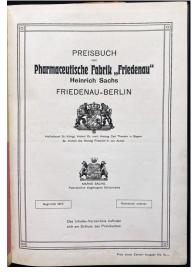
## An elegantly printed German pharmacy catalog from the beginning of the 20th century.

## SACHS, Heinrich. Preisbuch von pharmaceutische Fabrik "Friedenau".

Friedenau-Berlin, Henrich Sachs, [c.1906].

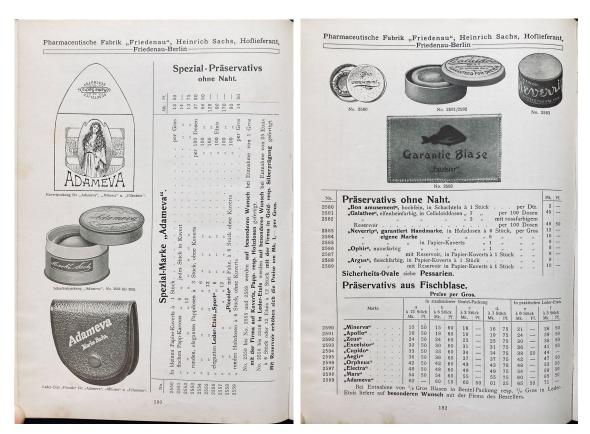
(27 x 19 cm). 225 pp. Green publisher's canvas stamped in gilt on the covers. Some fading to the gilt, a bit of rubbing to the head and tail but an exceptionally well-preserved catalog. [We date the catalog based on the mention of an exhibition prize awarded to the firm in 1906].





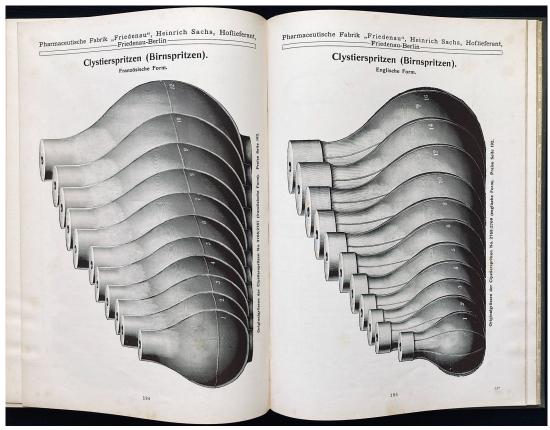
\$650

Catalogue of pharmaceutical products, in German, illustrated with attractive drawings of the firm's products, largely in wood engravings but also a few photogravures. This is a finely produced catalog, nicely bound in cloth, elegantly illustrated, and printed on coated paper. The firm offers a wide range of products from soaps, toothpaste, condoms, and personal hygiene products, to bandages, first aid kits, support garments, combs, brushes, as well as syringes, medical equipment, hardware, etc. The catalog benefits greatly from the illustrations, is highly detailed and includes pricing and sales information for purchase by mail order.

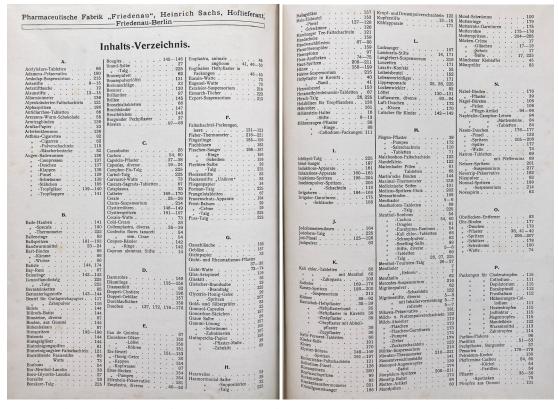


Above: There are a number of options for condoms offered, with discreet carrying cases.

The rich illustrations give a good sense of the breadth of the items offered, as well as the smart graphic design of the period and the manner in which products that might not otherwise be discussed in polite company are displayed without self-consciousness:



The index (2 of 3 pp. shown below) gives a detailed account of the firm's broad selection of products.



Gerald W. Cloud Rare Books + Manuscripts + Archives 410 Hauser Blvd #10J, Los Angeles, CA 90036

