-tones. Gilt-stamped wrappers.

164. Lemaitre, Capitaine [Henri], Comment j'ai enlevé le "Liberty Race." (How I removed the "Liberty Race."), 1926

Box 6 > Item RL13158-
ITEM-0164

Scope and Contents

6 pages with plain wrappers with a mounted paper title label on the cover. Illustrated with three woodblocks—including a full-page plate—by Jacques Boullaire.

165. Georges Prade, Vertiable histoire de l'Aéroplane (The incredible history of the Aeroplane), 1912

Box 6 > Item RL13158-
ITEM-0165

Scope and Contents

36 pages with embossed decorative wrappers with strong cord binding. Illustrated.

166. Renault, Les Moteurs d'Aviation....
Dans le passé, dans le present, dans l'avenir
(Aviation Engines.... In the past, in the
present, in the future), 1930s

Box 16 > Item RL13158-
ITEM-0166

Scope and Contents

With five four-page fascicles, one illustrated leaf, one six-page folding illustrated fascicle "L'évolution des moteurs d'aviation," and one 16-page illustrated booklet "Records et performances des moteurs d'aviation." Laid in the original illustrated board portfolio, highlighted in silver.

167. Société Anonymous des Ateliers
d'Aviation Louis Breguet, Avions Bréguet
(Anonymous Society of the Louis Breguet
Aviation Workshops: Breguet Aircraft), 1919

Box 6 > Item RL13158-
ITEM-0167

Scope and Contents

47 pages with a tipped-on color plate. Five full-page plates in pagination as well as the rear map. Fine typography, with gilt highlighting in the design. Original pictorial dust-wrapper mounted over plain wrappers.

168. Compagnie Générale Transatlantique,
Cette Plaquette a été éditée a l'occasions
Lancement du Paquebot "France".... (This
brochure was published on the occasion of the
launch of the ocean liner "France"....), 1960

Box 16 > Item RL13158-
ITEM-0168

Scope and Contents

20 pages with plan boards with a color pictorial dust wrapper.

169. L'Etoile du Nord, Train Pullman 1er et
2me classe (Pullman Train 1st and 2nd Class),
1930s

Box 6 > Item RL13158-
ITEM-0169

Scope and Contents

8 pages with color-designed wrappers, slight crease. Art Deco-designed promotional booklet, featuring illustrated interior covers and photo montages, many credited to Neirdein (a commercial photographer); text by Raul Reboux.

S-58. Berliet, Automobiles Berliet, 1914 Box 7 > Item RL13158-
ITEM-0314

Scope and Contents

16 pages with decorative embossed wrappers; Nine models are shown and described.

S-59. Berliet, Automobiles Berliet, 1906 Box 12 > Item RL13158-
ITEM-0315

Scope and Contents

Folded textured-paper portfolio, with six separate color lithographed plates (printed rectos only) by Draeger frères.

S-60. Tristan Bernard, Ein Besuch bei Berliet
(A Visit to Berliet), 1908 Box 7 > Item RL13158-
ITEM-0316

Scope and Contents

55 pages with six color plates René Vincent. Plain wrappers with a very elaborately printed dust wrapper with embossed seal, mimicking a tooled-leather binding

S-61. Citroën, Les Usines... Citroën Couvrent
Une Superficie de 77-Hectares (Citroën
Factories Cover an Area of 77 Hectares),
approximately 1935 Box 16 > Item RL13158-
ITEM-0317

Scope and Contents

Limited edition collection item that is numbered 16 of 18. Four-page illustrated brochures, housed in a printed folder [soiled] and conserved in the original portfolio that features a pictorial-map dust wrapper.

S-62. Rochet-Schneider, La voiture de qualité
(The car of quality), 1920s Box 16 > Item RL13158-
ITEM-0318

Scope and Contents

Two magazine ads designed by Draeger for this "Car of quality." Backed on cardboard, removed from a publication. An example of Draeger's work for print media.

S-63. Société Anonyme Des Automobiles
& Cycles, Peugeot 1914 (Public Limited

Company of Automobiles & Cycles: Peugeot
1914), 1914

Box 7 > Item RL13158-
ITEM-0319

Scope and Contents

24 pages with embossed wrappers. A trade catalogue devoted to the firm's line of automobiles, but opening with an illustrated chapter on Peugeot's involvement in auto races. With eight pages featuring large color illustrations by René Vincent.

S-64. Société Générale des Huiles de Pétrole,
Energic, Energol (General Petroleum Oil
Company: Energic, Energol), approximately
1928

Box 7 > Item RL13158-
ITEM-0320

Scope and Contents

20 pages titled "Tableau de Grais sage" with stiff wrappers stamped in gilt with metal spiral binding. Cartoon industrial illustrations by Marcel-Jacques Hemjic, with many featuring the product line's "oil-can man" trademark.

