

Nicolas sells wine in bottles from his 215 cellars, wine of all kinds, from a light dinner wine to the most costly and luxurious brands. His advertising must thus appeal to all classes of the public, since his products are destined for all classes. To be sure, an especially luxurious appeal to rich customers has sometimes been issued, but never a commonplace attempt to reach the masses. On the contrary, the house of Nicolas has always contrived to uphold a high standard and thus to attract a public of taste. Nicolas has proved that it is not necessary to be clumsy and vulgar in order to win the favor of the masses.

In the posters too, the best of which were designed by Dransy, any tendency to the commonplace is avoided by the delicate conventionalizing of the figures. "Nectar", with his round eyes, his queer attitudes, his wide-flung arms, who looks as if he had stepped out of an album by Gus Bofe, has rapidly become a popular figure. One sees him on many posters, sitting, standing, coming



„Monseigneur le Vin“  
Band II: „Die Bordeaux-Weine“

Illustration: Pierre Lissac  
Text: Georges Montorgueil

2nd Volume "Bordeaux Wines"

