

E-List Number 8

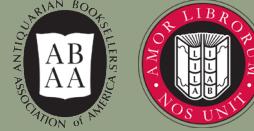


French Trade Catalogues: Material Culture of France, 1860 - 1960

Marc Selvaggio

Books & Ephemera ABAA

P.O. Box 270
Winooski, VT 05404 U.S.A.



510-684-0628
dsbooks@comcast.net

E-LIST 8: French Trade Catalogues: Material Culture of France, 1860-1960.

Welcome to the eighth of a series of occasional lists of material from my varied stock that I have issued over the past year (2020-2021). Previous lists covered *Printing & Typography*, *Health & Medicine* [in two parts], *Transportation*, *World's Fairs & Expositions (1851-1898)* as well as three miscellaneous offerings [E-Lists Nos. 4, 6, and 7]. Illustrated versions of these catalogues may be found on my website.

Once the “fog of the pandemic” lifts over the land, I plan on returning to Europe and renewing my scouting activities there. As usual, I welcome inquiries or wish lists from collectors and institutions.

Thank you for your time and attention.

Marc Selvaggio

May/June 2021.

ORDER INFORMATION:

CONDITION: Unless otherwise noted, an item is in the original as-issued binding and in what is generally accepted as very good condition. I try to identify any major defects, but I don't dwell on what I consider normal wear [e.g., slightly rubbed corner].

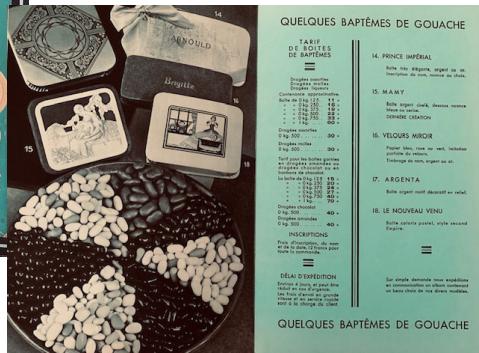
TERMS OF SALE: Any item is fully returnable for any reason within seven (7) days of receipt.

HOW TO ORDER: All items are subject to prior sale. I suggest a speedy placement of your order. *Email is the most expedient way to reach me*, although you may also leave a message on my mobile [510-684-0628].

I AM FLEXIBLE ON ORDERING, SHIPPING, AND PAYMENT. Please let me know if you wish me to hold any item, or items, until you are open again, or to accommodate changes in your budget. I will ship and bill to your needs and requirements. *I am happy to place any item(s) on reserve for as long as necessary.*

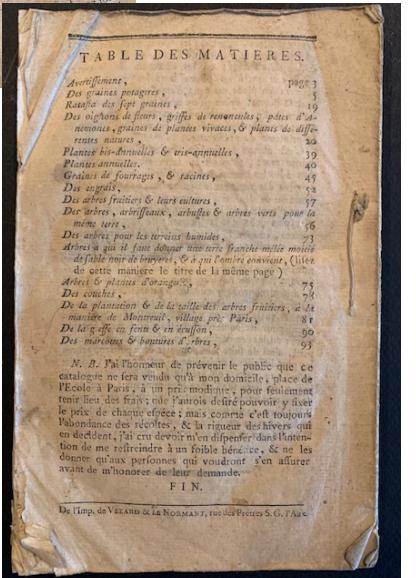
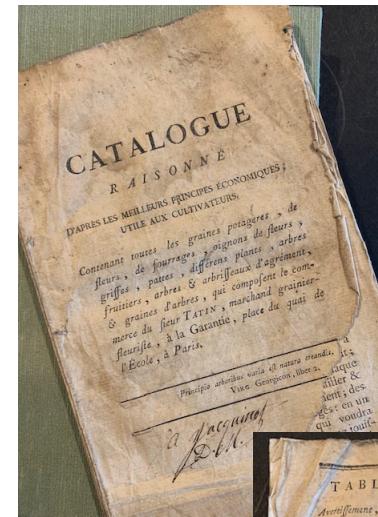
PAYMENT: Prices are in U.S. dollars. Institutional customers will be billed according to their needs, situation, or wishes. Payment may be made by check, PayPal, or wire transfer (into either my US or French bank account or via TransferWise). Discounts to the trade are offered on a reciprocal basis.

SHIPPING: All shipping within the United States is FREE, when shipped via first-class or Priority mail. Other options, at the buyer's discretion, will be billed at cost. Shipments outside of the U.S. will be at cost. As mentioned, I will invoice and shipped according to your wishes.



1. [Advertising] **Gouache. Gouache--Confiseur Chocolatier de Luxe.** [Paris: Jack Roberts, 1932.] 24 cm. [20]pp + highly stylized blind embossed art-deco designed illustrated wrappers, signed in illustration by Roberts (and also with his name blind-stamped on rear cover). Wrappers trimmed (intentionally) 1 cm all around from body text. Slight scuffing on rear wrapper, otherwise a very good, bright copy. ¶ Fancy catalogue from this high-end chocolatier which was located near the Place de la Concorde, with eight photographs by Lorelle and printed as heliotypes by Théo Brugière. Not located in OCLC.

200.

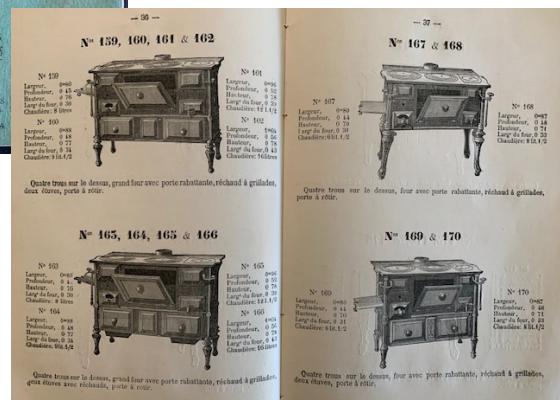
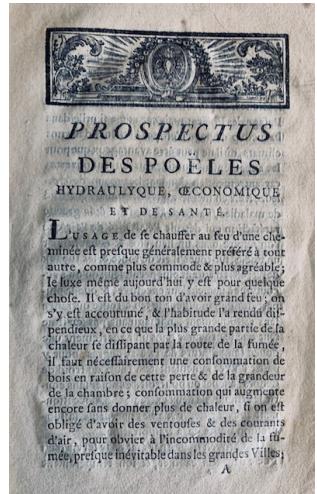


2. [Agriculture] **Tatin, A. Catalogue Raisonné d'après les meilleurs principes économiques utile aux cultivateurs.** Contenant tous les graines potagères, de fleurs, de fourrages, oignons de fleurs, griffes, pattes [sic], differns plants, arbres, fruitiers, arbres & arbrisseux d'agrément, & graines d'arbres, qui composent le commerce du sieur Tatin, marchand grainier-fleuriste, à la Garantie, place du quai de l'École, à Paris. [Paris: de Vezard & le Normant, n.d. 1790?] 20 cm. 95, (1) p. Stitched, as issued. Lower corner of front title torn away, but no loss of text [verso is blank]. A4-M4. Very slight evidence of some old damp stain at top of title and to page 16, otherwise clean, clear copy with original stitching, housed in a modern (appropriately) green silk-covered case. ¶ Rare first edition of a trade catalogue from a Parisian seed merchant and florist who presented here, shortly after the start of the French Revolution, his thoughts on the planting and growing of vegetables and fruits. The last page [96] has a table of contents as well as a postscript from M. Tatin informing the reader that his products may be purchased at his home, but availability depended much on "la rigueur des hivers" [the harshness of the winters]. OCLC notes three holdings of this edition: British Library with an undated issue noted as "95p"; Musée Nationale d'Histoire Naturelle, Paris, dating 1790, and noted as "95p"; and undated copy at the BNF, but with pagination as "96p". Tatin revised/reissued the work in 1795 in a smaller format (10x16.8 cm) of 165pp, and at which time he was now calling himself "citoyen Tatin."

450.

3. [Appliance] **De Sartine.** *Prospectus des Poèles Hydraulyque, Economique et de Santé.* [Paris, 1771.] 19.5 cm. 12pp + contemporary marbled wrappers, stitched. ¶ Subtle sales piece for a new kind of stove, with two reports from “La Faculté de Médecine de Paris,” attesting to the specific health benefits of the appliance. Not located in OCLC.

150.



4. [Appliance] **Fonderies d'Hirson.** *Manufacture d'Appareils de Chauffage.* Vervins: A. Flem, 1894. 23 cm. 104pp + stiff printed boards over cloth spine; old and faint damp stain on covers, but not at all in contents. Profusely illustrated with wood-engravings. WITH: Supplément d'Album, Année 1878 (8pp, illus.) laid in. ¶ Catalogue from this manufacturer on a large line of cooking stoves, roasters, parlor stoves (for heating) and various metal implements (e.g., waffle irons). Not located in OCLC.

85.



5. [Architecture: Ceramics] **Ch. Fourmaintraux et Delassus.** *Les Carreaux Stannifères.* [Paris: Launay, ca. 1925.] Oblong 8vo (24 cm). [4]pp letterpress + 11 color printed illustrated plates. Embossed wrappers. ¶ Selection of illustrated ceramic tiles, usually arranged in sets or sequences (e.g., 12-tile series on fencing, or a series of rural scenes) ideal for kitchens and bathrooms. OCLC only cites another catalogue from the firm, *Grès grand feu d'architecture* (1925).

85.



6. [Architecture: Ceramics] **Maubeuge. Produits Céramiques de Maubeuge.**

Douzies Maubeuge, ca. 1925. 12mo (13 cm). Seven-panel [14]pp fold-out pamphlet, all but two panels filled with color-illustrated stamps of ceramic tiles in a variety of patterns. OCLC locates single holdings of the firm's catalogue of various dates.

40.



7. [Architecture: Ceramics] **Perrusson Fils & Desfontaines. Fabrication Générale de tous les Produits Céramiques.**

Ecuisses (Saône-et-Loire), n.d., ca. 1900. 15 cm. 132pp + boards over cloth spine; volume a little musty. All-illustrated work in chromolithography. **PLUS: Carrelages en Grès Cérame Vitrifié.** Paris: Imp. Oberthur Rennes, 1906. 15 cm. 16pp + tipped-in price list + wrappers. All chromolithograph plates. ¶ Pair of publications from this firm, which specialized in ceramic floor tiles, with 120+ designs shown in the larger work, as well as ceramic roof tiles, chimneys, wall tiles, and other pieces. The smaller booklet presents a selection of floor designs. Not located in OCLC. The pair:

100.



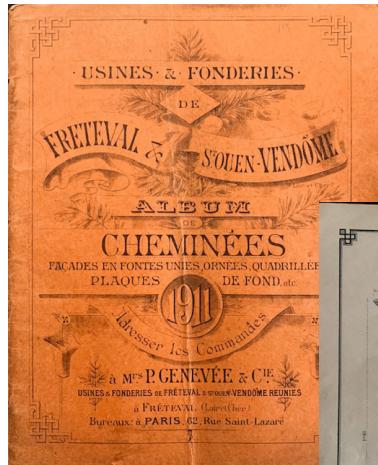
8. [Architecture: Ceramics] **Sand & Cie. Manufacture de Carrelage Céramiques.**

Paris: Typo-Lithographique de Deplanche, n.d. [ca. 1900.] Large illustrated advertising broadside, 64 x 49 cm. Some manuscript notes from the company. A few folds otherwise very good. ¶ Large colorful broadside promoting Sand's line of decorative tile work, illustrated here with 20 mounted color printed samples + an additional 12 samples of decorative borders (also mounted), with the samples presented at 1:10 ratio. While the manufacturing was done at Feignies, near Maubeuge, the products were distributed by L. Drevet in Paris. The text notes the tiles' use as flooring in hallways, vestibules, patios, balconies, dining rooms, bathroom, kitchens, and store... perfect for public buildings, churches, museums, hotels, police stations, schools, railroad stations, hospitals, etc. Not located in OCLC.

250.



9. [Architecture] **Dourourleau, Georges. Serrurerie & Construction Horticoles.** Parc St. Maur (Seine), 1913. 4to (31.5 cm). 26pp + art-nouveau designed wrappers. Prof. illustrated. ¶ Catalogue of various types of metal-fabricated items for gardens, including grills, gates, fences, plant supports, arches, gazebos and kiosks, as well as pens and enclosures for animals. Not located in OCLC. 80.



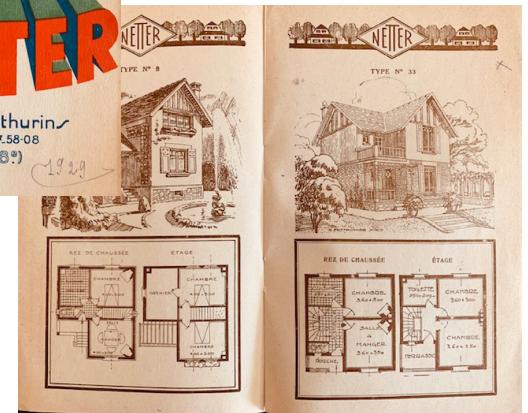
10. [Architecture] **Genevée, Mrs. P. & Cie. Album de Cheminées, Facades en Fontes Unies, Ornées, Quadrilles, Plaques de Fond.** Paris, 1911. 4to (27.5 cm). 100pp + decorative wrappers. ¶ Profusely illustrated with lithographs of the company's metallic products, especially decorative borders placed around fire-place mantles and heating systems, produced at the company's Usines & Fonderies de Freteval et de Saint-Ouën-Vendôme. Not located in OCLC.

125.



11. [Architecture] **Netter. Enterprise Netter.** Paris, 1929. 18 cm. [21] + 19pp + color pictorial wrappers. Illus. ¶ Small catalogue from an architectural firm that specialized in designing and building small homes specifically for the Paris suburbs (banlieues): the first structure shown here only had two rooms. With a presentation (line drawing and floor plans) for 21 models followed by a 19-page list of specific addresses, by towns, where Netter homes now [1929] stood. OCLC notes a larger Netter publication from 1929 at the Canadian Centre Architecture.

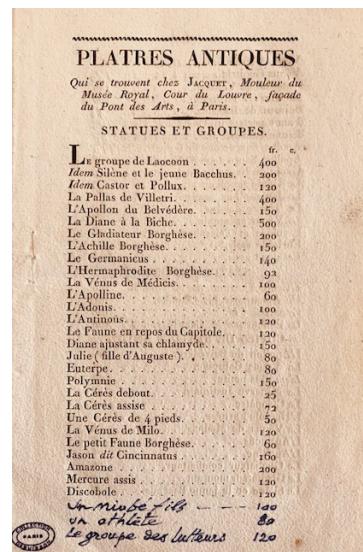
75.



12. [Architecture] Revêtements “Josz”. *Les Revêtements Décoratifs*

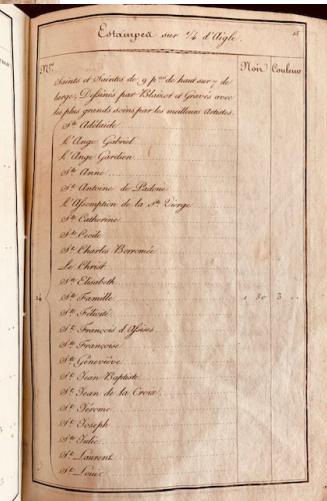
“Josz.” No place or date, ca. 1900. Embossed pictorial cover leaf (on heavy stock) + 1ff text (both sides) + 23ff, with color embossed samples printed on one side, and the company’s advertising image (of a woman sponging down a “Josz” wall) on verso. OCLC directs one only to a digitized version of a different edition (e.g., a larger format but also 24ff) from the Canadian Centre for Architecture, and dating that piece as 193-? I think they are earlier—the company began in 1885-- and the styles on the sheets are very art-nouveau. As with the CCA copy, the numbering of samples on the plates in my copy is not consistent—perhaps assembled upon request? Nevertheless, an attractive promotional piece for this line of embossed enameled metal sheets to be used on walls and ceilings, much like the ceramic tiles.