S-65. Railroads, L'aluminium et ses alliages
dans le matériel de chemins de fer (Aluminum
and its alloys in railway equipment), 1930s

Box 7 > Item RL13158-
ITEM-0321

Scope and Contents

Three illustrated sectional dividers (with aluminum foil tabs): illustrations, tables, plans. Aluminum-stamped pictorial covers on thick stock, with metal spiral binding. Printing and binding by Draeger. The Wolfsonian credits the design to poster artist A.M. Cassandre, who worked with Draeger on numerous commercial projects.

S-66. Générale Transatlantique, Le Nouveau
Paquebot "France." (General Transatlantic:
The New Liner "France"), 1910s

Box 7 > Item RL13158-
ITEM-0322

Scope and Contents

Illustrated work on the luxury ocean liner (sometimes called the "Versailles of the Sea") whose first voyage left Le Havre for New York on April 20, 1912

[Return to Table of Contents](#)

Company Promotional Materials, 1900s-1960s

Organized to facilitate cross-referencing with descriptions belonging in either the main catalog or supplementary catalog.

Scope and Contents

A selection of Draeger's own self-published promotional work. Between 1925 and the early 1930s, the firm created a series of individually-designed full-page advertisements, incorporating their slogan "Un catalogue imprimé par Draeger sera pour vous, Monsieur, un merveilleux ambassadeur" (A catalogue printed by Draeger will be for you, Sir, a marvelous ambassador). The majority of these advertisements reflect the firm's capabilities in design and printing quality, especially its own Procédé 301 color printing process.

Main Catalog, 1900s-1960s

1. Adam Paul, L'Hypnotisation par l'image
(Hypnosis through the image), 1909

Box 19 > Item RL13158-
ITEM-0001

Scope and Contents

Folio with half-canvas spine over blind-embossed heavy boards, "Havana cardboard" with the cover and all leaves bound by cords and in sheets. Illustrated.

2. Jean Cocteau and Charles Martin, Soignes
la gloire de votre firme et l'excellence de
vos marchandises car si vous les jugez
bonnes votre intérêt devient l'intérêt général
(Take care of the glory of your firm and the
excellence of your goods because, if you deem
them good, your interest becomes the general
interest.), 1924

Box 14 > Item RL13158-
ITEM-0002

Scope and Contents

Color lithographed plates by Martin, laid in portfolio, stiff wrappers with printed dust wrapper, illustrated by Charles Martin.

3. Croix-Rouge Française, Pour L'enfance (The
French Red Cross, For the Children), 1924

Box 14 > Item RL13158-
ITEM-0003

Scope and Contents

Illustrated, including three tipped-in color reproductions of paintings created for the program.

4. Draeger Frères, Procédé 301, approximately 1935

Box 14 > Item RL13158-ITEM-0004

Scope and Contents

Two separate brochures, each 6pp folding— both fully illustrated and printed in dynamic color. Two handsome samples of this company's printing process specifically aimed for use in advertisements.

5. Paul Iribe, Defense du Luxe (Defense of Luxury), 1933

Box 11 > Item RL13158-ITEM-0005

Scope and Contents

Printed in black and red. Gilt and blind-stamped textured wrappers. Presentation signed by Iribe, July 1932, on the free front-endpaper.

6. L'Illustration, un Numéro de L'Illustration Ne Meurt Pas. (A Number of Illustrations that Don't Die.), 1936

Box 14 > Item RL13158-ITEM-0006

Scope and Contents

Large promotional booklet for one of France's leading illustrated news magazines, advertising its design and production capabilities, including a double-page montage ad on its printing plant and samples of 11 full-page ads, including a typographically designed one created by Draeger.

7. Charles Péguy, Dans ce temps-là un chantier était un lieu de la terre où des hommes étaient heureux. (At that time a construction site was a place on earth where men were happy), 1953

Box 2 > Item RL13158-ITEM-0007

Scope and Contents

Dustjacket with Draeger's press logo stamped in blind on the cover. Illustrations are Draeger reprints with the French poet's 1913 paean to work because "like him, they love their profession." With two double-page color illustrations and eight full-page lithographs, none signed.

8. Draeger Frères, Impressions en couleurs.
Le Procédé d'impression 301. (Printing
in color. Printing with Procédé 301),
approximately 1955

Box 11 > Item RL13158-
ITEM-0008

Scope and Contents

Single accordion-fold sheet, four panels. All color illustrations except for the title.

9. Wallace & Draeger, Draeger 1886-1966,
1960s

Box 14 > Item RL13158-
ITEM-0009

Scope and Contents

Illustrated promotional history of the firm from its beginnings, connecting the company and its technical capabilities, especially in printing and graphic design.

10. Draeger Frères, Le present s'effeuille et
renait sans cesse, 1950s-1960s

Box 20 > Item RL13158-
ITEM-0010

Scope and Contents

Large placard, with a printed and embossed plate mounted on a thick board with a ring on the verso for hanging. In the center of the plate is a mounted, gilt-covered box, the size of playing cards, with Draeger's stylized printing press logo stamped in black.

