

Vilmos Huszár (Dutch, born Hungary. 1884–1960)  
Branding for **Miss Blanche Cigarettes**, c. 1926–28



Proof  
Letterpress  
4 3/4 x 3 3/8" (12.1 x 8.6 cm)



Proof  
Letterpress  
10 5/16 x 7 5/16" (26.2 x 18.6 cm)



Proof for poster  
Letterpress  
4 9/16 x 7 1/16" (11.6 x 17.9 cm)



Display card  
Lithograph on board with stand  
11 3/4 x 7 1/2" (29.8 x 19.1 cm)



Packaging  
Lithograph  
9 1/4 x 6 5/8 x 3" (24.5 x 16.8 x 7.6 cm)



Mirror case  
Painted metal  
2 5/8 x 1 7/8 x 1/4" (6.7 x 4.8 x .6 cm)



Printed advertisement (from unknown publication)  
Lithograph  
9 15/16 x 7 1/16" (25.2 x 17.9 cm)



Proof  
Letterpress  
8 3/4 x 6 5/8" (22.2 x 16.8 cm)



Advertising cart  
 Halftone photograph  
 Sheet: 5 13/16 x 9" (14.8 x 22.9 cm)



Coupon 1 (recto and verso)  
 Lithograph  
 1 1/2 x 2 1/2" (3.8 x 6.4 cm)

Coupon 3 (recto and verso)  
 Lithograph  
 1 1/2 x 2 1/2" (3.8 x 6.4 cm)

**DE VOETBALWERELD  
IN KARIKAATUUR**

DOOR  
**CH. A. COCHERET**  
MET BIJSCHRIJFJES VAN  
**H. A. MEERUM TERWOGT**



**MISSBLANCHE  
VIRGINIA  
CIGARETTES**



UITGEGEVEN DOOR  
**THE VICTORIA EGYPTIAN CIGARETTE COMPANY**  
PRIJS 25 CENT  
V.H.

Printed advertisement on the back cover of Ch. A. Cocheret, *De Voetbalwereld in Karikatuur* (The Soccer World in Caricature), 1927  
Letterpress  
7 3/8 x 9 1/2" (18.7 x 24.2 cm)

WOENSDAG 5 JANUARI 1926 - EEN EN ZESTIGSTE JAARGANG - NO 15

**KATHOLIEKE ILLUSTRATIE**  
ROMAN-BIJVOEGSEL

**„IK ZAL HET VERGELDEN“**  
Door **PHILIP SHEPARD**

Mijn naam is... (The text continues with a story in Dutch, mentioning a man named Philip Shepard and his adventures.)

**KLM**  
SNIJDE VRACHTDIENST  
LONDEN  
AMSTERDAM  
ROTTERDAM  
vloe vlieg

**„TIJD IS GELD!“**  
Door **PHILIP SHEPARD**

„Het was een... (The text continues with a story in Dutch, mentioning a man named Philip Shepard and his adventures.)

**Miss Blanche  
VIRGINIA  
CIGARETTES**

Printed advertisement in *Katholieke Illustratie* January 5, 1926), no. 15  
Letterpress  
14 3/4 x 10 3/4" (37.5 x 27.3 cm)

HET LEVEN 863

**Bezoek Henri ter Hall's Revue**

„Mijn naam is... (The text continues with a story in Dutch, mentioning a man named Henri ter Hall and his adventures.)

**„Union Theater“**  
YANKIE VRIJDAG, 1 JULI  
De eerste week van... (The text continues with a story in Dutch, mentioning a man named Union Theater and his adventures.)

Printed advertisement in *Het Leven* (1926), p. 836  
Letterpress  
11 3/4 x 8 7/8" (29.8 x 22.5 cm)