150.



13. [Art] Jacquet. *Plâtres Antiques*. [Paris: C. Ballard, n.d., ca. 1820?]. 19 cm. 8pp, stitched. Manuscript addition at bottom of p.1. Small stamp from Collection Debuisson/Paris in lower corner of cover. ¶ Titled price list from Paris dealer in sculptures— some “copies of ancient statues”—of classic personages or mythic characters or scenes, perfect for the Grand-Tour trade. This catalogue covers statues (single figures or groups), busts, masks, torsos, heads, arms, heads, legs and feet, bas-reliefs, and vases. This merchant was located, appropriately, in the Louvre courtyard, facing the Pont des Arts. OCLC notes holdings at two French art libraries.

200.



14. [Art] Noël. ***Catalogue des Estampes.*** Paris, ca. 1820. 21 cm. 24pp stitched, laid in the original pictorial engraved pink wrappers [engraved on both sides]; wrappers soiled; lower corner torn away, tear along spine fold. Small “Collection Debuission/ Paris” stamp on corner of front wrappers. ¶ Completely engraved priced catalogue of Noël’s large offer of prints, offered in black [uncolored] or colored versions... “a collection that will satisfy the most demanding customer, a very pretty collection of allegorical and historical topics, after the best masters.” OCLC notes a 32-page catalogue by Noël at the BNF. 200.

200.

15. [Auto] **Automobile “Benjamin.”** Paris, 1922. 22 cm (when folded). Large single-sheet, printed and illustrated both sides, printed in blue and orange; folded to 8vo, opens four panels (8pp) on recto; however, the verso is one complete illustrated presentation, 43.5 x 57 cm. ¶ Catalogue from a firm that made cars to order—the order sheet is part of the presentation here—with 36 models depicted in line drawings, many looking like roadsters or toy model cars. Also includes results of various races and some very eager testimonials. A rare surviving piece from a short-lived firm—its life span was 1921-1927, and it specialized in building small “cyclecars” models. Not located in OCLC; although BNF does have three press photos for the Benjamin car from 1922 posted on the BNF digital site.

125.





16. [Auto] **Clément-Bayard.** *Clément Bayard.* Levallois-Paris, 1912. 4to (25 cm). [64]pp + embossed pictorial wrappers, soiled. ¶ Profusely illustrated catalogue of company's complete line of vehicles, including commercial vehicles—and concluding with its models of dirigibles and planes which used the firm's large motors. Beaucoup specifications. This catalogue captures the company at its height... in 1914, the invading German army destroyed its main factory. Not located in OCLC. 150.

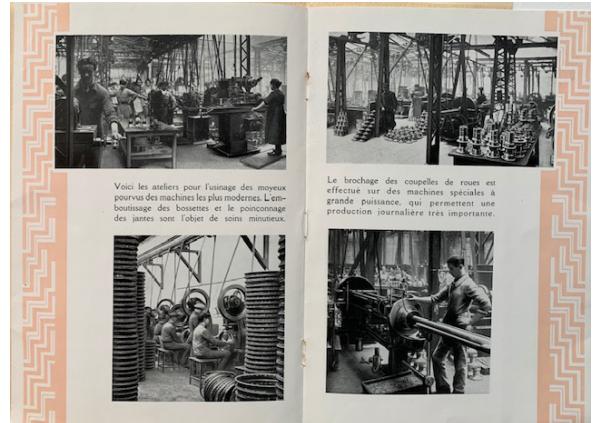


17. [Auto] **Ford, Société Anonyme Française.** *La Nouvelle Ford.* [Paris: Mary, 1931?] Oblong 26.5 cm. [16]pp + color designed (with some gilt) wrappers, with string tie. ¶ French-manufactured Fords, fabricated at its plant in Asnières, here presented in eight different models, shown in individual color illustrations. Seemingly an ambitious business move just as the Depression was expanding in Europe. With two separate illustrated spec sheets on two models for business uses. Not located in OCLC. 125.



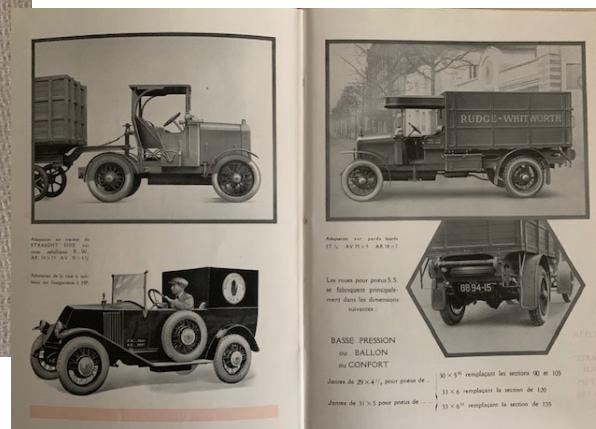
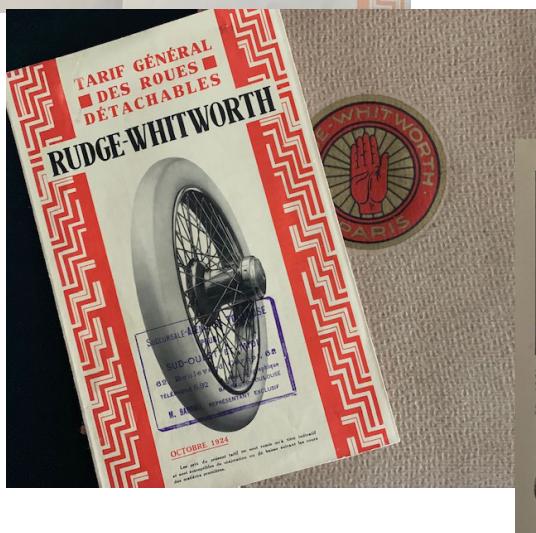
18. [Auto] **Panhard. Dyna Panhard.** [Paris: Lazare-Ferry, 1958.] Double-fold oblong 8vo (24 cm), opens to 48 cm spread with die-cut folding flap showing the interior of the auto and said features. Illustrations by A. Kow. ¶ Features and benefits of a model that subsequently was discontinued in 1958. The firm now makes military vehicles as a subsidiary of Renault.

45.



19. [Auto] **Rudge-Whitworth. La Rolie Métallique à Rayons.** Paris: Office d'Éditions d'Art, [1924]. 25.5 cm. Three separate yet related pieces—12 + 18 + 12pp—stapled into folding wrapper portfolio, with a separate 8pp illustrated price list laid in. ¶ A very elaborate production for a mundane product: detachable wheels for cars and trucks. The first fascicle presents a comic history of wheels by Curonski and illustrated by Jean Routier (1884-1953), an illustrator who seemed to specialize in “industrial transportation cartoons” [my name for the genre] especially autos and the Metro. A second pamphlet covers various styles of wheels, shown on the firm’s promotion vehicles, and third piece is a captioned photo to essay showing the production of said wheels at its factory on Boulevard Ney (18^{eme}). Not located in OCLC.

150.



Mais la roue resta longtemps un lourd disque de bois, plein et massif, jusqu'à ce qu'un troisième homme de génie (dont le nom ne nous est pas parvenu) découvrit qu'on peut faire une roue tout aussi résistante et beaucoup plus légère en utilisant (c'est l'évidence même!) et en joggant le moyeu à la jante par des rayons. Ainsi la fin justifie les moyens.

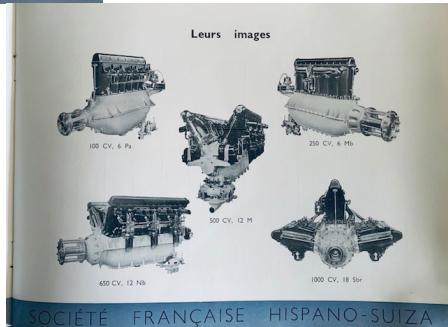
La roue ainsi perfectionnée, ne se mit pourtant pas tout de suite à concurrencer les autres. Elle n'était encore que aussi lourde que celle qu'avait dès l'origine du bon. Il fallut l'invention des chemins de fer, puis de la bâche, pour qu'on s'avise que les roues en bois ne présentaient que l'avantage... d'être circulaires, mais que leur précieuse rondeur était handicappée par leur poids.

...Quand les voitures étaient encore hippomobiles,

20. [Aviation] Gravereaux. *Matériel de Protection. Division, Parachutes*

Équipements. Boulogne-Sur-Seine, [ca. 1932]. 24pp + sunned printed wrappers. Prof. illus. Old damp stain in center; rusted staples replaced. ¶ Despite condition issues, this is still an interesting descriptive catalogue on parachutes, with half-tones and diagrams, showing the proper packing and use of a parachute. Line illustrations show the method for a correct descent. Not located in OCLC.

45.



21. [Aviation] Société Française Hispano-Suiza. *Moteurs D'Aviation.*

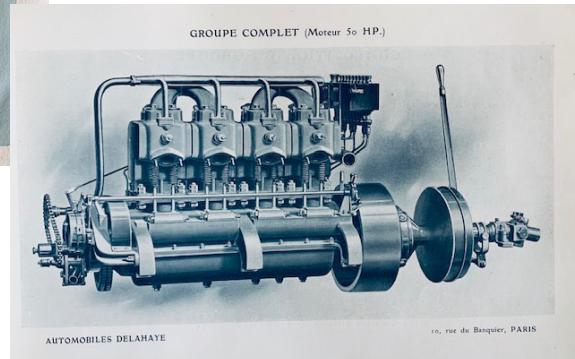
[Paris: Hemmerlé, Petit, 1932] Oblong 4to. [40]pp + embossed silver-foil covered stiff wrappers, some scuffing. ¶ Attractive, profusely-illustrated trade catalogue on the firm's line of engines for airplanes. With information on its "older" models (before 1928)—with half-tones of various engines as well as vignettes of various planes that incorporated these motors as well as its line for 1932. With much technical information and specifications. Not located in OCLC.

300.

22. [Barber] **Soucadauch. Tondeuses en Tous Genres** [cover]. Lectoure (Gens), ca. 1910. 8pp + wrappers. Illustrated. With laid in, folded, 4pp product sheet of shaving supplies from Venot Frères (Paris). ¶ Line of hand-clippers for cutting human hair as well as horse, sheets, and dogs.

35.





24. [Boats] **Dehehaye.** *Canots Automobiles, Moteurs à Pétrole.* Paris, [1908]. Oblong 8vo (24 cm). Prof. illustrated with half-tones. Embossed wrappers. ¶ Fancy booklet on the firm's manufacturing of gasoline engines for speed boats, manufactured in its Paris factory. With half-tones of workshop, models, boats on water, and six pages listing prizes at various races between 1903 and 1906. Not located in OCLC.

100.

25. [Candles] **L. Felix Fournier & Cie.** *Bougies de l'Etoile.* Paris & Marseille. [Marseille: Maison Fournier, ca. 1900.] Oblong 22 cm. [32]pp + pictorial wrappers. ¶ Profusely illustrated "visit to the Fournier Factory," filled with factory scenes, shot by Marseille photographer, F. Giuglard, who focused on documenting the whole manufacturing/packaging process through the many departments is shown. At this time, the firm claimed to be producing 120,000 "paquets" of candles every day. Many workers, male and female shown, as well as the lunchroom and other worker benefits. The colophon, calling this the first edition, claims 300,000 copies printed by photogravure! All images and text surrounded by a variety of art-nouveau designs. Not located in OCLC.

85.



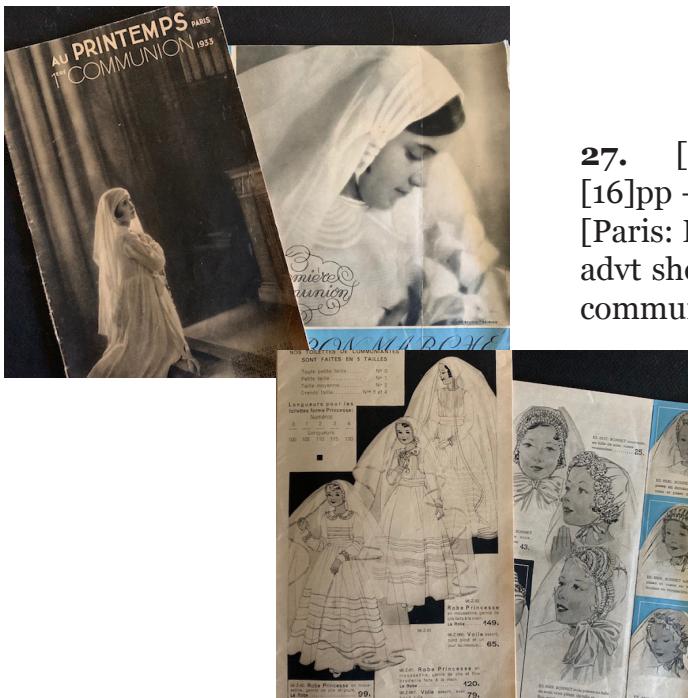


26. [Candy] **Girard, J. Salade Russe, Bonbns Exquis.** [Lille, various printers, 1899-1904]. Group of seven different chromolithographed advertising pieces from this Paris-based confectioner and its award-winning (eg., 1900 Paris Universelle Expo) line of candies that were sold in decorative cans and jars. The company's logo, as it were, featured an elegant woman presenting a dainty sweet to a dapper Czarist Russian officer.

150.

The pieces here include:

- **16pp catalogue with chromolithographer wrappers;** 2pp price list fro 1904 laid in.
- **Four different small (8 cm) folding double-sided calendar cards**, from 1899, 1902, and 1904 (two copies).
- **Die-cut (4pp) chromolithographed trade card**, partially separated down the fold.
- **Illustrated color printed advertising card** (undivided back).



27. [Clothing] **Au Printemps. 1ere Communion 1933.** [Paris: Herbert, 1933.] 23 cm. [16]pp + pictorial wrappers. Prof. illus. WITH: **Au Bon Marché. Première Communion.** [Paris: Desfossés, 1936.] Oblong 19 cm. [24]pp + pictorial wrappers. Prof illustrated; laid in an advt sheet from the department store promoting its gravure, crayon or postcard souvenirs of a communicant. ¶ Two competing Paris department stores push their large line of clothes (dresses as well as undergarments) and accessories, for girls (mostly) and boys about to receive this Catholic sacrament.

65.