214. Cercle Internallié, BAL des petits lits
BLANC. Organisé par "Le Jour." (Internally
linked circle: Little White Beds Ball. Organized
by "Le Jour."), 1935

Box 2 > Item RL13158-
ITEM-0214

Scope and Contents

Book for the "Ball of the Little White Beds," a fund-raising event to benefit Children's hospitals. The publication was a collaborative work: Draeger produced the cover and the (original) spiral binding, and numerous paper manufacturers and printers (e.g., Crété) contributed to the product. Contributors include Marietta Lydis, Colette, Leonetto Cappiello, Jean Cocteau, Paul Colin, and Raoul Dufy. Honegger, Mauriac, Maurius, Milhand, and Marcel Proust.

S-1. Draeger Frères, Un catalogue imprimé par Draeger sera pour vous, Monsieur, un merveilleux ambassadeur (A catalogue printed by Draeger will be for you, Sir, a marvelous ambassador), 1924

Box 18 > Item RL13158-ITEM-0257

Scope and Contents

Two examples—both 40 cm—of the firm's multi-year self-advertising campaign. One by Sauvage and the other by Charles Martin.

S-2. Draeger Frères, A l'occasion du Congress de Paris/On the occasion of the Paris Convention... (On the occasion of the Paris Convention/On the occasion of the Paris Convention...), 1927

Box 18 > Item RL13158-ITEM-0258

Scope and Contents

Two examples of the firm's multi-year self-advertising campaign. One by Sauvage and the other by Charles Martin.

S-3. Draeger Frères, Draeger Frères Imprimeurs (Draeger Printer Brothers), 1950

Box 14 > Item RL13158-ITEM-0259

Scope and Contents

Large folio with stiff cardboard covers and an embossed dust jacket, with remnants of protective glassine wrappers on the front spine.

S-4. Draeger Frères, Créations publicitaires... Imprimeurs (Advertising creations... Printers), 1950s

Box 2 > Item RL13158-ITEM-0260

Scope and Contents

Single sheet folded card with a color-printed image and a mission statement about the main challenge of advertising: "Surprendre, heurter, faire sourire ou protester, réagir ou penser, vaincre l'indifférence, c'est le problème capital en publicité."

S-5. Draeger Frères, 50 Années d'Imprimerie & de Publicité par Draeger. Exposition du 10 Novembre au 10 Décembre 1950, Galerie Royale, 11 Rue Royale (50 Years of Printing

& Advertising by Draeger. Exhibition from
November 10 to December 10, 1950, Galerie
Royale, 11 Rue Royale), 1950

Box 14 > Item RL13158-
ITEM-0261

Scope and Contents

Linen-backed; verso (lightly visible through the cloth) has a different design for this event.

[Return to Table of Contents](#)

Educational Works, 1925-1950

215. Maurice Robert, Code de la Bibliophilie
Moderne. (Code of Modern Bibliophilia.), 1950

Box 9 > Item RL13158-
ITEM-0215

Scope and Contents

New edition on the art of making of books, covering the editorial process, selecting paper, use of typography, etc.

217. Edmond Haraucourt, Le Musée de la
Double Soif (The Double Thirst Museum), 1925

Box 9 > Item RL13158-
ITEM-0217

Scope and Contents

Original boards with a decorative dust jacket featuring woodblock designs by Galanis. Also with chapter heads and vignette illustrations in wood by Galanis throughout. History of drinking cups and vessels of all sorts, with some modern examples designed by Lalique, Lachenal, and Herbs.

251. Pierda, Alphabet. 30 photos de Pierda,
1933-1940

Box 9 > Item RL13158-
ITEM-0251

Scope and Contents

28 pages with pictorial wrappers. One of four such books created by Pierda.

[Return to Table of Contents](#)

General Political Printings, 1930s-1949

Organized to facilitate cross-referencing with descriptions belonging in either the main catalog or supplementary catalog.

Main Catalog, 1930s-1949

225. French Gov, Comment Préparer Les Prochaines Élections Législatives (How to Prepare for the Next Legislative Elections), 1930s

Box 10 > Item RL13158-ITEM-0225

Scope and Contents

A publication presumably paid for and published by the French government, and issued in three separate parts—Tome II [not present here] was a ten-page Aide-mémoire du Candidat.

227. La Chambre de Commerce de Paris, Ses Tapisseries, Ses "Ports de France." (The Paris Chamber of Commerce, His Tapestries, His "Ports of France."), 1949

Box 10 > Item RL13158-ITEM-0227

Scope and Contents

36 pages with stiff wrappers. One of 3000 copies of the regular issue. Illustrated throughout.

Supplemental Catalog, 1937

S-81. Ville de Paris, L'Office Public d'Habitations de la Ville de Paris (The City of Paris: The Paris City Public Housing Office), 1937

Box 17 > Item RL13158-ITEM-0337

Scope and Contents

235 pages in total with a large folding color map that is detached and laid in. This book also includes a 68-page section of illustrated advertisements. Stiff plain cardboard with printed dust wrapper featuring a gold-embossed pictorial medallion on the cover.

