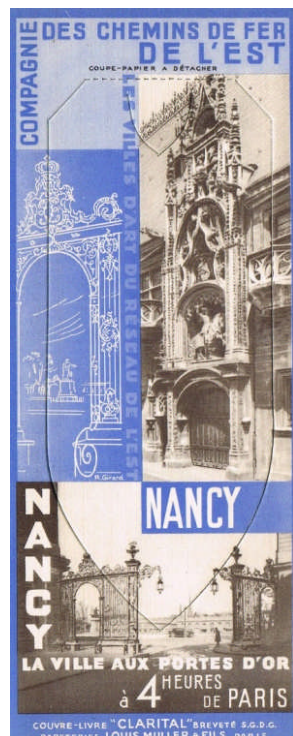
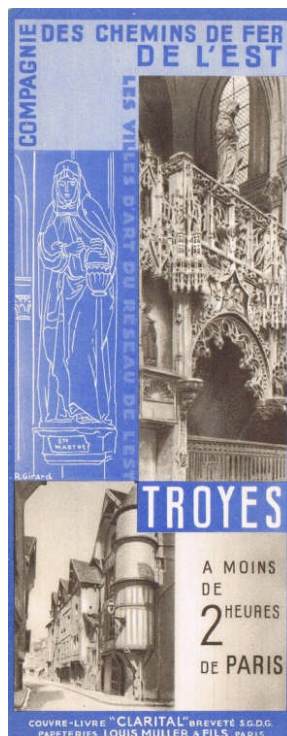


Railways and Luxury Goods



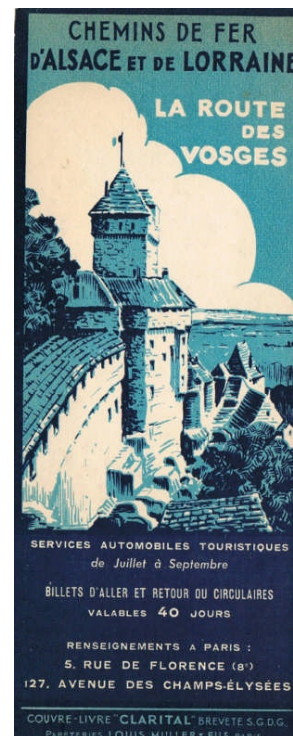
37a Nancy – the town with the golden gates, 4 hours from Paris.



37b Troyes, less than 2 hours from Paris.



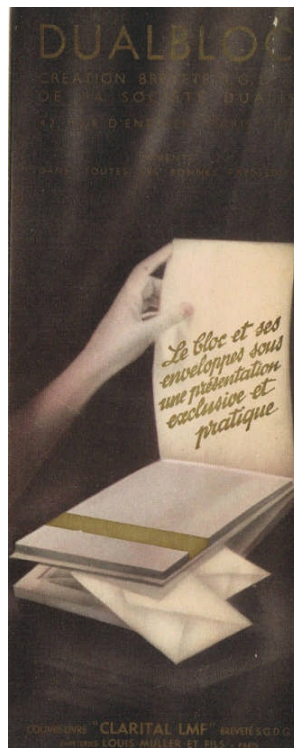
38a The Vosges mountains – the nearest ski slopes to Paris.



38b Go to the Vosges. Tourist bus services July to September



39a Coty luxury perfumes. New soap perfumed with 'red ribbon' eau de cologne.



39b Writing pad and envelopes in an exclusive yet practical presentation pack.



40a Philips, the invisible ingredient. Our purchasing power, production skills and the world's greatest technical experience give every Philips radio the unbeatable plus factor.