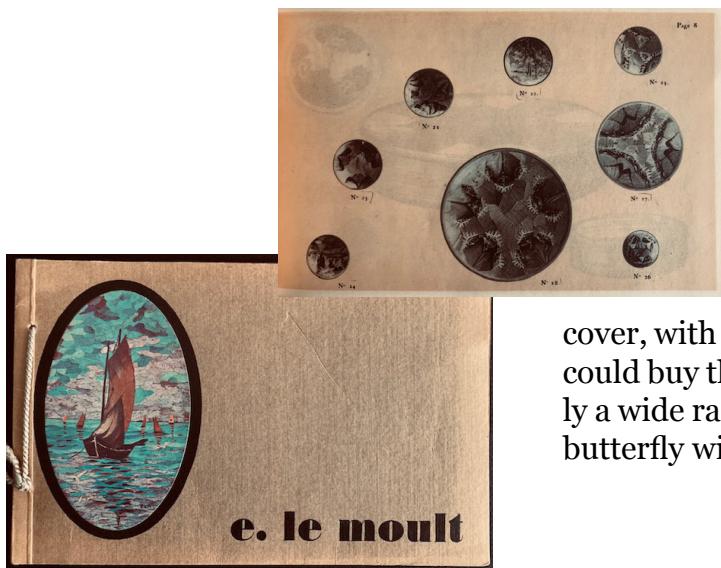
28. [Clothing] Elbeuf. *Manufacture de la Chemiserie Modèle*. [No place, 1925.] Oblong 8vo. 32pp + color pictorial wrappers. French mail-order clothing firm from 1925, presenting the firm's full line of men's shirts, *WITH 130 actual mounted fabric swatches* throughout, many of various designs and colors. Besides quality and selection, the company's main selling point is that a customer was buying "directly from the factory." With four related sales pieces (e.g., 4pp order form; double-side advt flyer with two samples) laid in. Issued the same year as the Paris's l'Exposition des Arts Décoratifs et Industriels Modernes. OCLC only locates single holdings for publications from 1913 and 1926. 250.



29. [Clothing] Petit-Bateau. *Sous-Vêtements*. No place or date, ca. 1960? 16 cm. Three-panel die-cut transformational brochure, each leave in three parts, illustrated in color. ¶ A flip-book in which the viewer [a child] can create a variety of characters Petit-Bateau underwear (e.g., a clown in underwear). ça c'est drôle! The motto of the French division of this high-end children's clothing operation is "Liberté, Qualité, Durabilité." They should be sued by the French citizens. 40.



30. [Collecting] **Le Moult, E. Cabinet Entomologique.** Paris, ca. 1917. 8pp + pictorial wrappers. Illustrated, especially on wrappers (inside and out). ¶ Catalogue from a small company (located in the 13th arrondissement) that offered a variety of mounted insects—especially butterflies—framed or under crystal, mounted as broaches or as wall displays. With four pages devoted to prices, plus many examples shown (e.g., a beetle in “bloc ovale”). Half-tone on the rear cover shows 10 men and women in the Le Moult “laboratory,” preparing specimens. Ironic name for an entomologist! OCLC locates a copy at Rochester Museum. 65.



32. [Cork] **Pontneau, J. Fabrique de Bouchons Au Liégeur.** Two pieces: Four-panel (8pp) folding illustrated brochure, ca. 1925 AND 8pp illustrated catalogue and current price list. Same design on both covers. Two pieces showing the wide range of cork closures available from this firm. Not located in OCLC. 65.





33. [Education] Institution Belle-Vue. *Grand Pensionnat de Jeunes Filles. Situation Exceptionnelle d'Hygiène & d'Agrement.* Paris: A. Breger Freres, n.d. [ca. 1890]. Oblong 17.5 cm. 24 plates (printed on rectos only) + pictorial wrappers. All captioned plates, printed by "neo-bromure" method [similar to an Albertype process]. ¶ Fine souvenir promotional view book for a private boarding school for young girls, located in Fontenay sous Bois, now a suburb of Paris. Fine array of views of the interior facilities (with and without students) as well as the expansive grounds. Apparently this school operated, under the direction of Catholic nuns, from 1893 to 1904 (when the religious order changed the operation to a school for poor children). Not located in OCLC.

125.



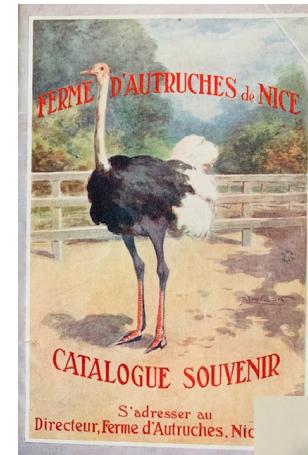
34. [Entertainment] Nau. *Distributeurs Automatiques Mécaniques de Jetons ou Bons de Consommations.* Paris, ca. 1890. 12mo. Collection of 15 illustrated pieces—including five folding pamphlets (4pp or 8pp) and 10 single pieces, all illustrated with wood-engravings. ¶ Manufacturer's line of various gambling devices, perfect for the Parisian café, some counter-top and many floor-models. Most are various models of slot-machines, accompanied by descriptive text. Not located in OCLC.

125.



35. [Fashion] **Madames Biquard. Modes.** Paris: Cassegrain, 1909. 15.5 cm. 8pp + 4pp supplement of girls' hats. Pictorial wrappers. ¶ Crude depictions of massive ugly hats sitting atop women's heads, the styles for the summer of 1909. [The motto of the House of Selvaggio is "Never wear anything bigger than your head."]

40.



36. [Fashion] **Ferme d'Autruches de Nice. Catalogue Souvenir.** Nice, ca. 1900. [40]pp + color wrappers. Illustrated. ¶ Small catalogue explains the operation of this ostrich farm, and the cultivation of the birds, as well as the farm's on-site showroom. A large variety of plumes—the best in the world-- are shown, described, and priced. Not located on OCLC.

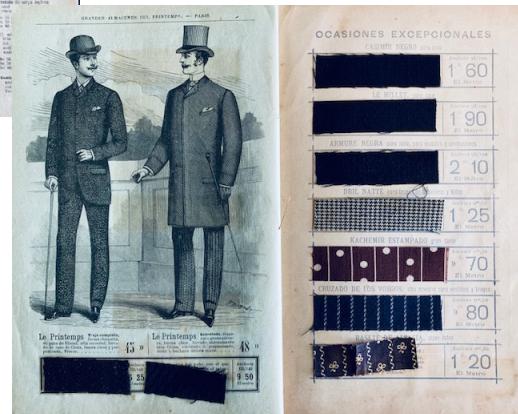
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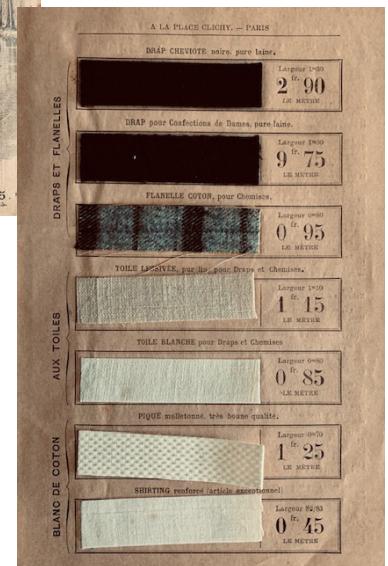
37. [Fashion] **Grandes Almacenes del Printemps. Estacion de Verano 1888.** Paris: Jules Jaluzot, 1888. 8vo (24 cm). [108]pp + decorative wrappers, slightly foxed. With 14 actual fabric samples of different materials and patterns tipped to inside wrappers, plus two additional samples (for men's suits) tipped on the past page. ¶ Profusely illustrated catalogue, *totally in Spanish*, from this large Paris department store, almost completely focused on fashions for women, with last four pages as an afterthought about the hombres. Womens' fashion just before the opening of the 1889 International Exposition. Not located in OCLC.

100.



38. [Fashion] **Place Clichy. Hiver 1890-91.** Paris, 1890. 52pp + pictorial wrappers, torn along the spine and on the front. ¶ Profusely illustrated catalogue of women's fashions, a year after the 1889 Paris Exhibition, including shoes, some clothing for children, and some household products (e.g., perfumerie) with 14 actual fabric samples tipped to the inside wrappers, seven per page. Not located in OCLC.

85.

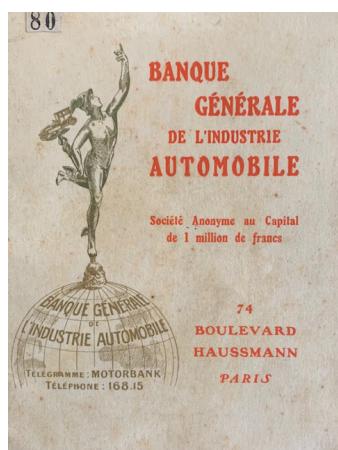




39. [Fashion] **Place Clichy. Hiver 1891-92.** [Paris: Mouillot, 1891.] 56pp + pictorial wrappers. ¶ Full line of winter fashions for women, abundantly illustrated and described. Not located in OCLC. 85.



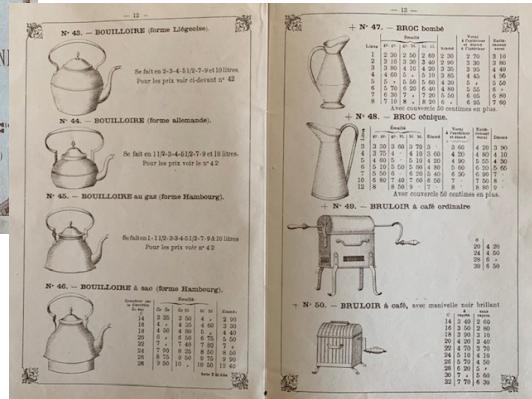
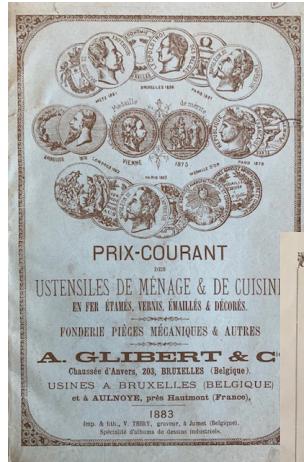
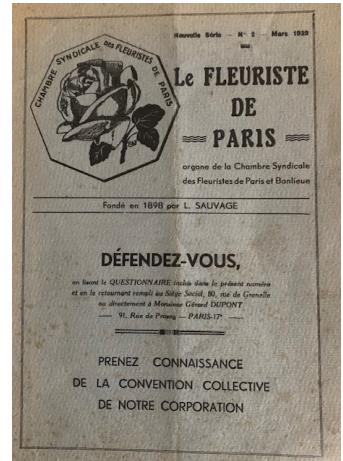
40. [Fashion] **Usines de la Citadelle. Nos Créateurs, Modelistes, Techniciens et Artisans Vous Présentent Cet Album.** Roubaix (Nord), 193-. Set of 16 separate plates laid loose in five different folders; housed in a folding cover (with fur-imprinted front) WITH: separate 32-page descriptive price list. ¶ Elaborate presentation of the firm's line of shoulder wraps and scarves for women, all incorporating fur and, on occasion, cloth. Includes a selection of items for girls who want to dress *comme maman*. Not located in OCLC. 100.



41. [Financing] **Banque Générale de l'Industrie Automobile.** Paris: de Malherbe, ca. 1909. 12.5 cm. [16]pp + wrappers. Text illus. Printed in red and black. ¶ Promotional booklet from a new private bank that was organized for the purpose of popularizing "la locomotion automobile", primarily through the packaging of various types of car loans, with rates specific to models and their features, like pneumatic tires or chauffeurs—and on to use of the vehicle (e.g., for business, tourism). Not located in OCLC. 45.

42. [Florists] **Chambre Syndicale des Fleuristes de Paris et Banlieue. *Le Fleuriste de Paris.*** Nouvelle Série, No. 2. Mars 1939. Small 4to [16.5 cm]. 16pp + blue illustrated wrappers, some foxing on front wrapper. Unused *Questionnaire* (1p) for Syndicate members laid in. Some ads. Includes a report on the group's "Collective Convention." ¶ Not the best of years in which to be a florist in Paris. The magazine was found in 1898, and ran until the 1920s. The organ started up again in the 1930s, briefly. Here, six months before the declaration of War, the florists of Paris try to band together as the world changes. BNF's Tolbiac branch may have an copy of this rare number.

65.

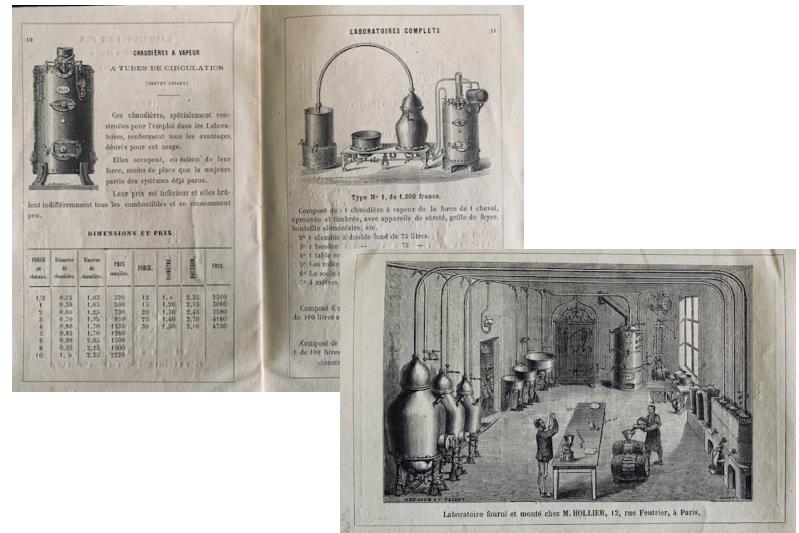


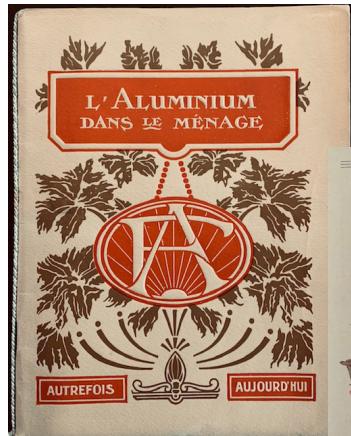
44. [Food: Apparati] **Brehier Fils. *Maison Spéciale de Chaudronnerie pour Distillateurs-Liquoristes, Confiseurs, Parfumeurs, Pharmaciens, Chemistes et Fabricants de Conserves Alimentaires.*** Corbeill: Crété Fils, 1870. 16pp + wrappers. Wood engravings throughout the text. ¶ Production equipment for distillers, confectioners, perfumers, pharmacists, chemists, and manufactures of canned food. Inside front wrapper depicts the laboratory of M. Hollier, chock full of boilers and other useful items. OCLC only locates some post-1900 publications from this firm.

85.

43. [Food: Apparati] **A. Globert & Cie. *Prix-Courant des Ustensiles de Ménage & de Cuisine.*** Bruxelles, 1883. 8vo (23 cm). 64pp + pictorial wrappers. Completely lithographed catalogue, illustrated throughout. ¶ Large offering of pots and pans and other objects for the kitchen; wrapper and title-page reproduce the array of medals given to these products at numerous World's Fairs. Not located in OCLC.

100.





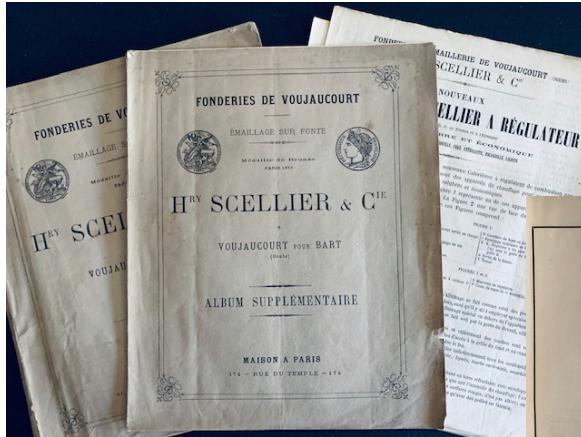
45. [Food: Apparati] **L'Aluminum Française. L'Aluminum Dans Le Ménage. Autrefois... Aujourd'hui.** Paris: Gauthier-Villars, 1919. Large 8vo (24 cm). [20]pp + decorative embossed wrappers. String cord binding. ¶ Advertising piece promoting the beneficial uses of aluminum cookware through 16 full-page color plates (by Charousset) that contrast the kitchen of yesteryear with the kitchen of today (aka 1919), one filled with aluminum cookware (all printed here in silver), with tag lines on benefits (e.g., aluminum is reusable, it isn't fragile, it is hygienic, cleanable, is found in shops everywhere, etc.). With three pages of text that bring the message home. OCLC locates one copy (Canadian Centre for Architecture). 100.