[Return to Table of Contents](#)

Medicine Collection, 1928-1939

219. Laboratoires Pépin & Leboucq, Les Stupéfactions d'Hippocrate. Textes de Paul Reboux, Dessins de René Vincent. (Pépin & Leboucq Laboratories: The Stupefactions of Hippocrates. Texts by Paul Reboux, Drawings by René Vincent.), 1928

Box 16 > Item RL13158-ITEM-0219

Scope and Contents

Nine signatures lay in printed wrappers, and then lay loose in the decorative folder.

220. Laboratoires Robert et Carrière., Les Deux Ciels (Robert and Carrière Laboratories: The Two Heavens), 1932

Box 9 > Item RL13158-ITEM-0220

Scope and Contents

Quasi-poetic meandering by this commercial drug laboratory about the Two Heavens: Pascal and Pasteur—and of the genius of French medicine.

252. Laboratoires Cortial, XXXe Ball de la Médecine Française, Samedi 4 Mars 1939. (XXXth Ball of French Medicine, Saturday March 4, 1939.), 1939

Box 9 > Item RL13158-ITEM-0252

Scope and Contents

18 cm. 4 pages folded, with added printed slip laid in. Decorative blind-embossed cover. Program for a benefit ball held for the Society for Aid to the Orphans and Widows of Doctors.

[Return to Table of Contents](#)

Military and War Printings: WWI & WWII, 1910s-1940s

Main Catalog, 1910s-1940s

236. La Banque de France., Échangez Votre Or Contre des Billets, Achetez des Bons et des Obligations de la Défense Nationale. (Exchange your gold for banknotes, buy National Defense bonds and notes.), 1916

Box 18 > Item RL13158-ITEM-0236

Scope and Contents

Single-sided poster (50 cm) printed in blue and black, promoting the purchase of war bonds.

237. Michel, Jean-Henri, Échos de Captivité.
Par L'Auteur du Chemin de Croix du
Prisonnier de Guerre. (Echoes of Captivity. By
the Author of The Prisoner of War's Stations of
the Cross.), 1945

Box 10 > Item RL13158-
ITEM-0237

Scope and Contents

Illustrated printed on verso, with facing captions to some. Wrappers with small illustrations mounted on the front cover. Apparently, the work of a single artist, although the styles differ.

238. French Government, La Première
Division Française Libre. (The First Free
French Division.), 1945

Box 10 > Item RL13158-
ITEM-0238

Scope and Contents

24 pages with embossed wrappers. Printed in January 1945, after the Liberation of France, but just when it was involved in the heavy fighting against the Germans at the "Colmar Pocket" in Alsace.

248. The Fench Government, Une nouvelle
Chansonnette de Jacquot et Marie Annet (A
new song by Jacquot and Marie Annet), 1910s

Box 17 > Item RL13158-
ITEM-0248

Scope and Contents

Rare single-sided color-printed illustrated broadside (34.75 cm), folded.

249. Republique Française, 3e Emprunt de
la Defense Nationale. (3rd National Defense
Loan.), 1917

Box 18 > Item RL13158-
ITEM-0249

Scope and Contents

Large (121 x 79 cm) single-sided color lithographed poster, image of "Mariana" astride a globe and surrounded by flags, created by René Lelong.

254. French Admiralty, La Marine Française, Depuis l'Armistice (The French Navy, Since the Armistice), 1941

Box 17 > Item RL13158-ITEM-0254

Scope and Contents

55 pages with tipped-in portrait of Admiral Darlan (then also acting as the Prime Minister) and heliogravure photos and reproductions of two naval battle paintings by Roger Chapalet [printed on stiff stock]

Supplemental Catalog, 1940s

S-92. Robert Louis, France Libre (Free France), 1940s

Oversize-folder 1 > Item RL13158-ITEM-0348

Scope and Contents

Large color lithograph map of Europe and Africa, 63 x 85 cm, backed on linen; small light stain on the edge of West Africa, otherwise a good copy of a rare map. Published to aid the Association's social programs, this example is stamped as copy No. 1132 of 2975.

[Return to Table of Contents](#)

Nicolas Wines Collection, 1930-1973

Biographical / Historical

Founded in 1822, Maison Nicolas sold its bottled wine in a storefront in Paris and is recognized as the first company to do so.

Scope and Contents

Advertising and marketing materials produced for the retail wine chain Nicolas. Between 1931 and 1973, Dreager Frères printed all marketing materials for the company including its wine pamphlet that customers used to select the wine they will be purchasing. The company did not print a list in 1937, during World War II, or in the three years following the war (1940-1948). It only printed a 20-page tariff in 1952 and did not print a copy in 1968. Catalogs for Nicolas Wines feature illustrations by artists including Adolphe Édouard Mouron, Jean Hugo, and Alfred Latour.

