

union of earth and heaven to create the miracle of costly wine. The aforesaid gives some idea of the variety of means employed by the house of Nicolas—the versatility of a propaganda all emanating from the same source and yet divulging unity of purpose and effort. The latest issue of the house of Nicolas was a new poster by Francis Bernard, published by Paul Martial. This little "History of the Advertising of a Great Firm" is dedicated to all those who doubt the artistic value of advertising, but also to those who do believe in the Credo that advertising is the "poetry of business".

Translated by E. T. Scheffauer