46. [Food: Appliance] **Les Distributeurs de Liquides "Nova." La clientèle veut voir son lait et exige qu'il soit seroi proprement! Utilisez Donc le Doselait.** [Arcueil: Les Distributeurs de Liquides "Nova," 1930s?] 27.5 cm. 8pp, not bound in + illustrated wrappers + [2]pp laid-in order sheet. ¶ Promotional booklet for hygienic milk-dispensing equipment for use in either in the store or by the delivery man from his truck. 35.

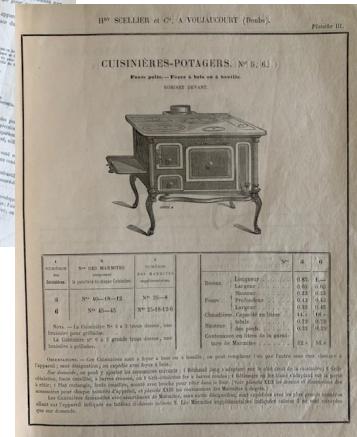


47. [Food: Appliance] **Marcalu. Le Père Marcalu vous présente.... Caroline Sa "Dermiere Née".** [Paris: Royer, n.d., ca. 1930.] 17 cm. [32] pp including color pictorial wrappers, illustrations through. ¶ Manufacturer of aluminum pots and pans promotes its new pressure cooker, named "Caroline". Brochure uses cartoon character of a waitress to represent "Caroline." 50.





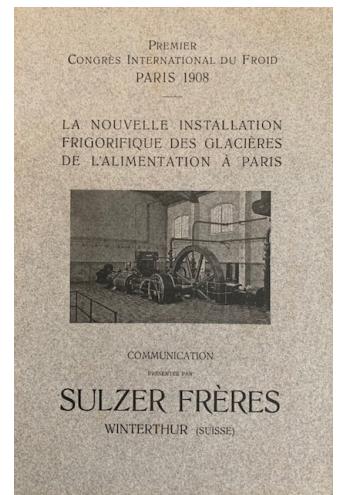
48. [Food: Appliance] **Scellier, Henry. *Fonderies de Voujaucourt, Émaillage Sur Fonte.*** Two parts. Paris, [1880]. 4tos (27 cm). xxvi + 32pp; [8]pp + original wrappers. PLUS two related 4pp pieces [e.g., 1880 descriptive price list; illustrated flyer on a new heater] laid in. ¶ The firm's regular catalogue, completely illustrated, plus an *Album Supplémentaire* with eight supplementary descriptive plates. This award-winning foundry (bronze medalist at the 1878 Paris Expo!), manufactured a variety of different cooking stoves, coal-heaters and portable heaters plus all sorts of metallic items, such as hooks, umbrella stands, water pipes, sinks, urinals, candle holders, and items for fountains. The BNF has an item specified as "Catalogue et document publicitaire," undated. 150.

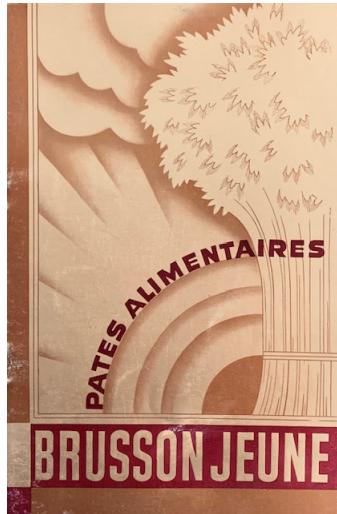


49. [Food: Appliance] **Sulzer Frères. *La Nouvelle Installation Frigorifique des Glacières de l'Alimentation à Paris.*** Winterthur (Suisse), [1908]. 10, (1)pp + two folding schematic diagrams (layout/floor plans of factory installation). Illustrated. ¶ Firm's description of its large equipment and systems designed for the Parisian firm of Société des Glacières de l'Alimentation [Company for Frozen Food], an operation that could produce 80 tons of ice every 24 hours. This publication was prepared for the *Premier Congrès International du Froid* held in Paris. Not located in OCLC. 45.



50. [Food] **A. Balandrau. *Patisserie Lacour-Thuriau.*** Lyon: Imprimerie du Salut Public, 1895. 13 cm. 24pp + tinted lithographed wrappers, with Lyon street scene printed on rear. ¶ Detailed list of products available for purchase and take-out at this store that offered much more than dainty baked goods—fish dishes, vegetable dishes, wide range of meat dishes, wines, etc. Balandrau was the firm's current owner, although it continued to operate as Maison Lacour-Thuriau, founded in 1754. Not located in OCLC. 50.

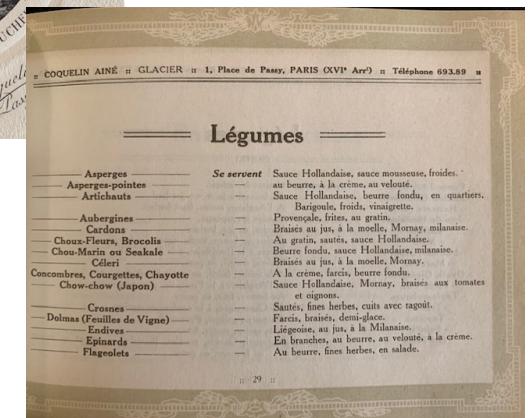


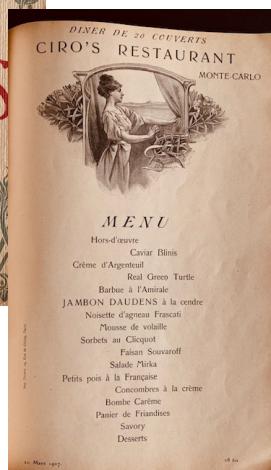
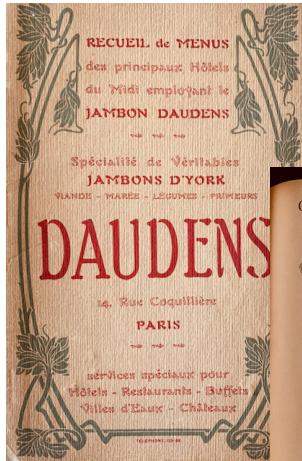


51. [Food] **Brusson Jeune. Pates Alimentaires.** [Paris: Galliard, ca. 1936-37]. 16pp + 8pp of additional text printed on the tissue guards. Gold-foil printed pictorial wrappers. ¶ Illustrated throughout in color, with montages of the firm's wide line of pasta products, many shown with their color packaging. As noted the printed tissue overlays provide the accompanying explanatory captions to the product lines. Attractive color printing, issued around the time of the 1937 Paris Exposition, with an art-deco design reminiscent of that event. The first, headquarters in Ville-sur-Tarn, operated from 1892 to 1960. Not located in OCLC. 150.

52. [Food] **Coquelin Ainé. Le Bellé Cuisinière de Boucher** [cover title]. [Paris, ca. 1930. Oblong 12mo (15.5 cm). 58pp + engraved pictorial wrappers. ¶ A culinary dictionary of sorts prepared by this high-class confectioner (located in the 16th) who also operated a patisserie in the 9th. The volume organizes dishes by type (e.g., clear soups, egg dishes, meat, fish, pastries, ices, vegetables, cakes... with the name of the dish and the ingredients therein. For example: the cold-fish dish *Montreuil* consisted of *garnis de pommes de terre en boules, sauce Joinville, sauce Vin blanc*. Many suggested complete-meal menus provided.

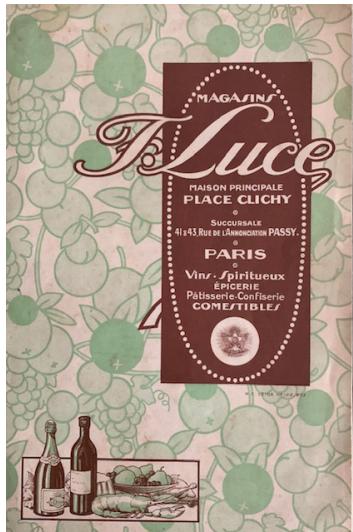
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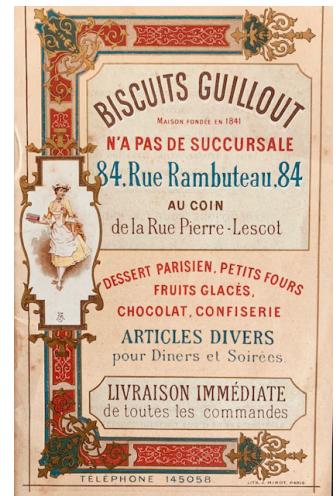


53. [Food] **Daudens. Recueil de Minus des principaux Hôtels du Midi employant le Jambon Daudens.** Paris: Pichot, n.d., ca. 1910. [1], 55pp [numbered and printed on rectos only]+ [5]pp + decorative original wrappers. ¶ Unusual product trade catalogue: in order to promote its brand of York Ham, this food purveyor presents facsimiles (many illustrated) of classy restaurants in the south of France—principally Cannes, Monte Carlo, and Nice which specifically name *Jambon Daudens* in the dishes [a current fad in trendy American beaneries]. Last page is an art-nouveau style ad from Pichot, promoting its work as a printer of deluxe menus. 200.

54. [Food] **Guillout. Biscuits Guillout.** Paris: Lith. J. Minot, ca. 1910. 21pp + chromolithographed wrappers. ¶ Descriptive price list of the firm's line of sweets—Parisian desserts, petits fours, chocolates and “articles divers pour Diners et Soirées.” Not located in OCLC. 50.



55. [Food] **Magasins F. Luce. Vins, Spiritueux, Épicerie, Pâtisserie, Confiserie, Comestibles.** Paris, 1924. 24 cm. 60pp + decorative wrappers. LAID IN: two copies of *Extrait du Catalogue Général, Décembre 1924* (27 cm, 4pp folded). ¶ Excellent extensive priced catalogue on an amazing array of foodstuffs (prepared and canned) and beverages, capturing (as it were) the range of material available to the upper-class in this post-war [known by some as the *Jazz Age*] period. Not located in OCLC. 85.





56. [Food] **J. Méro & Boyveau. *Les Essences de Fruits et de Plantes Aromatiques Pour Biscuitiers, Confiseurs, Distillateurs, Fts. d'Eaux Gazeuses, etc.*** Grasse, ca. 1920. 32pp + color pictorial wrappers. With seven pages of illustrations (14) of the plant and manufacturing + other half-tones in text. ¶ Priced catalogue from a firm that supplied products to the food industry. Not located in OCLC.

65.

57. [Food] **Maison Courtès César. *Marrons du Luc. Prix-courant.*** [Lyon-Paris: Arnaud, ca. 1930.] Four-panel (8pp) color lithographed brochure. Offering the company's full line of chestnuts... unquestionable the best (so stated). Not located in OCLC.

35.



58. [Food] **La Maison de la Crème Glacée. *La Crème Glacée. Source de Profits.*** Paris, ca. 1937. Four-panel (8pp) folding illustrated brochure from a firm selling its line of equipment (e.g., freezers) and accessories (e.g., mixes, scoops, dishes) for the complete patisserie who wants to cash in on serving ice cream ["Expoitez le Goût de la Clientèle pour 'La Crème Glacée'"]. Rear pages have many testimonials (all 1936). Not located in OCLC.

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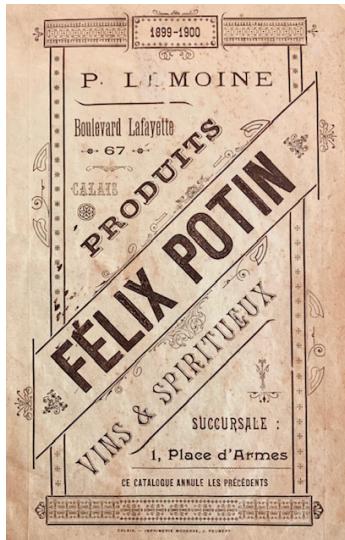




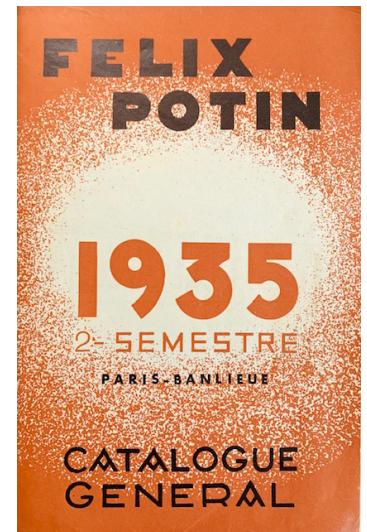
59. [Food] A. Pinquet. *Messire Périgord vous convie à savourer les bonnes choses de son terroir...* [Paris: P. Babey, n.d., ca. 1937.] 14.5 cm. 8pp + stiff pictorial wrappers. Text vignettes. WITH: 6pp folded Tarif to accompany this catalogue illustre laid in. ¶ Manufacturer of foie gras and other products (many with truffles), with product packaging illustrations, from Couze-en-Perigord. *Foie gras pour chevaliers de Fine Table.* Not located in OCLC. 35.



60. [Food] Félix Potin. *Catalogue General. 1935 2d Semestre.* Paris, 1935. 24 cm. 48pp + added ad + wrappers; three separate ad leaves laid in. ¶ Complete line of packaged goods from this firm, then operating 19 stores in Paris, 23 shops in the suburbs (*banlieue*), and nine stores in various cities. Good record of the range of packaged foods (and their prices) sold to the middle and upper class. 45.



61. [Food] Félix Potin. *Produits.* Calais: Imp Moderne, 1899. 24 cm. 36pp + two plates + wrappers. Some foxing. ¶ Priced catalogue on a wide range of products including conserved fruits, jams, dried fruits, coffees, vermouths, wines, liquors, etc. from this well-known firm. 45.





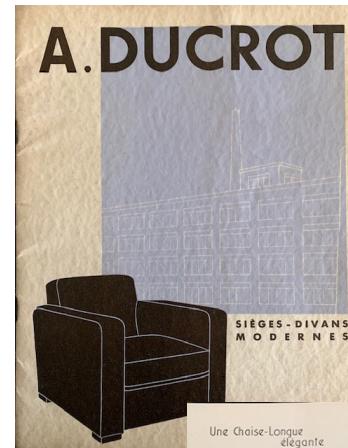
62. [Furniture] **Mermilliod, César.** *[Baby bedroom furniture].* Les Villards-sur-Thones, n.d. (ca. 1925.) Oblong 25 cm. [32]pp + embossed wrappers. All captioned plates showing line of decorative beds, small tables and chairs, armoires, etc., for the high-end child. 30.



63. [Furniture] **A. Ducrot. Sièges-Divans Modernes.** Paris: L'Île de France, ca. 1930. 26.5 cm. [12]pp + pictorial wrappers. Printed in blue and brown. ¶ Stylish catalogue depicting the firm's art-deco designed furniture featuring adjustable backs or other portions (e.g., its sofa bed). 85.