170. Nicolas Wines, Liste des Grands Vins 1930 (List of Great Wines 1930), 1930

Box 7 > Item RL13158-ITEM-0170

171. Nicolas Wines, Liste des Grands Vins 1930 (List of Great Wines 1931), 1931	Box 7 > Item RL13158- ITEM-0171
172. Nicolas Wines, Liste des Grands Vins 1932 (List of Great Wines 1932), 1932	Box 7 > Item RL13158- ITEM-0172
173. Nicolas Wines, Liste des Grands Vins 1933 (List of Great Wines 1933), 1933	Box 7 > Item RL13158- ITEM-0173
174. Nicolas Wines, Liste des Grands Vins 1934 (List of Great Wines 1934), 1934	Box 7 > Item RL13158- ITEM-0174
175. Nicolas Wines, Liste des Grands Vins 1935 (List of Great Wines 1935), 1935	Box 7 > Item RL13158- ITEM-0175
176. Nicolas Wines, Liste des Grands Vins 1936 (List of Great Wines 1936), 1936	Box 7 > Item RL13158- ITEM-0176
177. Nicolas Wines, Liste des Grands Vins 1938 (List of Great Wines 1938), 1938	Box 7 > Item RL13158- ITEM-0177
178. Nicolas Wines, Liste des Grands Vins 1939 (List of Great Wines 1939), 1939	Box 7 > Item RL13158- ITEM-0178
179. Nicolas Wines, Liste des Grands Vins 1949 (List of Great Wines 1949), 1949	Box 8 > Item RL13158- ITEM-0179
180. Nicolas Wines, Liste des Grands Vins 1950 (List of Great Wines 1950), 1950	Box 8 > Item RL13158- ITEM-0180
181. Nicolas Wines, Liste des Grands Vins 1951 (List of Great Wines 1951), 1951	Box 8 > Item RL13158- ITEM-0181
182. Nicolas Wines, Liste des Grands Vins 1953 (List of Great Wines 1953), 1953	Box 8 > Item RL13158- ITEM-0182

183. Nicolas Wines, Liste des Grands Vins 1954 (List of Great Wines 1954), 1954	Box 8 > Item RL13158- ITEM-0183
184. Nicolas Wines, Liste des Grands Vins 1955 (List of Great Wines 1955), 1955	Box 8 > Item RL13158- ITEM-0184
185. Nicolas Wines, Liste des Grands Vins 1956 (List of Great Wines 1956), 1956	Box 8 > Item RL13158- ITEM-0185
186. Nicolas Wines, Liste des Grands Vins 1957 (List of Great Wines 1957), 1957	Box 8 > Item RL13158- ITEM-0186
187. Nicolas Wines, Liste des Grands Vins 1958 (List of Great Wines 1958), 1958	Box 8 > Item RL13158- ITEM-0187
188. Nicolas Wines, Liste des Grands Vins 1959 (List of Great Wines 1959), 1959	Box 8 > Item RL13158- ITEM-0188
189. Nicolas Wines, Liste des Grands Vins 1960 (List of Great Wines 1960), 1960	Box 8 > Item RL13158- ITEM-0189
190. Nicolas Wines, Liste des Grands Vins 1961 (List of Great Wines 1961), 1961	Box 8 > Item RL13158- ITEM-0190
191. Nicolas Wines, Liste des Grands Vins 1962 (List of Great Wines 1962), 1962	Box 8 > Item RL13158- ITEM-0191
192. Nicolas Wines, Liste des Grands Vins 1963 (List of Great Wines 1963), 1963	Box 8 > Item RL13158- ITEM-0192
193. Nicolas Wines, Liste des Grands Vins 1964 (List of Great Wines 1964), 1964	Box 8 > Item RL13158- ITEM-0193
194. Nicolas Wines, Liste des Grands Vins 1965 (List of Great Wines 1965), 1965	Box 9 > Item RL13158- ITEM-0194

195. Nicolas Wines, Liste des Grands Vins 1966
(List of Great Wines 1966), 1966 Box 9 > Item RL13158-ITEM-0195
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196. Nicolas Wines, Liste des Grands Vins 1967
(List of Great Wines 1967), 1967 Box 9 > Item RL13158-ITEM-0196
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197. Nicolas Wines, Liste des Grands Vins 1969
(List of Great Wines 1969), 1969 Box 9 > Item RL13158-ITEM-0197
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198. Nicolas Wines, Liste des Grands Vins 1970
(List of Great Wines 1970), 1970 Box 9 > Item RL13158-ITEM-0198
-
199. Nicolas Wines, Liste des Grands Vins 1971
(List of Great Wines 1971), 1971 Box 9 > Item RL13158-ITEM-0199
-
200. Nicolas Wines, Liste des Grands Vins 1972
(List of Great Wines 1972), 1972 Box 16 > Item RL13158-ITEM-0200
-
201. Nicolas Wines, Liste des Grands Vins 1973
(List of Great Wines 1973), 1973 Box 9 > Item RL13158-ITEM-0201
-
202. Nicolas Wines, Nicolas, Las fines bouteilles
(Nicolas, The Fine Bottles), approximately 1930 Box 9 > Item RL13158-ITEM-0202

Scope and Contents

Two different diagonally cut bookmarks printed on cardboard stock

203. Nicolas Wines, "Le six à huit" des Vins de France ("The six to eight" of the Wines of France), approximately 1930 Box 9 > Item RL13158-ITEM-0203

Scope and Contents

Comic unsigned vignettes throughout. Advice on selecting wines, with an introduction by Collette.