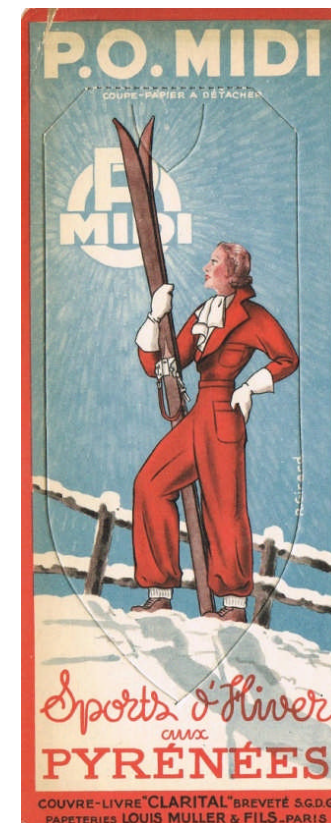
40b Do you know what this is? The Magic Atlas is an informative magazine about the mysterious world of radio waves and TV. Ask for your free copy...



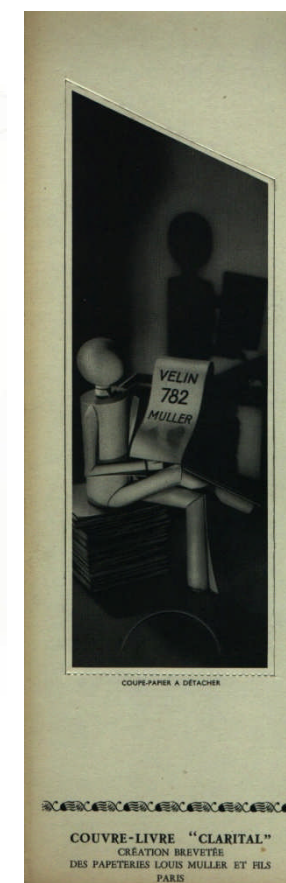
The
'Clarital'
products
of
Louis Muller & Fils

Georg Hartong

Bernard Urbain



an occasional paper of The Bookmark Society





The Listing

This compilation lists all the known Clarital 'bookmarks' and is the fruit of assiduous research and many years' collecting.

Georg's introductory article gives the background to the products, and is followed by Bernard's listing of the two main types. Each item is also individually illustrated in colour, with a caption and some comments. For only one, 31b, is no Clarital image available, and a monochrome outline is given of a similar bookmark, but from a different series.

The Authors

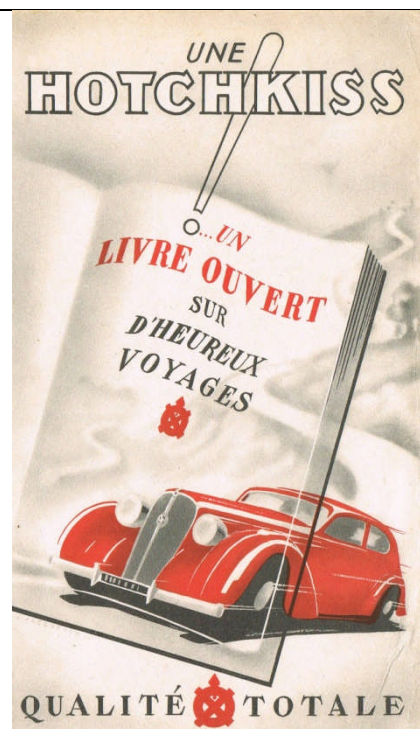
Georg and Bernard have collected bookmarks for many years. Georg lives in Deventer, Netherlands, and Bernard in Marseille, France. Most of the bookmarks illustrated here come from their own collections, but in a few cases they are grateful to friends for the provision of an image.