64. [Furniture] **Layette Rationnelle du Docteur Gibbon. *Un Nid Pour Bébé* [A Nest For Baby].** Paris, 1920s. 12pp including pictorial wrappers, prof. illustrated. PLUS 4pp illus flyer on baby carriages + form letter from the firm. ¶ Catalogue on bassinets and cribs for the kids, plus some other equipment. Not located in OCLC. 45.

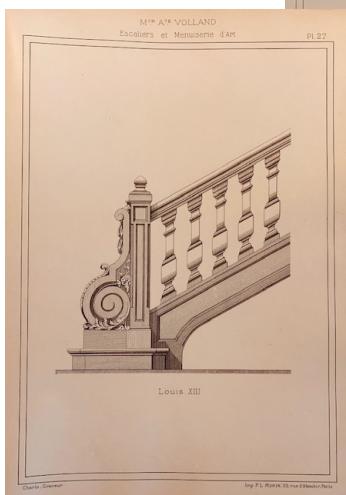
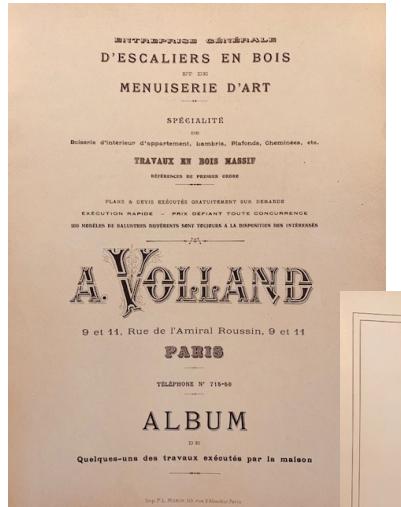


SIGNAL
BREVETÉ 5.6.30
FRANCE & ÉTRANGERES

....la solution nouvelle
qui permet de transformer
le fauteuil en chaise-longue

65. [Furniture] **Maison Barbedienne, P. A. Dumas Sr. A travers l'Appartement moderne.** Paris: Silva et Leclerc, 1901. 18 cm. [12]pp + decorative wrappers. Prof. illustrated. ¶ Each page with two to four vignette lithos of various pieces of art-nouveau designed furniture. Fancy furniture from Monsieur Dumas' shop at Rue Notre-Dame-des-Victoires.

125.



66. [Furniture] **Volland, A. Entreprise générale d'escaliers en bois et de menuiserie d'art ... Album de quelques-uns des travaux exécutés par la maison.** Paris : Imp. P.L. Morin, n.d. [1890?]. 41 cm. [2] pages text, 43 [i.e. 44] leaves of plates [numbered 1-43, with the first one being a double plate]. Contemporary cloth and marbled boards, some shelf wear on ends, "Album/Volland" stamped on spine. ¶ Fine catalogue which exhibits the firm's "Specialty [in] interior wood paneling, paneling, ceilings, fireplaces, etc. Solid woodwork, first-class references, plans & quotations executed free on request, fast execution, unbeatable price, 200 different baluster models are always at the disposal of the interested... Album of some of the works executed" [translated from the title-page]. Excellent collection of plates that mostly illustrate the variety of styles of stair banisters the firm could produce—Gothique, Renaissance, Louis XIV, as well as three mirror/entrance pieces, and a double-page plate depicting an elaborate wood-paneled entrance (in waxed walnut) for a home at Avenue du Bois de Boulogne, that includes doors, stairs, balcony, wainscoting, and decorative panels (all designed by an architect, Vallay). OCLC locates three holdings (Canadian Centre for Architecture, Winterthur, Laval).

200.

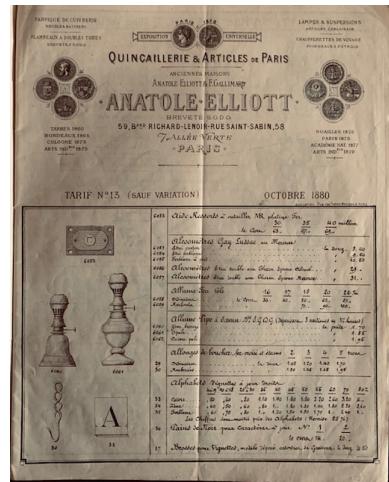
67. [Glass] **Atelier Leleu, Van Lierde Lille** L.V. *L'Art décoratif du verre.* *Glaces et verres gravés au jet de sable et à l'acide. Décoration sur verres spéciaux.* Marcq-en-Barœul: Imprimerie phototypie du Nord, n.d. (circa 1925). 23 cm. Consists of five folding plates—four of which are three-panels, the fifth is two panels, printed both sides. Hence, with 28 illustrated panels shown, completely in sepia. **WITH: Gravure sur Verre et Sur Glace. Décoration Sur Verres Spéciaux.** N.d., ca. 1925. 34 cm. 36pp [with last two leaves folding] + decorative wrappers. ¶ A pair of catalogues from the firm L.V., which designated *Atelier Leleu, Van Lierde Lille*, a house founded in 1895. Both pieces show various designs for transoms, luminous ceilings, awnings, friezes, doors, stair windows, shops, studios, theaters, offices and decorative signs, under glass and on marmorite. The first piece, printed in sepia, focuses on full panels in a variety of designs, from typical kitschy rural scenes to modern art-deco representations. Not located in OCLC. 150.



68. [Glass] **Le Cristalleries de Baccarat.** [Paris: Desfosses-Neogravure, 1951.] 28 cm. [72]pp + embossed wrappers, fine copy. With 30 full-page illustrations (captioned) throughout. Includes a frank discussion of the difficulties with the Germans—such as the forced transportation of French glass workers to Germany-- during World War II. 85.

69. [Gloves] **G. Fabre. Catalogue de Canterie & Chemiserie.** Paris, ca. 1900. 16pp + lithographed pictorial wrappers. Illus. ¶ Offering of shirts, collars, and cravats from the “Sign of the Golden Glove.” Not located in OCLC.

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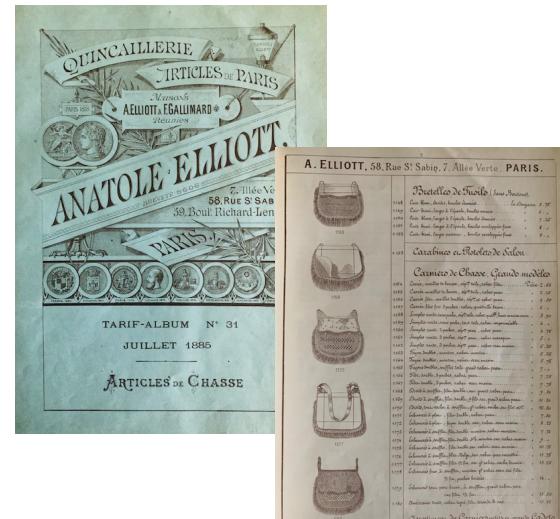


70. [Hardware] **Elliott, Anatole. Quincaillerie et Articles de Paris. Tarif No. 13. Octobre 1880.** [Paris: Lith. Donnadieu, 1880.] 27.5 cm. [1], 50pp + wrappers, slight chipping on cover. ¶ Completely lithographed (and illustrated) trade catalogue on a range of items found in a French hardware store—including many items for the kitchen, dining room, salon, and parlor. Not located in OCLC.

150.

71. [Hardware] **Elliott, Anatole. Quincaillerie. Tarif-Album No. 31. Juillet 1885. Articles de Chasse.** Paris, 1885. 4to (32 cm). 12 lithographed plates (both sides), interleaved with pages with manuscript annotations (e.g., object names, prices). Pictorial wrappers. ¶ Despite the title, the catalogue is not devoted to hunting gear but rather to all sorts of miscellaneous matter found in a hardware store, although the first three leaves covers hunting matter (e.g., game bags, pistols)—but also vises, locks, door knobs, spigots, coffee grinders, hooks, pots and pans. OCLC only notes one holding for an 1891 catalogue (Harvard).

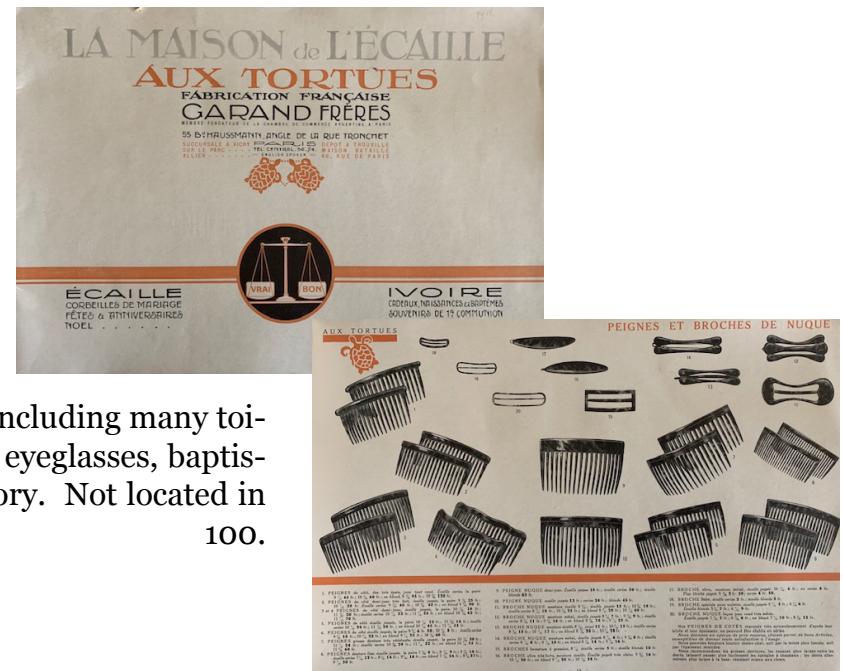
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72. [Household] **Au Bon Marché. Articles de Ménage. Été 1913.** [Paris: Desfossés 1913.] Oblong 27.5 cm. 44pp + pictorial wrappers, some chipping on edge of covers. Stamp in corner of Paris collector Roxanne Debuisson; small sticker on rear cover from catalogue's appearance at a library exhibit. ¶ Profusely illustrated catalogued from Paris's main department store offering all sorts of items for housekeeper or for the modern kitchen: appliances as well as spice jars, lamps, pots, pans, coal buckets, cleaning utensils, etc. 100.

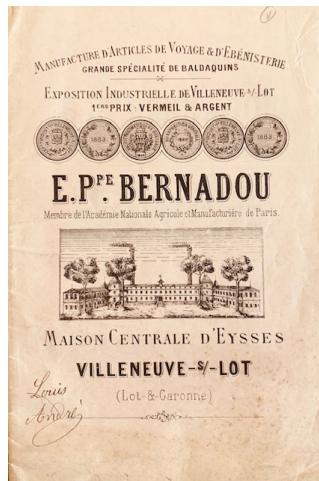
73. [Ivory] **Garand Frères. La Maison de l'Écaille Aux Tortues.** Paris, ca. 1920. Oblong 4to (32 cm). 40pp including pictorial wrappers. ¶ Profusely illustrated catalogue from a firm (est. 1861) with a large shop on the fashionable Blvd. Haussmann, specializing in a wide range of products, including many toiletry items such as brushes, combs [seven pages], mirrors, as well as lamps, eyeglasses, baptismal gifts, canes, etc., all made in France and from either tortoise shell or ivory. Not located in OCLC. 100.





74. [Jewelry] **E. Lefebvre. *Bijouterie, Orfevrerie, Articles de Fantaisie 1907.*** [Paris: G. de Malherbe, 1907.] Large 8vo (28 cm). 8pp + [2]pp price list with prices penned in. ¶ Trade catalogue of art nouveau design of “silver jewelry novelties”—walking canes, broaches, hatpins, combs, sewing kits, cut-glass products for the table, and cutlery—incorporating “grandeur nature” elements. OCLC notes one holding (Hillwood Estate Museum). 75.

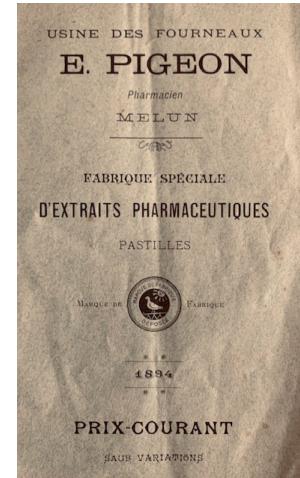
75. [Kites] **Gomes, Aug. C. *Cerfs-Volants.*** Paris, ca. 1915. 8vo. Four-panel (8pp) folded brochure, illustrated. ¶ Firm that made various fabric elements for cars and planes here ventures into the field of large kites, a sport that is not only “instructive and amusing. But also hygienic”. Four models shown, including a large one (taller than a man), “L’Aero-Photo,” for aerial photography or meteorological studies. OCLC notes a larger catalogue from this firm at BNF. 35.



76. [Luggage] **E.P. Bernadou. *Manufacture d'Articles de Voyage & d'Ebenisterie.*** Villeneuve- St. Lot, [1884?]. 8vo (21 cm). 31pp + pictorial wrappers, slightly soiled. Prof. illus. ¶ First 16 pages of this catalogue have illustrations and product matter relating to a variety of trunks, valises, and shoulder bags; the remainder of the catalogue relates to various cabinetry items, such as fancy beds, armoires, and chests. Not located in OCLC. 65.

77. [Medical] **Pigeon, E. *Fabrique Spéciale d'Extraits Pharmaceutiques Pastilles. Prix-Courant sauf variations.*** Melun, 1894. 21 cm. 20pp + wrappers. ¶ Priced catalogue of wholesale manufacturer's broad line of flavor extracts and tinctures, including alcoholic-based ones [e.g., absinthe]. Not located in OCLC.

45.



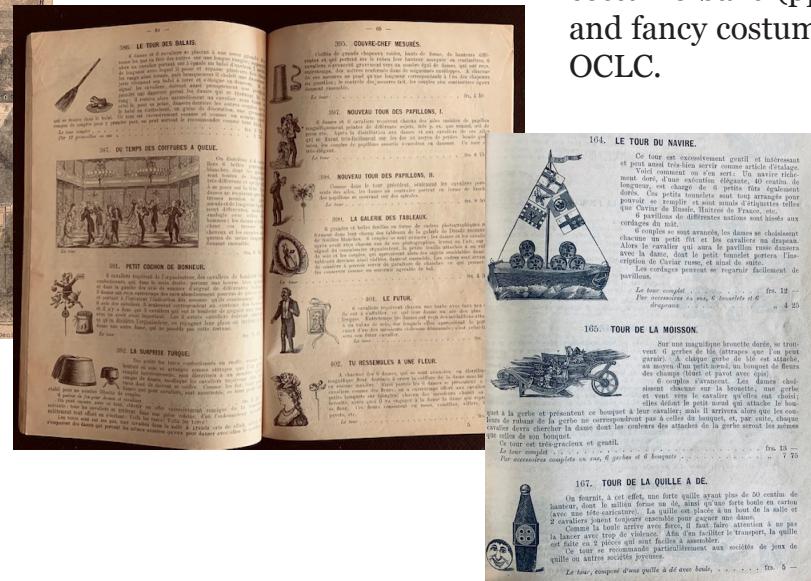
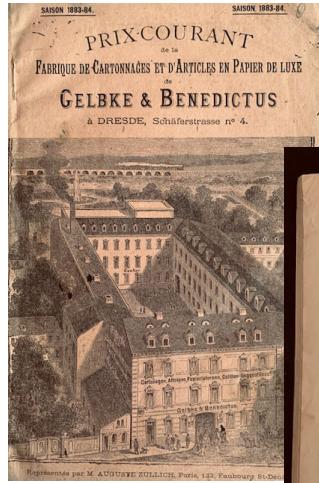
78. [Medical] **Muller, L.** *Lampe Fumivore Hygiénique, à bout de plantine incandescent pour purifier l'air des appartements.* Paris, ca. 1889. 12mo (13 cm). 12pp + chromolithographed wrappers. ¶ Crystal falcon, available in various colors and styles [shown on rear cover], with various extracts and alcohol-based scents... to purify and perfume the air. Great for clearing out bad odors and tobacco. Muller is noted as being a pharmacist . 45.