204. Nicolas Wines, "Un repas bien conçu est comme une symphonie bien ordonnée." ("A well-

planned meal is like a well-ordered symphony."),
approximately 1930

Box 9 > Item RL13158-
ITEM-0204

Scope and Contents

Six-panel folding sheet, opens to a full-page 38 cm sheet, a questionnaire on "Service des vins," on how to select the proper wine for the occasion.

205. Nicolas Wines, Encarts Publicitaires
(Advertising Inserts), 1925-1935

Box 12 > Item RL13158-
ITEM-0205

Scope and Contents

A selection of nine separately-issued four-page folding quarto (30 cm) brochures, various illustrators and printing processes (e.g., lithography, blind-embossing, engravings), created between 1925-35 as inserted advertisements into the leading French magazine, L'Illustration. Some of the illustrators included Jean Hugo, Paul Iribe, Darcy, Galanis, and Alfred Latour, as well as Charles Martin.

206. Nicolas Wines, Encarts Publicitaires
(Advertising Inserts), 1925-1935

Box 12 > Item RL13158-
ITEM-0206

207. Nicolas Wines, Encarts Publicitaires
(Advertising Inserts), 1925-1935

Box 12 > Item RL13158-
ITEM-0207

208. Nicolas Wines, Encarts Publicitaires
(Advertising Inserts), 1925-1935

Box 12 > Item RL13158-
ITEM-0208

209. Nicolas Wines, Encarts Publicitaires
(Advertising Inserts), 1925-1935

Box 12 > Item RL13158-
ITEM-0209

210. Nicolas Wines, Encarts Publicitaires
(Advertising Inserts), 1925-1935

Box 12 > Item RL13158-
ITEM-0210

211. Nicolas Wines, Encarts Publicitaires
(Advertising Inserts), 1925-1935

Box 12 > Item RL13158-
ITEM-0211

212. Nicolas Wines, Encarts Publicitaires
(Advertising Inserts), 1925-1935 Box 12 > Item RL13158-
ITEM-0212

213. Nicolas Wines, Encarts Publicitaires
(Advertising Inserts), 1925-1935 Box 12 > Item RL13158-
ITEM-0213

[Return to Table of Contents](#)

Various Printed Ephemera, 1897-1940s

This series is organized to facilitate cross-referencing with descriptions belonging in either the main catalog or supplementary catalog.

Main Catalog, 1897-1940s

216. Turenne, L'Eau et l'Electricité à la campagne (Water and Electricity in the Countryside), approximately 1910 Box 10 > Item RL13158-
ITEM-0216

Scope and Contents

Folder card, cover only. Full color illustrated cover of a fountain flanked by two peacocks and with decorative boards.

222. Cesare Galeotti, Le Tambourin. Pièce pour piano. (The Tambourine. Piece for piano.), 1897 Box 16 > Item RL13158-
ITEM-0222

Scope and Contents

Large format sheet (35 cm). 8pp (rear blank) with color lithographed cover, designed by Taunay and "Imp. Draeger, Paris."

223. Draeger Frères, Les Papeteries de France. Vous présentent leurs meilleurs voeux (The Papeteries of France. We send you our best wishes.), 1938 Box 10 > Item RL13158-
ITEM-0223

Scope and Contents

Lithographed and etched on one side with a die-cut flap (revealing the greeting), which also serves as a stand, with a calendar for the Year 1938 printed on the verso.

228. Cigare Magnat, Cigarette Week-End.,
approximately 1930

Box 10 > Item RL13158-
ITEM-0228

Scope and Contents

Color pictorial wrappers with metal spiral binding. Score-card booklet (presumably for bridge) issued by the tobacco monopoly.

239. Dusausoy, Dusausoy, 1910s-1940s

Box 10 > Item RL13158-
ITEM-0239

Scope and Contents

Gilt-embossed advertising card from Paris jeweler.

240. La Parfumerie, Monpelis, Celles Qui L'Ont
Élue... La Malaceïne? (Those Who Chosen It...
Malaceine?), 1910s-1940s

Box 10 > Item RL13158-
ITEM-0240

Scope and Contents

Postcard (illustrated with a period scene) from La Parfumerie, Monpelis, promoting its Malaceïne line of toilet crèmes.

241. Gibbs soap, Se Raser Devient Un Plaisir
(Shaving Becomes a Pleasure), 1910s-1940s

Box 10 > Item RL13158-
ITEM-0241

Scope and Contents

Postcard with "comic" military scene, advertising Gibbs soap.

242. Charles Gervais, A la renommée
Fromages Double Crème dits Suisses,
1910s-1940s

Box 10 > Item RL13158-
ITEM-0242

Scope and Contents

Small 8 paged advertising booklet from Charles Gervais, advertising its double crème cheese.

243. LeFranc, En Vente Chez Tous Les Marchands De Couleurs (On sale at all color merchants), 1910s-1940s

Box 10 > Item RL13158-
ITEM-0243

Scope and Contents

Postcard from LeFranc art supplies, advertising in color its line of tubed oil paints.