Georg may be contacted at:
georg.hartong@hotmail.com

Bernard's email address is:
bernard.urbain@gmail.com

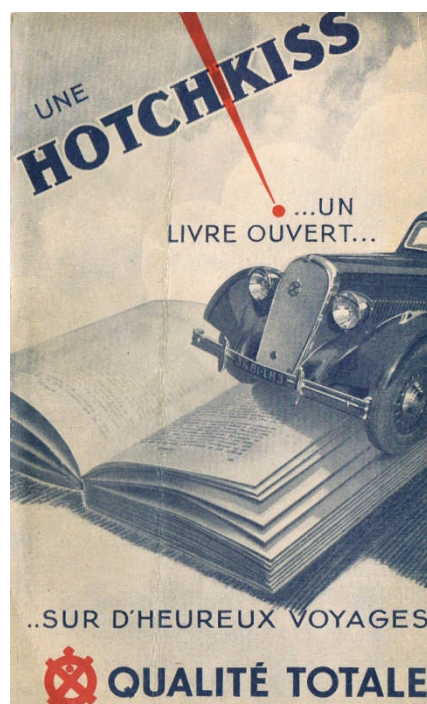
The Languages

In the main list the text is quoted in French, with comments in English. Captions to each picture give an English translation of the text, except where this consists purely of place names.



Ib (above) and IIb (below)

A Hotchkiss ...an open book on trouble-free travel. Absolute quality.

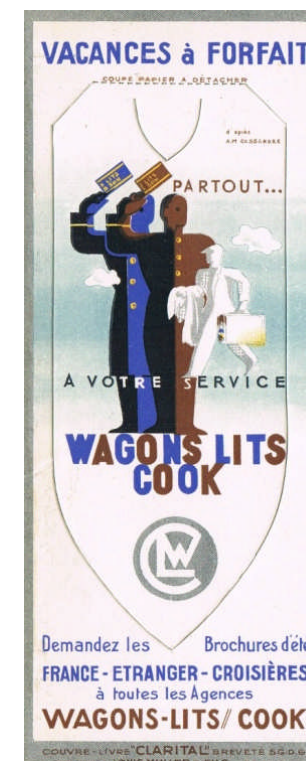


Cooks Tours, Sleeping Cars and Cross-Channel rail services The International Company of Wagons-Lits operated sleeping cars throughout Europe.



33a Travel is an art. 1936 man travels with Wagons-Lits/Cook.

33b A good meal, a good bed, a good journey.

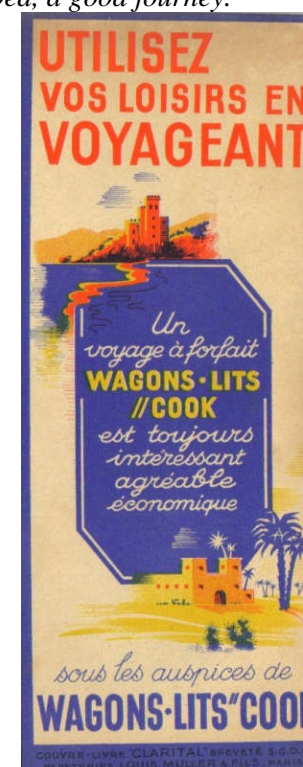


34a Package holidays anywhere... at your service
34b Sleeping car comfort within everyone's reach (1st, 2nd, 3rd class).



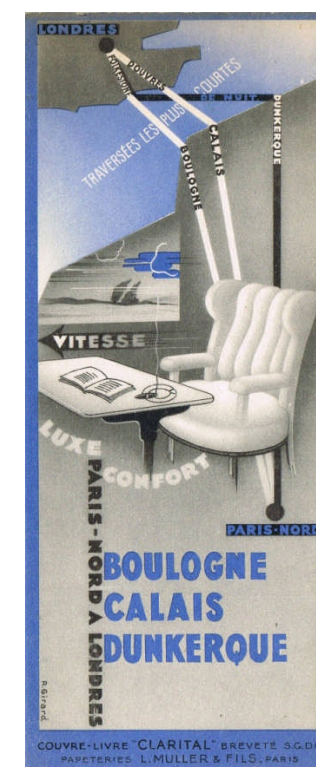
35a Paris – London without getting out of bed. Through sleeping cars by Channel ferry.

35b Use your leisure to travel. A Wagons-Lits/Cook package tour is always interesting, enjoyable, inexpensive.