45.

79. [Medical] **Service Installation-Agencement O.C.P.**
Pour Organiser Rationnellement Votre Pharmacie. Paris
1950. 4to. [18]pp, including self-wrappers. Profusely illus. ¶ Fix-
tures and equipment for the successful pharmacy, with numerous
half-tones showing the interiors of various pharmacies in Paris and
surrounding regions. Not located in OCLC.

45.





80. [Novelties] **Gelbke & Benedictus. Prix-Courant de la Fabrique de Cartonnages et d'Articles en Papier de luxe.** Dresden, 1883. 8vo 23 cm). 106pp + pictorial wrappers (view of firm's factory). Text illustrations. ¶ Dazzling array of products made of paper and cardboard, including items for parties and costume balls (pp.39-73) plus decorations of all sorts, wigs, fancy hats, etc. and fancy costumes made of cloth, and many “foolish” items. Not located in OCLC.

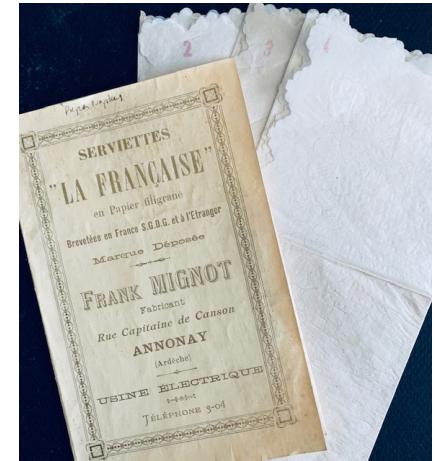
100.

81. [Paints] **Durand-Giroux & Froment. Fabrique de Couleurs-Vernis-Siccatis et Mastic.** Paris: Bouchet, ca. 1910. 14 cm. 20pp + decorative litho wrappers, factory view (factory in St Denis) on rear wrapper. ¶ Small catalogue printed in orange and blue on the firm's various paints, varnishes, and putty sold under the D.G.F. brand.

35.



82. [Paper] **Mignot, Frank.** *Serviettes "La Francaise" en Papier filigrané.* Annonay, n.d., ca. 1900. 16.5 cm. 4pp, folded, with three different original folded tissue napkins, each with a different subtle "watermark" design. ¶ Small sales piece for a minor object of daily life, with product description and prices on pp.2/3. Cover printed in gilt. As ephemeral as it gets (well, except for, perhaps, *le papier hygiénique*). 50.



83. [Pens] **Mercier, Joseph.** *Le Stylo Grand Aigle, Le Premier du Monde use toutes les eneres.* [Toulon, ca. 1920.] Oblong 21 cm. 8pp + wrappers. Prof. illustrated. ¶ Catalogue of pen-maker's line of ink pens, with models illustrated and prices. "A good pen is a gift that gives everyone pleasure." 45.

84. [Perfume] **Gellé Frères.** *Parfumes & Savons de Toilette. Paris,* [186-?]. 4to (27 cm). ¶ Extensively illustrated brochure from this perfume/soap maker, with the front cover delineating all of the Exposition awards earned, and pp.2-3 showing packaging for various product lines (including cold creams, dentifrice, colognes, toilet water, etc.). Not located in OCLC. 50.

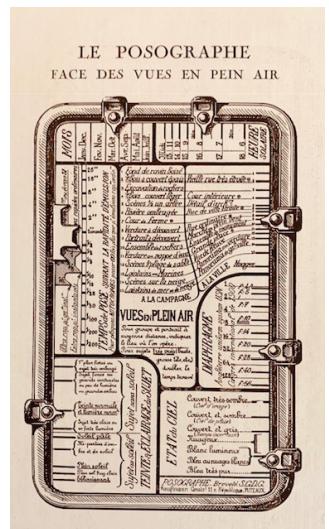


85. [Perfume] **Mary Blanc.** “*Femme éternellement belle*”... [Paris: Les Papeterie Glandières, ca. 192-.] 16 cm. 8pp + wrappers with color pochoir print on front cover; slight discoloration on blank edge of cover otherwise very good. ¶ Descriptive and priced list of *Produits de Beauté*, with the cover suggesting “the fabulous countries called the Oriental Indies,” is reminiscent of Léon Bakst’s theatrical designs. The small printing house, Les Papeterie Glandières, had a specialty in pochoir printing. 45.

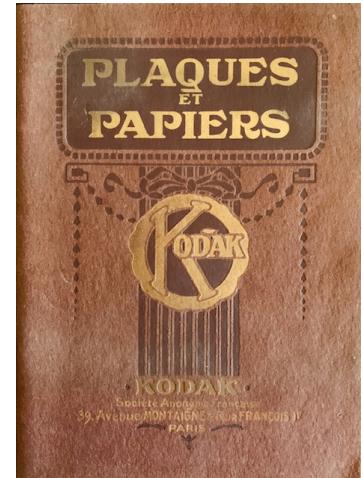


86. [Perfume] **Shimy.** *All About Oriental Perfumes. Perfume-Merchant, Ciaro, Port-Said, Luxor.* [Cairo: P. Matandos & Co., ca. 1932.] 14 cm. [8]pp + wrappers. All text presentation about the product line, including a page on Shimy’s Ambar Cigarettes. 25.

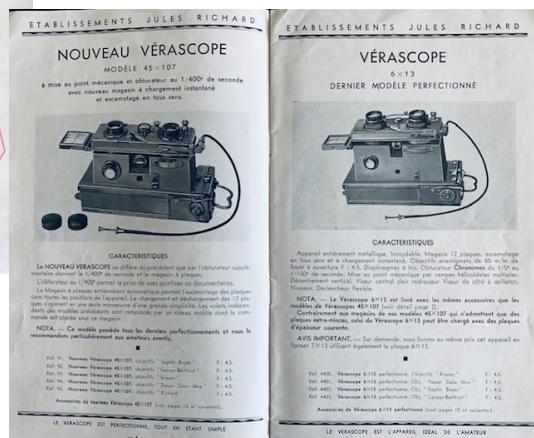
87. [Photography] **Kaufman.** *Le Posographe. Appareil Servant à la Détermination des Temps de Pose.* [Paris, ca. 1910.] Oblong 8vo (21.5 cm). 16pp + printed wrappers. Two plates. ¶ Detailed description of the *Posographe* and how to operate it: an instrument for calculating aperture and exposure time when taking photographs in any possible situation. For example, for outdoors, it includes settings with values like “Snowy scene”, “Greeneries with expanse of water”, or “Very narrow old street”, “Cloudy and somber”, “Blue with white clouds”, or “Purest blue”. 65.

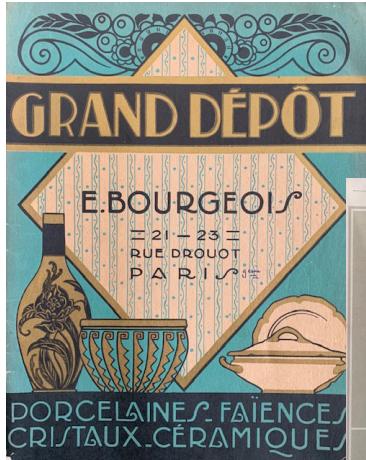


88. [Photography] **Kodak. Les Plaques et Papiers Photographiques Fabriqués par La Sté [Société Anonyme Française] Kodak.** Paris, n.d. [ca. 1900]. 19 cm. 66pp + decorative wrappers. ¶ Detailed catalogue on all sorts of photographic papers—including a large selection for self-made/real photo cartes postales and various coated stocks (e.g., bromides, silver, velox), manufactured in France (Rives) and Germany (Steinbach). Not located in OCLC. 75.



89. [Photography] **Richard, Jules. Relief. Versoscope Richard** [cover title]. [Paris: Guénivé et Coradin, 1938.] 16pp + pictorial wrappers. Prof. illus. WITH 2pp price list + 2pp brochure on the "Nouveau Vérascope 40." Also 2pp letter + invoice from a film company (Lumière) to a client. ¶ Descriptive catalogue on these complicated stereo cameras plus the table-top viewers (Taxiphotos) and other parts (e.g., stereoscopes). Not located in OCLC. 100.





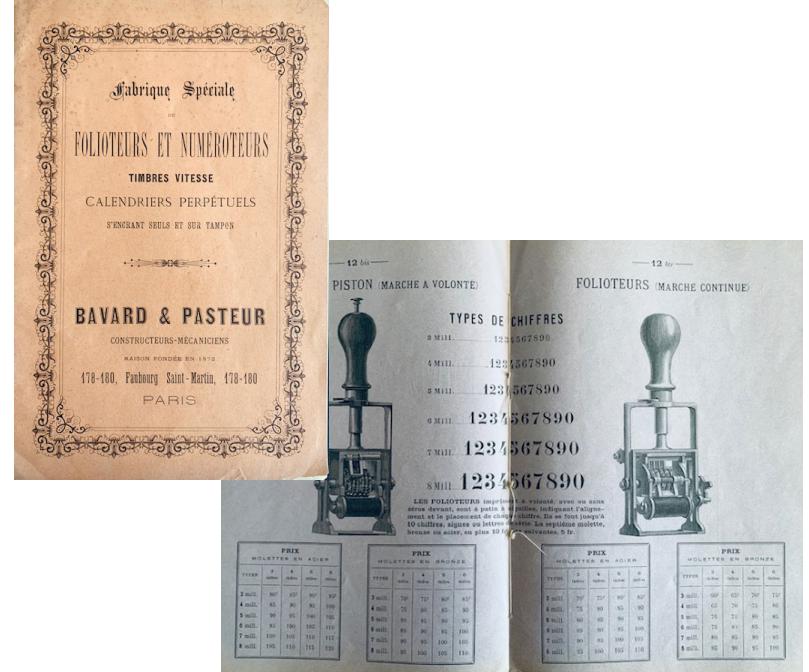
90. [Porcelain] Bourgeois, E[mile]. *Le Grand Dépot [de] Porcelaines, Faïences, Cristaux, Céramiques*. Paris, n.d., ca. 1900. 4to (27 cm). 16pp + decorative pictorial wrappers; small and light damp mark on upper corner of wrappers; stapled rusting, otherwise good. ¶ Totally chromolithographed trade catalogue, with occasion gilt highlighting, on the firm's line of faience and porcelain dinner services, each style named. Includes services for coffee, tea, lunch, and five o'clock tea, coffee and tea services, toilet services (e.g., pitcher, bowls, and soup dishes), and a line of crystal flacons and accessories for the lady's toilet (some crystal wine glasses are also shown in the dinner sets).

125.



91. [Printing] Bavard & Pasteur. *Prix-Courant des Folioteurs et Numéroteurs Mécaniques, Porte-Molettes, Timbres Vitesse, Calendriers Perpétuels*. Paris: A. Michales, ca. 1880. [52]pp [erratically pagination] + wrappers. Prof. illustrated. ¶ Catalogue for a hand-stamp apparatus with numbering systems—great for railroads (e.g., baggage, tickets), banks, government offices, and commercial establishments. Not located in OCLC.

75.

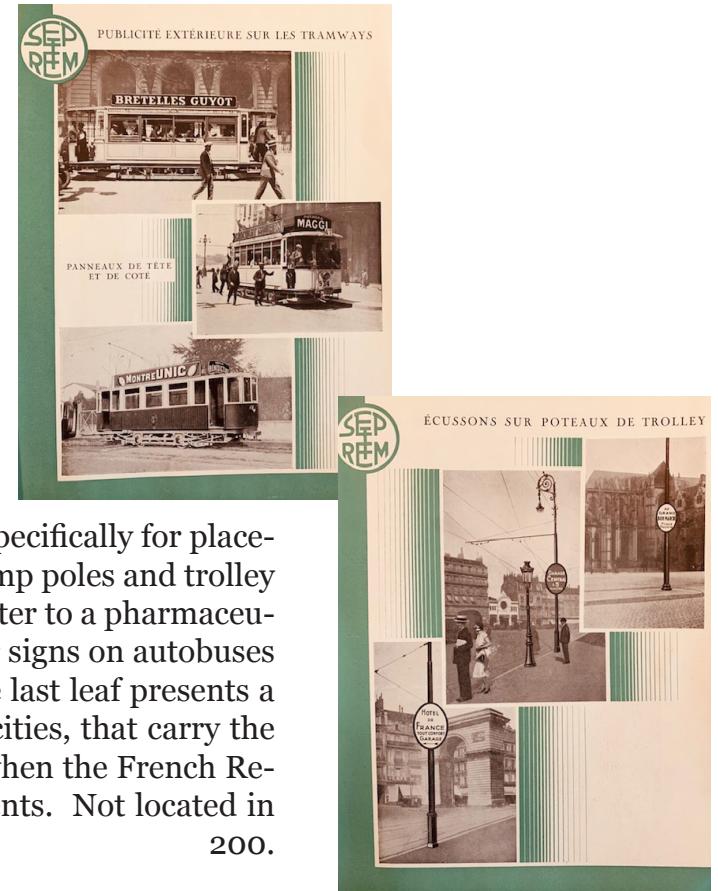




92. [Printing] **Piaget, Charles.** *Dessins de Décoration de Boîtes.* Graves par... présenté aux fabricants et Décorateurs se vend chez Germain Pochon. [Geneva? Ca 188]. 12mo. 9ff + tissue guards + decorative typographical wrappers. ¶ Little catalogue presenting a selection of Piaget's engraving designs watch boxes for a Swiss watchmaker. Not located in OCLC. 65.

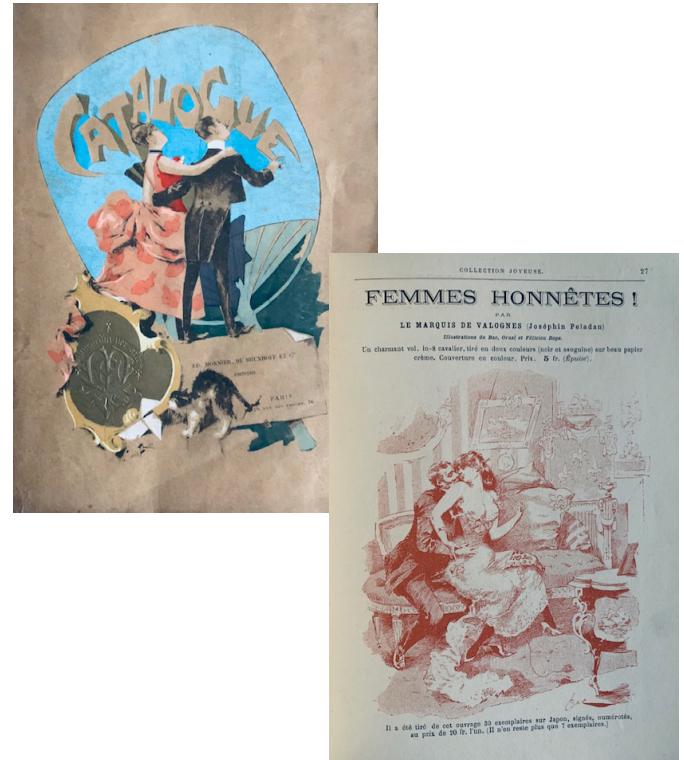


93. [Publicity] **Chaumet, J.** *Publicité Chaument.* **SEP/ETE/REM.** [Paris: S.P.G.E. Hachard & Cie., n.d 1943?] [12]pp + 2pp type additions + typed letter from Chaument (Feb. 16, 1944) laid in. Embossed wrappers, with very small stain at top edge. ¶ Profusely illustrated catalogue on advertising signage produced specifically for placement on the exteriors and interiors of trolleys and autobuses, on outside kiosks, on lamp poles and trolley stops, on bridges (cross highways), walls, railroad stations, and barns. In his cover letter to a pharmaceutical company, Monsieur Chaument sings the praises of outdoor advertising.... Exterior signs on autobuses "constitute a moving poster that circles through the major arteries of the cities." The last leaf presents a two-page table listing, apparently, the number of buses, cars and kiosks, by French cities, that carry the firm's produced signage. Interesting the appearance of this work in 1944, at a time when the French Resistance was frequently removing road signs so as to confuse German troop movements. Not located in OCLC. 200.

