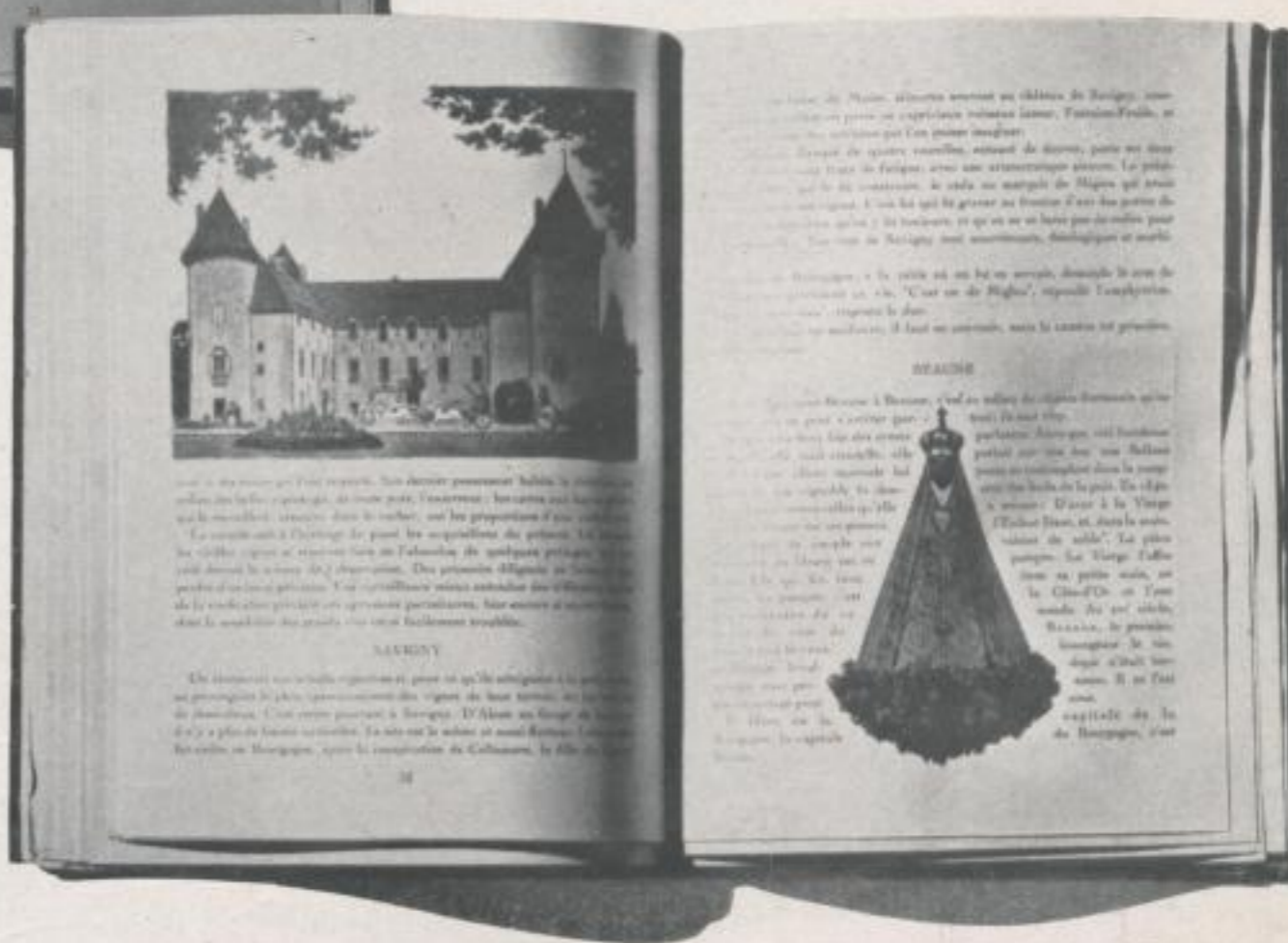
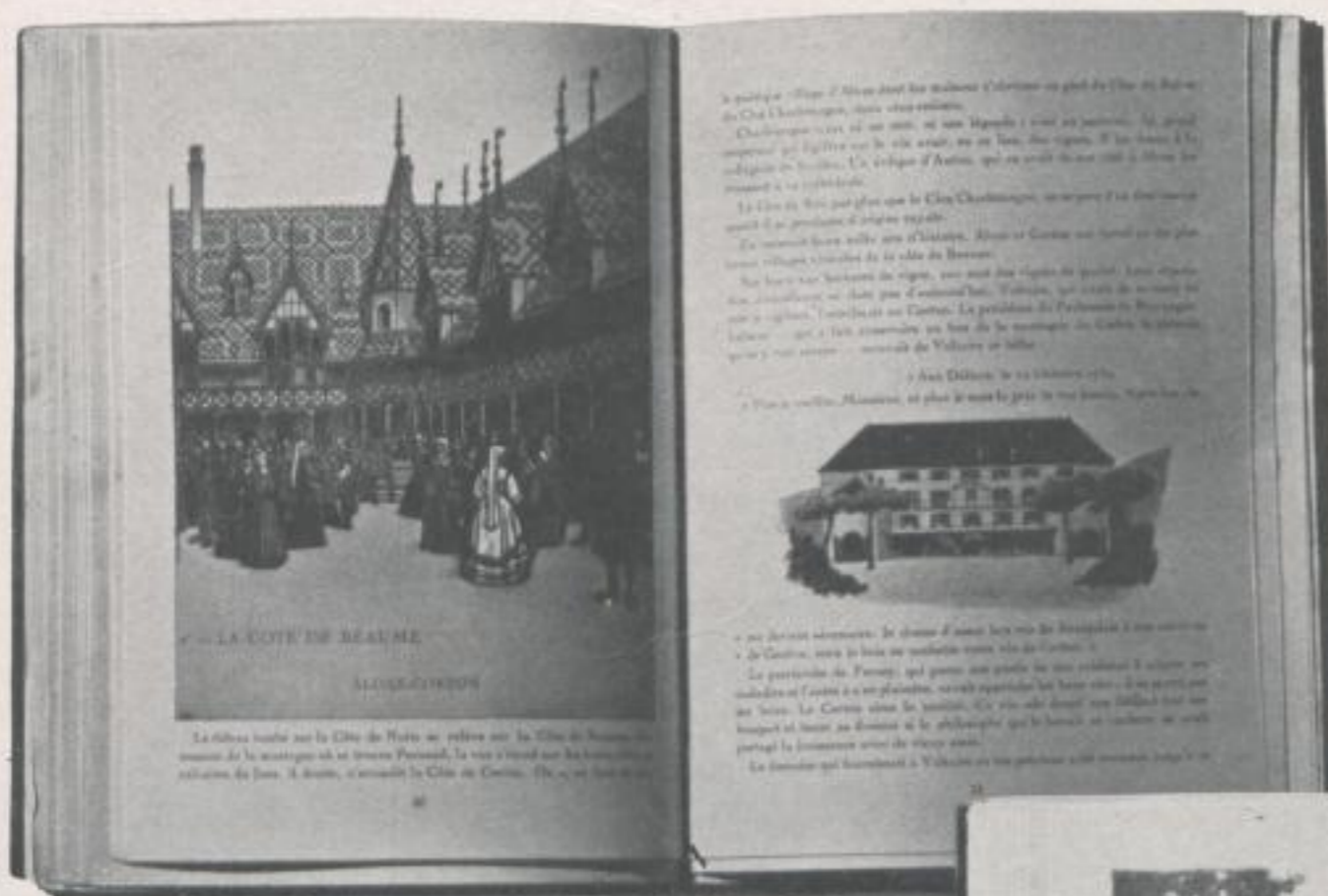


and going as easily as any living figure and yet invested with the unreality of a creature of phantasy. One fine day Loupot was entrusted with the task of dressing him anew as a modern butler. These posters, which alone would serve to prove the high level of quality maintained by the house of Nicolas, were reprinted in the Catalogue for the year 1928.



The series issued shows "Nectar's" figure; continually more and more conventionalized until it is reduced to the barest essentials, we see him in all colors, in all kinds of parts, always the same and yet always different.

These series might well serve as examples of the propaganda campaign of the last two years. When the poster is designed to appeal to a wide public, or to a select circle, such as the readers of "L'Illustration", the circulation of which is steadily on the increase, then the designers task becomes more and more difficult.



„Monseigneur le Vin“  
Band III: „Burgunder Wein“

Illustration: Armand Vallée  
Text: Georges Montorgueil

3rd Volume: "Burgundy Wine"