36a Paris (Nord) to London – day and night service. Speed, luxury, comfort by night via Dunkirk-Folkestone.

36b The shortest crossings. Speed, luxury, comfort.



Dictionnaires Larousse :

28a : Pour lire avec profit...figure reading, seen from behind
28b : Pour votre culture, Grand Mémento Encyclopédique Larousse

Renault :

29a : faites votre chemin avec une; red saloon car
29b : une gamme complète de véhicules industriels; red lorry

30a : les voitures de l’expérience au service... red open-top car
30b : une gamme complète d’avions nouveaux... red plane

*31a : gamme complète de véhicules industriels ; lorry and ‘Renault’ in red (*not illustrated*)
31b : les routes du ciel vous sont ouvertes...(different red plane)

Autorail :

32a : Caen à 2h30 de Paris par autorail Renault
32b : « Ce qu’il faut savoir » ; Dieppe ; St Lazare station buffet

Wagons-lits Cook :

33a : Man with suitcase; Voyager est un art; L’Homme 1936 voyage...; with ‘coupe-papier a detacher’;
dessin d’après A.M. Cassandre
33b : Une bonne table, un bon lit, un bon voyage...

34a : Homme avec 2 grooms; Vacances à Forfait; with: ‘coupe-papier a detacher’
34b : le confort en wagon-lits, 3 interior views of compartments

35a : Paris Londres sans quitter son lit (small drawing of boat)
35b : Utilisez vos loisirs en voyageant sous les auspices de W.L.Cook

Chemin de fer du Nord / Paris-Nord à Londres :

36a : service de jour, service de nuit (train, ferry, speed symbol); with ‘coupe-papier a detacher’
36b : luxe, confort; Boulogne, Calais, Dunkerque; signed R. Girard

Compagnie des chemins de fer de l’Est

37a : Nancy, la ville aux portes d’or à 4 heures de Paris
37b : Troyes, à moins de 2 heures de Paris;
a+b: 2 photos and drawing signed R. Girard

Chemin de fer d’Alsace et de Lorraine

38a : Les Vosges; woman skiing, blue background
38b : La route des Vosges; drawing of castle

Coty / Dualbloc :

39a : drawing of a hand holding a box of Coty soap
39b : drawing of a hand with writing pad and envelopes

Philips / L’atlas magique :

40a : L’élément invisible PHILIPS
40b : Savez-vous ce qu’est L’ATLAS MAGIQUE

Type 3

Papeteries Louis Muller et Fils Paris

Aa : ‘Velin 782 Muller; at the bottom : ‘Couvre-livre « Clarital » (*illustrated on front cover*)
Création breveté des papeteries Louis Muller et Fils Paris’; with ‘coupe-papier a détacher’
*Ab : not yet known

The French ‘bookmarks’ CLARITAL

Georg Hartong

The Bookmarks

There is a general lack of knowledge about the French bookmarks called Clarital, even in France. The Claritals are commonly described as bookmarks and they were and are certainly frequently used as bookmarks, even parts of them, but in fact they were not meant to be bookmarks! The Claritals illustrate a period of French book history, the interbellum period, when many French books like novels and prose-fiction were published in wrappers with the pages uncut.

Then Louis Muller from Paris, owner of a paper factory and stationery shops (in French: *papeteries*) invented a useful tool for the book lover: a pair of stiff cardboard rectangles, measuring 18.5 x 7.5 cm, connected by 25 cm cellophane of the same height. This pair was marketed as a bookcover or dust jacket (French: *couvre–livre*) and in one of the rectangles is a push-out papercutter (French: *coupe-papier*). The front of the rectangles features an advertising message, designed by a graphic artist. At the bottom of both rectangles is printed:
Couvre-livre “CLARITAL” breveté s.g.d.g. [= protected by registration]
Papeteries LOUIS MULLER & FILS. PARIS

The Clarital pair seemed at first sight to be a useful tool, but in fact the cellophane part was unfit for this purpose: too vulnerable, too breakable. The cardboard rectangles survived in large quantities, but it is extremely difficult to find a complete Clarital pair with the undamaged cellophane still present: most Claritals only have the remains of cellophane!