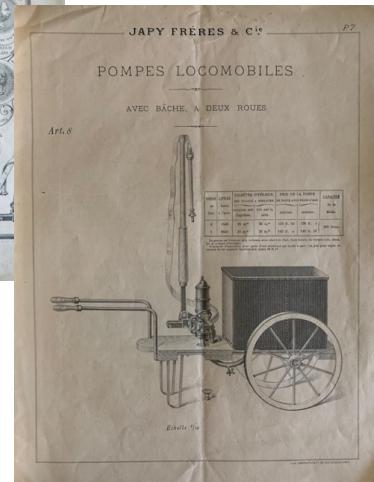
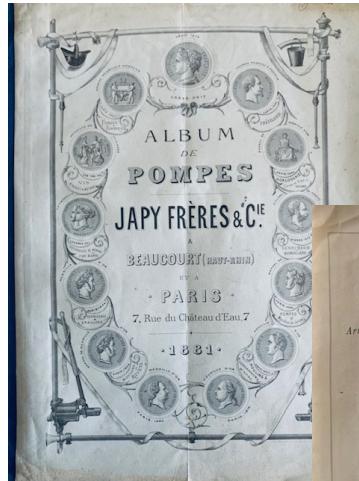




94. [Publishing] **Editions Fernard Nathan. *Albums et Livres. Pour les Distributions de Prix et le Bibliothéques Scolaires.*** [Paris: Sapho, nd. Ca. 1965.] 29 cm. [16]pp including color pictorial wrappers. ¶ Profusely illustrated color catalogue from this publisher who specialized in producing all sorts of books (e.g., fairy tales, history, science) to be purchased by elementary school library in France and school administrators to give away as academic prizes. Always, the best books by the best authors. Color schemes and illustrative style very much “mid-century.” Not located in OCLC. 65.



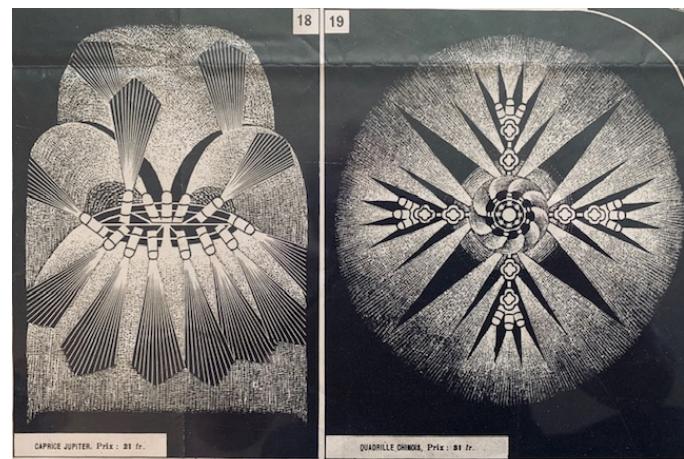
95. [Publishing] **Monnier, de Brunhoff & Cie. *Catalogue Illustré (Oeuvres Choisies).*** Paris, [1885]. [Corbeil: Crété, 1885.] 48pp + color pictorial wrappers. Prof. illustrated with tinted lithos, printed in brown and black. Apparently a regular trade issue, preceded by the typically French issue (“pour les amateurs”) of 50 copies on Japon paper, signed and numbered—of which this is not. ¶ Interesting book catalogue with a mix of popular literature and racy literature (promoted through the many suggestive drawings of corseted femmes either embracing or fighting off men, military officers being a particular brutes. Printed by the well-known Corbeil-based firm of Imp, Crété [with printer code dating this 1885]. OCLC notes two holdings (BNF, Chicago) without a specific date. 150.



96. [Pumps] **Japy Frères & Cie.** *Album de Pompes*. Baucourt & Paris, 1881. 4to (31 cm). 36pp + illustrated blue wrappers, a few small edge tears. ¶ Prof. illustrated and completely lithographed catalogue (by Girard & Fils) on a line of fancy pumps, including portable ones for firemen and wall pumps. Front cover presents an array of the medals presented to the firm, starting with one from the 1819 industrial fair held in Paris. OCLC only locates one holding for the firm's 1885 catalogue (Harvard's Baker Lib.). 100.



97. [Pyrotechnics] **Berthier & Cie.** *Pyrotechnie. Artifices- Décorations – Illuminations. Tarif G.* Monteux, ca. 1900. Large single sheet (100 x 65 cm), folds to 8pp folio (50 cm). Prof. illustrated. Slight sunning on two front "panels" of fold. ¶ Excellent illustrated advertising sheet-catalogue on the company's various products for celebrations—especially patriotic ones—with banners, flags, a variety of decorative paper lanterns. But especially of note is that dramatic large poster side, that depicts the designs of 24 different and elaborate fireworks, all named and shown in black-and-white: the *Combat de Papillons*, the *Grand Cata-racte Diamanté*, the *Caprice Jupiter*, the *Fantasie Japoinaise*, and more. Spectacular. OCLC only cites a smaller publication from this firm, consisting of 10 separate color-printed plates, in Brown' *Dupée Fireworks Collection*. 250.



98. [Pyrotechnics] **Est. Fabre. Feux d'Artifice, Drapeaux & Illuminations, Engins Agricoles.** Marseille: V. Dupreyrac, [1934]. Large double-sided broadside catalogue, 56 x 80 cm when opened, folds to a 4pp (40 cm) catalogue, with product information on recto and verso (56 x 80 cm opened) featuring 32 color-printed designs of different fireworks (upon explosions). A few minor holes at some folds, otherwise very good. Offering from the “most important” pyrotechnical provided in the region (founded, 1833), located in Monteux (Vaucluse). Catalogue side lists and illustrates (with prices) a range of products for private and public fêtes—paper lanterns, ribbons, banners, garlands, balloons, etc., while the verso shows (as noted) 38 differently named fireworks. A very impressive presentation. Not located in either OCLC or in Brown’s *Dupee Fireworks Collection*.

250.



99. [Radio] **Brunet. Harmonie.... Brunet, Une Marque... 4 Modèles...** [Paris: Imp. Julien Frazier, 1939.] Large (31 cm) folding 4pp brochure which opens to large (62 cm) illustrated poster showing the four models. ¶ Perfect for receiving BBC-France transmissions during the German Occupation of Paris—order yours before ownership of a radio becomes forbidden.

45.

100. [Scales] **Kuhn & Hoffmann. Prix Courant des Bascules, Balances de Comptoir, Crics & Brouettes.** [Nancy: Berger-Levrault, 1883.] Oblong 8vo (20.5 cm). 32pp + decorative wrappers, some spotting on rear cover. Woodcuts throughout. ¶ Line of large scales for agricultural uses (e.g., warehouses) or winemakers, as well as smaller scales for use in stores.

45.



*Kuhn & Hoffmann, à Tainvill
PRÈS NANCY (MEURTHE-ET-MOSSELLE)*

CE TARIF ANNULE TOUS LES PRÉCÉDÉS

11

*BASCULE ROMAINE
DESTINÉE AU PESAGE DES FUTS*

PESÉE EN KILOGRAMMES

Poids 1. Avec roulettes

100 100 100 100 100 100 100 100 100 100 100 100

2. Sans roulettes

100 100 100 100 100 100 100 100 100 100 100 100

3. Roulettes en bois

4 5 5 5 5 5 5 5 5 5 5 5

4. Roulettes en métal

4 5 5 5 5 5 5 5 5 5 5 5

5. Roulettes en métal

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Les dimensions du tableau sont les mêmes que pour l'autre roulement simple,

à 12.

*BASCULE ROMAINE
EN BOIS DE CHÊNE*

N° 15

PESÉE EN KILOGRAMMES

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2. Sans roulettes

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3. Roulettes en bois

100 100 100

4. Roulettes en métal

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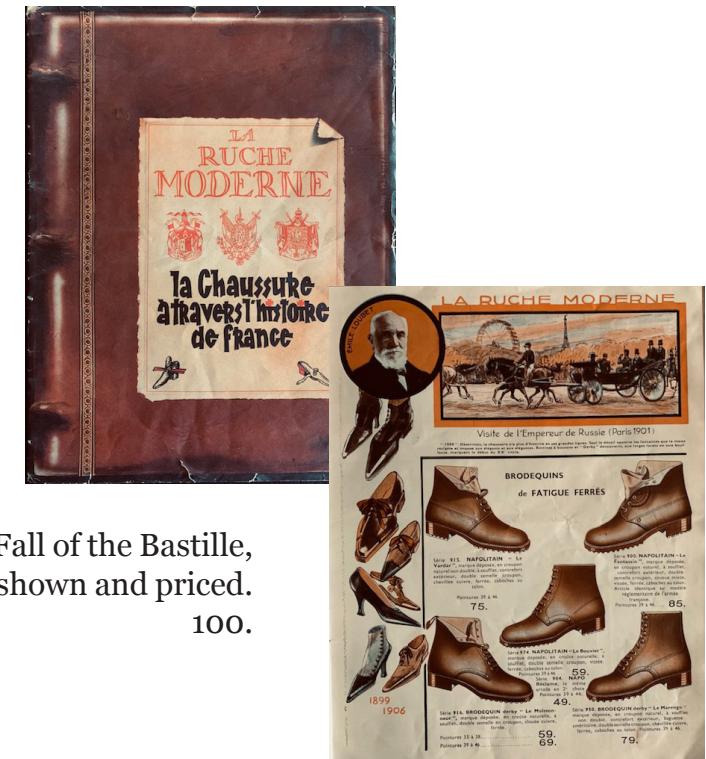
102. Roulettes en métal

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101. [Shoes] Fraysse. *Spécialité de Chaussures & Chapeaux pour Enfants & Fillettes. Rayon de Chaussures pour Garçonnets.* Paris, ca. 1900. Oblong 12mo (18.5 cm). 24pp + wrappers. Illus. Old tape repair; small tears on rear of wrappers. ¶ Catalogue for the summer season of shoes and a dozen styles of bonnets for the kids. What to wear at the seashore. Not located in OCLC.

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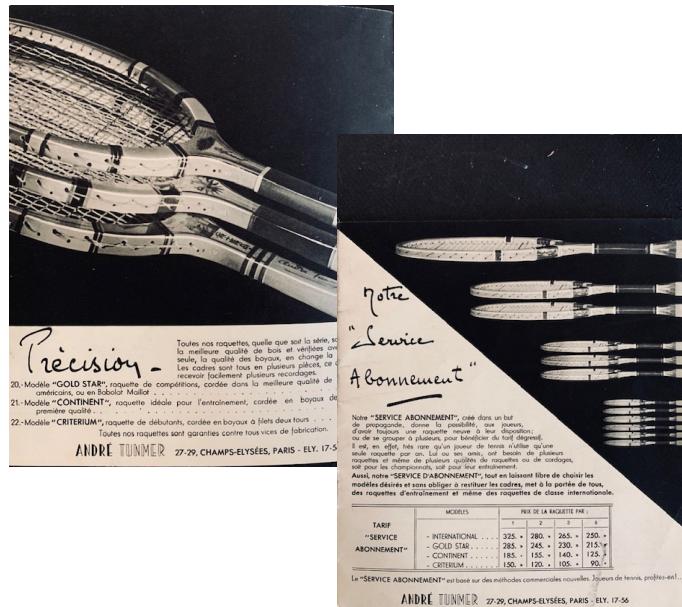


102. [Shoes] La Ruche Moderne. *La Chaussure à travers l'histoire de France.* [Paris, 1935]. 4to (28 cm). [16]pp + pictorial wrappers (printed to look like an ancient tome), a few small edge tears. Prof. illustrated in color. ¶ One of these historical weird inventions that seem to this cataloguer to be peculiarly French [e.g., also see item 19 in this catalogue]. In this particular example, a shoe store on rue Émile-Zola draws a connection between its in-house line of footwear with specific moments in French history: Galouches and the Gauls, slippers and the Fall of the Bastille, boots and Napoleon at the Battle of Wagram—a dozen episodes in all. Many models shown and priced. Not located in OCLC.

100.

103. [Sport] Sécurité et de Sport Nautique. *L'Hydrosphère*. Paris, 1936. Large 8vo. Four-panel (8pp) folding brochure, with separate price list aid in. Illus. ¶ Promotional piece for an item that was a sort of beach-ball with a paddle through it, to be used as an exercise item as well as a life-saving device. It is a complete nautical sport—so we are told. Some half-tones in text. Not located in OCLC.

45.



104. [Sporting Goods] André Tunmer. *[Tennis Equipment & Clothing]* [Paris: Moriane, n.d., ca 1935.] Square 12mo (17.5 cm). [16]pp + pictorial covers. Photographs by Paul Joly. ¶ Untitled sporting goods catalogue—specifically tennis equipment and a complete line of clothes and shoes, for men and women. Not located in OCLC.

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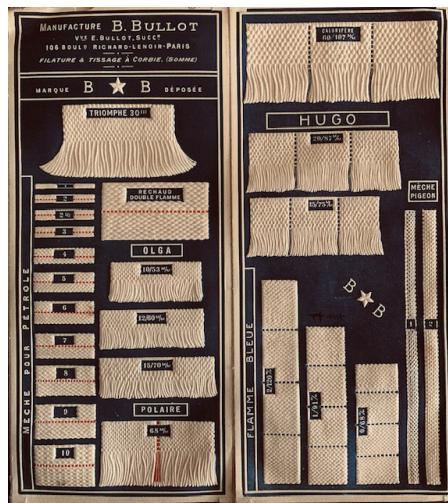


105. [Telephone] Ministère des Postes, Télégraphes et Téléphones. *L'Annuaire Officiel des Téléphones, Un collaborateur indispensable.* [Paris, 1938.] [16]pp including pictorial wrappers. Profusely illustrated, printed in blue and black. ¶ Promotional sales piece for the new two-volume telephone book for Paris and surrounding region (within 56 km area). Volume II of the book was arranged by streets. Not located in OCLC.

60.

106. [Terra Cotta] Bouat. *Fabrication Générale de tous Produits en Terre Cuite.*

[Nimes: Azémard Cousins, n.d., ca. 1900.] Oblong 25 cm. 24 plates, printed both sides, plus pictorial wrappers. ¶ Lithographed trade catalogue of variety of terra-cotta objects created by this firm from Castelnauary (in Occitaine region, just southeast of Toulouse)—architectural (e.g., miters, cornices, railings) as well as ornamental (lots of statues for gardens). OCLC located one holding (Public Library of Cincinnati). 45.