244. Simplex, Élévateurs Transporteurs Monte-Charges Monorails Électriques Apparils Mobiles sur pous Transrouleurs (Elevators Transporters Freight Elevators Electric Monorails Mobile Devices on Pulleys Roller Hoists), 1910s-1940s

Box 10 > Item RL13158-
ITEM-0244

Scope and Contents

Double-sided advertising flyer for the Simplex line of materials transportation machinery.

245. Produits Berger, La Fumée vous gêne Madame? (Does the smoke bother you, Madam?), 1910s-1940s

Box 10 > Item RL13158-
ITEM-0245

Scope and Contents

Three-panel folding illustrated brochure from Produits Berger advertising its line of "Lampe Berger" [for eliminating cigarette smoke], many models; plus price sheet for 1937.

253. Centraco, Exposition Internationale des Arts et des Techniques, Paris 1937. Cette plaquette vous est offerte pa Centraco. (International Exhibition of Arts and Technology, Paris 1937. This brochure is brought to you by Centraco.), 1937

Box 10 > Item RL13158-
ITEM-0253

Scope and Contents

Separate issue of the same 116-cm long color illustrated leporello that Draeger created for Les Papeteries de France, and shown in this Collection as #52, L'Exposition au fil de l'eau sur "Le Mandchou" des Papeteries de France.

Supplemental Catalog, 1910s-1940s

S-82. Royale Haussmann, Carte d'acheteur offerte... (Free buyer's card...), 1910s-1940s Box 10 > Item RL13158-ITEM-0338

Scope and Contents

double-sided pictorial lithographed card with an attached smaller postcard.

S-83. Iodogenol, Iodogenol, 1910s-1940s Box 10 > Item RL13158-ITEM-0339

Scope and Contents

A pair of color lithographed advertising blotters (thick absorbent paper for ink), 23 cm, featuring illustrations "après René Vincent" and printed by Draeger.

S-84. La Grande Maison, Été 1914 (Summer 1914), 1910s-1940s Box 10 > Item RL13158-ITEM-0340

Scope and Contents

Cover only (folded) of a catalogue on children's clothes, with cover illustration by Léon Bénigni.

S-85. Hotel Windsor, Hotel Windsor, Paris/Hotel Reynolds, Paris, 1910s-1940s Box 10 > Item RL13158-ITEM-0341

Scope and Contents

Folding illustrated lithograph flyer, printed by Draeger.

S-86. Cognac Léopold Brugerolle, Cognac Léopold Brugerolle, 1910s-1940s Box 10 > Item RL13158-ITEM-0342

Scope and Contents

Unused lithograph advertising postcard.

S-87. Parfumerie Monpelas, Celles Qui La Préfèrent... La Malaceïne? (Those Who Prefer It... Malacein?), 1910s-1940s Box 10 > Item RL13158-ITEM-0343

Scope and Contents

Unused advertising postcard for the firm's line of face cream, featuring a color illustration by Brunellschi.

S-88. Draeger Frères Graveurs & Imprimeurs,
Draeger Frères Graveurs & Imprimeurs,
1910s-1940s

Box 10 > Item RL13158-
ITEM-0344

Scope and Contents

Firm's business stationery, ca. 1915, with printed two-color letterhead noting that the firm focuses especially on the design, illustrations, printing, and publication applicable to advertising.

S-89. Au Bon Marché, Au Bon Marché,
1910s-1940s

Box 10 > Item RL13158-
ITEM-0345

Scope and Contents

Six different large (16 cm) color lithograph card printed by Draeger Frères [ca. 1905] for this large Parisian department store.

S-90. Au Fidèle Berger, Au Fidèle Berger,
1910s-1940s

Box 10 > Item RL13158-
ITEM-0346

Scope and Contents

Draeger-lithographed card for a candy manufacturer with an image of an African woman and a building at the 1900 Exposition Universelle.

S-91. La Caoutchouc Alpha, La Caoutchouc
Alpha, 1910s-1940s

Box 10 > Item RL13158-
ITEM-0347

Scope and Contents

Draeger-printed lithographed advertising card for a firm's line of runner nursing bottles for babies.

[Return to Table of Contents](#)

Vichy Propaganda Collection, 1910-1940s

Biographical / Historical

The Vichy government was in power between July 1940 and September 1944 during the Nazi occupation of France. The leader of this regime was Philippe Pétain, who, upon taking power, immediately allied France with the Axis Powers. Unlike newspapers and magazines, which were restricted during the occupation, the German authorities permitted publishers and printers to remain open, albeit under strict censorship.

Scope and Contents

Propagandic material printed by Draeger for the Vichy government. Includes posters, postcards, children's books, and reproduction photographs of Philippe Pétain. In the postwar period, Draeger Frères would produce four photo books glorifying the Liberation, including a commemorative book compiled by the city of Paris.

