

popularity the first apprentices drawn from a body of craftsmen who had been bred in a century-old tradition of good taste. About 1840 when French lithography was at the height of its efflorescence Jeanbin's printing-house was founded in this street. Labels soon formed the speciality of this establishment—in truth a modest enough branch of work. However, until nearly the end

French wine advertisements



weinetiketten  
wine labels

of the 19<sup>th</sup> century some naive but nevertheless original and interesting lithographic designs were produced; later on they degenerated into aimless routine work. The printing-house in question did much to restore originality in label designs and without breaking



Wirtshausschild  
Inn-sign