107. [Textile] Bullot, B. *Filature & Tissage.* Paris: Stephan, ca. 1910. Five-panel folding brochure, 29 cm, with embossed representation of samples of fabric design and frills (e.g., for towels), verso blank. A few small stains on verso. 65.

108. [Textile] Peiffer Épinal. *Tissage Peiffer Épinal, Son beau linge des Vosges.* [Strasbourg: Imprimier Alsacienne, 1927.] 27 cm. 44pp + color pictorial wrappers, some wear at corner of front cover and old stain on rear cover. ¶ Profusely illustrated catalogue, some color, on the firm's line of table clothes and cover plus other products (e.g., napkins, table runners). Apparently produced for two regional trade expositions (Nancy and Strasbourg). Not located in OCLC.

50.





109. [Textile] Plisson, Eugène. *Manufacture des Sacs et de Baches*. Paris, ca. 1910. 114, (6)pp index + 3ff of photos (montages). Printed wrappers. With 15 actual fabric samples (e.g., linen, coated cotton, burlap) throughout. Small tear on one leaf (from a glued sample). ¶ Profusely illustrated with product drawings and use vignettes. Plisson offered all sorts of coverings... such as large clothes for covering hay, but also circus tents, tents for the beach, for theaters ["Spécialité de Tents à l'Américaine"], waterproof clothing, and sacks for all sorts of products—coal, potatoes, grains, etc. Not located in OCLC.

100.

110. [Textile] Rollet et Fils. *Grande Teinturerie de Grenelle*. Paris: [de Vaugirard, n.d., ca 1900.]. [32]pp includes wrappers. Vignette half-tones. Printed in two colors, with art-nouveau typography and graphic elements. ¶ Sales pitch from a firm with four dry-cleaning shops in the city, discussing and illustrating its approach to cleaning fabrics, with some factory views (e.g., woman at presses), with four-page price list of rates for various articles of children's, women's, and men's apparel. Not located in OCLC.

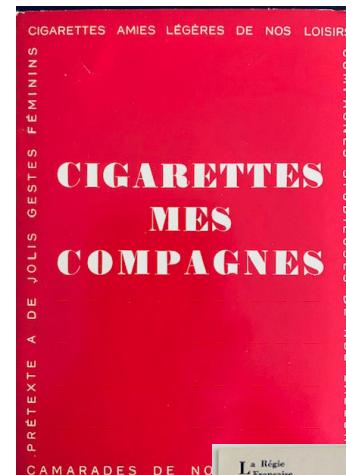
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111. [Time] International Time Recording Co. *Le Systeme International est le Systeme Moderne.* Paris, n.d. [ca. 1918]. 16pp + soiled pictorial wrappers. Rusted staples replaced. With 4pp (undated) price list laid in. Prof. illus. ¶ American firm brings time-management principles to the French workplace, with a line of large mechanical time-clocks—one looks suspiciously like a slot machine, and perhaps based on the same principle—with samples printed of the completed forms, including one for a Frenchman in 1917, clocking in 64 hours over a seven-day work week. Eliminates French slouching! Not located in OCLC.

85.



112. [Tobacco] Regie Francaise. *Cigarettes Mes Compagnes.*

[Paris: Draeger, n.d., ca. 1937]. 12mo. [8]pp + color pictorial wrappers.

Profusely illustrated, printed throughout in chromolithography. ¶ Promotion piece for the company that sold the iconic Gauloises plus other brands (e.g., Week-End, Congo, Celtique). The cover features four: *Cigarettes Amies Légères de Nos Loisirs/ Compagnes Studieuses de Nos Labeurs/ Camarades de Notre Solitude/ Prétexte a de Jolie Gestes Féminins* [*Cigarettes Light Friends of Our Leisure / Studious Companions of Our Labor / Comrades of Our Solitude / Pretext for Pretty Feminine Gestures.*] Apparently this pamphlet was distributed at the tobacco organization's pavilion at the 1937 Paris International Expo. Not located in OCLC.

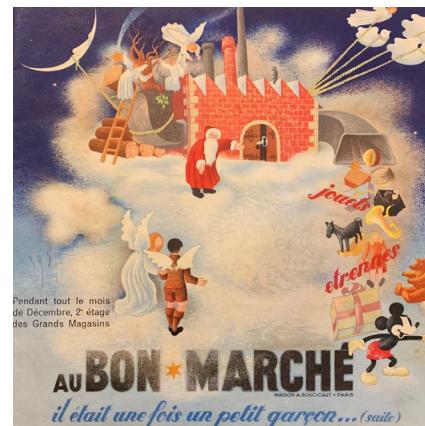
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113. [Toys] **Maison A. Boucicaut. Au Bon Marche... il était une fois un petit garçon...** [Paris: Desfossés-Néogravure, 1936]. Large square 8vo (24.5 x 25.5 cm). [16]pp + color litho wrappers [printed in "La Photolith" by Delaporte]. ¶ Profusely illustrated trade catalogue of toys, game, bikes, and clothes for kids, issued for the Christmas season, by this large Paris department store. A story by Alain Saint-Ogan, about a French boy who visits Papa Noël, runs throughout the booklet. Excellent example of a holiday catalogue. A former owner penciled "1937" on the cover but the piece was printed in November 1936, and presumably for that year's Christmas season.

100.



114. [Toys] **Lachmabre, H. Grand Ateliers Aérostatiques de Vaugirard. Manufacture de Ballons de Toutes Formes et Dimensions.** Paris: de Malherbe, ca. 1901. Oblong 8vo. 15pp + printed wrappers. Prof. illustrated. ¶ Catalogue from a firm that made inflatable paper balloons but also a range of industrial balloons, including a "ballon d'Exploration Polaire." This catalogue—with a great view of workshop, "Atelier des Sujets grotesques"—lists the variety of products made, including balloons for scientific experiments and a wide range of "personages perfectionnés" apparently for parties—ethnic types, professional types, fictional characters—and a variety of animals, including life-size inflatable elephants for advertising purposes (two shown here).



Atelier des Sujets grotesques

Grands Ateliers Aérostatiques de Vaugirard



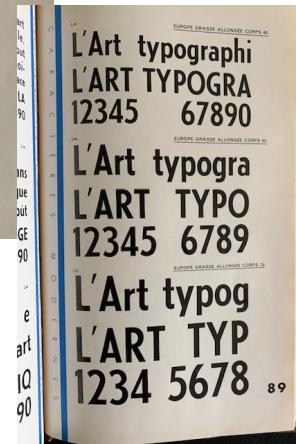
50.



115. [Toys] Nicolas. *Règle du Jeu. Avec Notice sur Les Jeux D'aujourd'hui*. Nevers: ca. 1900. 8vo. 8pp + color designed wrappers. Prof. illustrated. ¶ Nineteen different table-top games... roulette, steeple chase, stroket (version of billiards), each with illus. Not located in OCLC.

45.

116. [Typography] Lang, Georges, *Imprimerie Georges Lang. Catalogue de Charactères, Fillets et Vignettes*. Paris: Lang, 1935. 24.5 cm. 124 + [3]pp. Color pictorial wrappers. ¶ Type specimen catalogue from a firm that specialized in monotype matrixes, offering a range of classic faces (e.g., *Bodoni*, *Cheltenham*, *Elzévir*) and modern ones (e.g., *Europe*, *Memphis*), and a selection of dingbats, etc. OCLC locates copies of this work at the BNF as well as at Delaware and Harvard (Houghton).



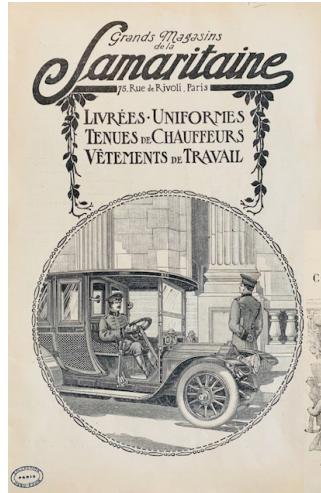
85.



117. [Uniforms] Belle Jardinière. Vêtements de Travail. La Plus Grande Maison de Vêtements du Monde Entier. Paris, ca. 1910. [24]pp including pictorial wrappers. Small tear on one leaf. Stamp in corner of Paris collector Roxanne Debuisson ¶ Illustrated catalogue of clothing for workmen, with an illustration on every page showing different styles and forms.... Overcoats for butchers, bar men, or chauffeurs; aprons and coats for waiters. Six pages of clothing for women working in various occupations (e.g., waitresses, shop clerks, nurses). The front wrapper depicts a scene of male workers at Les Halles. 65.

118. [Uniforms] Bradard. Belles Blouses, Bon Tabliers, Beau Linge. Creations 1956. [Paris: Braun, 1956.] Large oblong 27 cm. With 21pp of plates (13 in color) plus 15 actual fabric swatches mounted on the inside rear cover; plus pictorial wrappers (a few light spots on cover). ¶ Excellent uniform catalogue—especially its large line of uniforms for various occupations for women, 12 plates in color) from this firm located in Saulxures in Vosges state. LAID IN is the 12pp (27.5 cm) price list for 1956. With a few small, discretion stamps from the collection of Roxanne Debuisson (Paris). OCLC notes a copy of this catalogue at the Univ. de Haute Alsace.





119. [Uniforms] Samaritaine. *Livrées, Uniforms, Tenues de Chauffeurs, Vêtements de Travail.* Paris, 1913. 24 cm. 16pp plus pictorial wrappers. Stamp in corner of Paris collector Roxanne Debuission. ¶ Profusely illustrated priced catalogue for outfits for all sorts of male professions (e.g., chauffeur, butler); back wrapper depicts a scene of three workers at Les Halles marketplace in Paris (with St. Eutasche).

60.



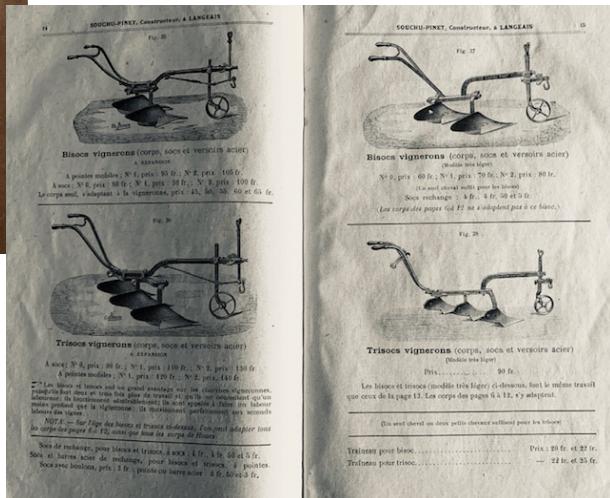
120. [Uniforms] Samaritaine. *Tabliers Confectionnés pour Dames et Hommes.* Paris, 1913. 8vo. 24 cm. 16pp, including self wrappers. Paper a little toned. Prof. illustrated. Stamp in corner of Paris collector Roxanne Debuisson. ¶ All but two pages devoted to outfits for working women... primarily shop-keepers (e.g., bakery), maids, or nurses; uniforms for male gardeners and men working in a bar (with two playing dice at a bar) also shown herein. Good trade-specific illustrations. 60.

60.



121. [Viticulture] Maclet-Botton. *La Viticulture Nouvelle par les Hybrides Producteurs Directs.* Villefrance, 1919. 21.5 cm. 40pp + decorative wrappers; some stains on rear, also evidence of being mailed. Order form laid in. ¶ Descriptive and priced catalogue from this Beaujolais nursery that offered a large line of plant stock for grapes for table or bottle vintages, as well as some fruit trees. Good look of the industry early in its post-War recovery. Not in OCLC.

45.



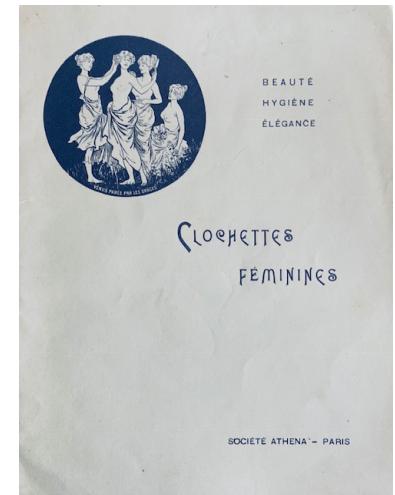
123. [Women] Société Athena. *Beauté, Hygiène, Élégance. Clochettes Féminines.* Paris: [Chaix, 1905.] 16 cm. 16pp + pictorial wrappers. ¶ A descriptive priced catalogue for this firm's large line of various products to aid in the health and beauty of women... more than just skin cream... tonics, laxatives, chest creams, hair revitalizers, bath soaps, and a line of perfumes. Not located in OCLC.

35.

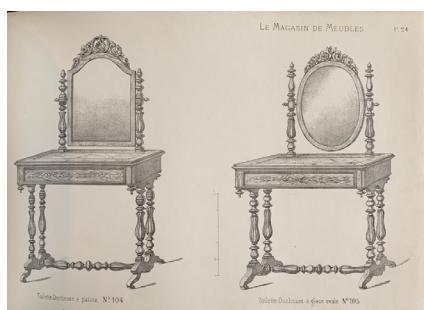


122. [Viticulture] Souchu-Pinet. *Instruments Agricoles et Viticoles.* Catalogue No. 32. Langeais, 1911. 24 cm. 86pp + wrappers; tear on rear wrapper. ¶ Profusely illus. trade catalogue with hundreds of small woodcuts depicting a wide offering of small plows (for planting or cleaning between rows), and other products for preparing the soil plus a line of different pressing mills. Not in OCLC.

45.



Paris Printer's Specimen Book of Furniture Illustrations



124. [Printing] Quetin, V[ictor] L. *Le Magasin de Meubles. No 2. Album complet & référence de tous les meubles qui se fabriquent à Paris.* Contenant environ 300 modèles dessinés en perspective. Paris: Quetin, n.d. [ca. 1855]. Oblong 4to (29 cm). Title leaf + 110 lithographed plates, numbered 1-94 + 16 additional plates ["bis"]. Original green leather over thick cloth boards, wear on corners and spine rubbed, otherwise a good copy with plates in very good condition.

450.

¶ Excellent catalogue of the range of wooden furniture then being fabricated in Paris, from a printer located on the outskirts of town, at 58 Faubourg St. Antoine. Quetin's office was located, in fact, on the third floor of a building whose other tenants included at least three furniture makers (and the block held even more). In fact, Quetin printed the billhead for the firm of Puard-Gouffé, located in the building, and he decorated that sheet with four small wood-cuts. Quetin issued a number of illustrated catalogues in his *Magasin de Muebles* series over a period of years, with some of the later numbers printed in chromolithography (this early volume is only plain lithography). Every sort of piece is shown and captioned, from tables, chairs, toilettes (some with bidets built in and many with attached mirrors), beds, armoires, buffets, to desks, book cases, and other pieces.

OCLC notes only the Getty and Smithsonian copies of this issue, with this entry: "Undated, but published sometime in the latter half of the 19th century. The series *Magasin de meubles* was published ca. 1850 to ca. 1880. The plates are numbered from 1 to 94, with the following numbered plates added in the sequence: 10 bis; 11 bis; 12 bis; 13 bis; 16 bis; 22 bis; 23 bis; 25 bis; 32 bis; 40 bis; 55 bis; 69 bis; 82 bis; and 87 bis. Includes index." My copy does not have [4]pp preliminary to the plates as noted in OCLC—nor is there any evidence of those leaves having even been present herein. However, this copy does have two extra plates—67 bis and 81 bis—not noted in the OCLC collation.