Many people do not even know that the rectangles form a pair, so many single Clarital bookmarks are offered for sale and even the pushed-out papercutters, described as bookmarks! At the current time 40 of these Clarital pairs are known. We call them **Type 2**.

The stiff cardboard Clarital pairs are an improved version of an earlier pair, (*see page 2*) made of thin paper, measuring 18.8 x 10.8 cm, not providing the push-out papercutter, but with the cellophane between the rectangles. The text at the bottom (only appearing on one rectangle) is printed in much smaller type. Of this **Type 1** only two pairs are known so far.

Recently we discovered the existence of a **Type 3**, measuring 18,2 x 6,0 cm, with the *coupe-papier* in one part, used by the *papeteries Louis Muller et Fils*, to promote their own paper.

The Family History

At the end of the 19th century Louis Muller, a Jew, left Germany with his family and went to France. In Paris Louis Muller founded his *papeterie*, at 38 Rue de Flandre. In 2011 the firm still exists, but at the address: Quai De la Seine, Paris 75019. His two sons Marcel and Alfred, born in Paris, joined the firm, now *Papeteries Louis Muller & Fils*. It was probably at the end of the twenties that Louis Muller invented his Clarital bookcovers, producing them until World War II.

In September 1940 Marcel Muller, his wife Germaine and son Philippe left Paris for Grenoble, where they met Marie-Jeanne Batt. In January 1942 Alfred Muller and his family also came to Grenoble. The brothers continued to work for the *papeteries*, with help of the Batt family.

On 11th November 1942 Grenoble was occupied by the Italians and on 8th September 1943 German soldiers replaced the Italians. At that point the Marcel Muller family left Grenoble and moved into Voiron, department de l’Isère(38). Marcel and Germaine were arrested on 9th March 1944 and kept in prison for two weeks, severely interrogated and deprived of their properties.

They returned to Voiron and acquired a new identity, Mr. and Mrs. MANSARD, with the help of Pierre Batt, the husband of Marie-Jeanne and a typographer by profession. Then they went into hiding until the liberation of France: Marcel was taken into the sanatorium of Saint Hilare du Touvet (Isère) and Germaine and Philippe went to a small hotel at Goncelin (Isère). During this period Pierre and Marie-Jeanne Batt were a great help and support for the Muller family. Recently the Batts were nominated for the Jewish Yad Vassem decoration.

After the war the Muller families returned to Paris. They continued the *papeteries* until the present day, but the Claritals were never put into production again.

Clarital: the List

Type 1:

Hotchkiss / Antar

Ia : Antar l’huile de France prolonge la vie de la voiture (grey/red/black); with Clarital-address; design: Printel Paris

Ib : une Hotchkiss ... un livre ouvert sur d’heureux voyages (grey/red/black);
a + b: drawing of cars

IIa : Antar l’huile de France prolonge la vie de le voiture (blue/red); with Clarital-address
IIb : une Hotchkiss ... un livre ouvert ... sur d’heureux voyages (blue/red);
a + b: photographs of cars

Type 2,

Compiled by Bernard Urbain:

The rectangle mentioned first (a) contains the push-out papercutter (*coupe-papier*)

P(aris) O(rléans) Midi :

1a: ski scene signed Joë Bridge (Luchon, Superbagnères)

1b : young skier with hands on hips looking at a poster with the names of resorts (Luchon, Super Bagnères...) signed J.B.

2a : motor car and open bus, yellow background; signed R. Girard

2b : crowded with illustration, a winding road with destinations (Châteaux de la Loire, l’Auvergne, la côte basque...) yellow-ochre background; signed R. