



Editor's Note:

Advertising art in our day shows a perilous tendency to become standardized. It is therefore necessary that we should sometimes retrace our steps to great masters of advertising art as we understand it. They worked entirely according to the dictates of their artistic inspiration, and they were so strong a force in publicity simply because they were great artists.

I take especial pleasure in reminding our readers once more of the man who is acknowledged to be the greatest poster artist of all time, in reproducing a selection of the work of Toulouse-Lautrec from the largest collection of posters in the world, collected by Dr. Hans Sachs in 32 years. Toulouse-Lautrec is as inspiring as in the days when his first posters appeared in the streets of Paris.

1892

LAUTREC

A very wreath of legends has gradually been woven about Master Lautrec and the creatures immortalized by his pencil. "Nini-Patte-en-Air" "whose lissom dancing figure lured the public again and again with irresistible attraction to the Moulin Rouge" is said to have died, lonely and in poverty, in the Paris Charité hospital. Louise Weber, once the favourite dancer of the "Quadrille", then wild-beast tamer and owner of a menagerie and at last postcard-seller, is reported to have died in the bitterest want; knowing journalists tell similar tales of Jane Avril, of May Milton, of nearly all those who made up the once famous conglomeration of gay Montmartre. They even attribute such an end to Lautrec himself, and Yvette Guilbert alone, most divine of divas, celebrated scores