Main Catalog, 1910-1940s

232. Ministère de l'Information, Nouveaux Destins de L'Intelligence Française. (Ministry of Information: New Destinies of French Intelligence.), 1942

Box 13 > Item RL13158-ITEM-0232

Scope and Contents

A large book with elaborate decorative embossed, gilt-highlighted wrappers. With an illustrated frontispiece drawn by the talented Russian-born woodblock artist, Valentin Le Campion.

233. Philippe Pétain, Principes de la Communauté. (Principles of the Community), 1940s

Oversize-folder 3 > Item RL13158-ITEM-0233

Scope and Contents

Large poster (75 cm) printed in red, white, and black on white stock.

234. Philippe Pétain, Principes de la Communauté. (Principles of the Community.), 1940s

Box 10 > Item RL13158-ITEM-0234

Scope and Contents

A small booklet with color pictorial wrappers, featuring illustrations by Alain Ternat.

235. Vichy Political Party, Travail, Famille,
Patrie. (Work, Family, Homeland.), 1940-1941

Box 17 > Item RL13158-
ITEM-0235

Scope and Contents

A semi-oval die-cut store display (with a folded stand affixed on the verso), featuring a die-cut and embossed piece resembling a ribbon, mounted onto the larger card

246. Philippe Pétain, An Address to Prisoners
of War, approximately 1910-1941

Box 10 > Item RL13158-
ITEM-0246

Scope and Contents

A folded illustrated printed card/letter, Letter has folds and was mailed to a French school boy.

Supplemental Catalog, 1940s

S-67. Philippe Pétain, Principes de la
Communauté (Community Principles), 1940s

Oversize-folder 2 > Item
RL13158-ITEM-0323

S-68. Philippe Pétain, Principes de la
Communauté Nos. II et IV (Principles of the
Community Nos. II and IV), 1943

Oversize-folder 2 > Item
RL13158-ITEM-0324

Scope and Contents

Single-sided illustrated poster with gilt highlighting, 53 x 42 cm.

S-69. Philippe Pétain, Principe de la
Communauté No. X (Community Principle No.
X), 1943

Oversize-folder 2 > Item
RL13158-ITEM-0325

Scope and Contents

Single-sided illustrated poster with gilt highlighting.

S-70. Philippe Pétain, Principe de la
Communauté No. XII (Community Principle
No. XII), 1943

Oversize-folder 2 > Item
RL13158-ITEM-0326

Scope and Contents

Single-sided illustrated poster with gilt highlighting.

S-71. Secrétariat d'État a la Famille et la Santé, La Maternité embellit... (State Secretariat for Family and Health: Motherhood makes things more beautiful...), 1940s

Box 10 > Item RL13158-
ITEM-0327

Scope and Contents

Folded color illustrated brochure. Vichy propaganda that glorifies the family... "Motherhood beautifies!"... and shames the bachelor who, because he is not procreating vigorously (for the State!) suffers sadness and neglect and ages before his time.

S-72. The Vichy Government, A La Jeunesse de France et de L'Empire Français (To the Youth of France and the French Empire), 1940s

Box 10 > Item RL13158-
ITEM-0328

Scope and Contents

24 pages with color pictorial wrappers. With seven full-page halftones—two showing Pétain and four depicting young men working.

S-73. La Ligue Française du Coin de Terre et du Foyer Centre National des Jardins Ouvriers, Concours de Jardins Ouvriers (The French League of Allotment Gardens and Community Centers: Allotment Garden Competition), 1940s

Box 18 > Item RL13158-
ITEM-0329

Scope and Contents

Single-sided color-printed illustrated certificate, completed in manuscript.

S-74. The Vichy Government, Travail, Famille, Patrie (Work, Family, Country), 1940s

Box 10 > Item RL13158-
ITEM-0330

Scope and Contents

24 pages including wrappers with half-page front cover flap. Propaganda printed in the French tricolor.

S-75. La Bureau de Documentation du Chef de L'État., Abécédaire. (The Documentation Office of the Head of State: ABC), 1943

Box 10 > Item RL13158-ITEM-0331

Scope and Contents

A full-page corresponding halftone that was intended to visually define (or enshrine) the word's meaning, with each image either showing or referencing Pétain.

S-76. The Vichy Government, Êtes-vous plus Française que lui? (Are you more French than he is?), 1944

Box 10 > Item RL13158-ITEM-0332

Scope and Contents

Folded card with calendar for 1944 printed inside. Later, the owner mounted a small clipping from L'Association nationale Pétain-Verdun on a commemorative mass on the 49th anniversary of Pétain's death in 1951.

S-77. The Vichy Government, Reproduction Photo of Marechal Philippe Pétain, 1940s

Box 10 > Item RL13158-ITEM-0333

Scope and Contents

Reproduction of a portrait of Maréchal Philippe Pétain (not in uniform) printed by Draeger's Procédé 301 color process.

S-78. The Vichy Government, Suives-Moi. Gardez Votre Confiance En La France Éternelle (Follow me. Keep your faith in eternal France.), 1940s

Box 10 > Item RL13158-ITEM-0334

Scope and Contents

Portrait of Maréchal Philippe Pétain in uniform, wearing his famous kipi, and with the plea to "Follow me."

[Return to Table of Contents](#)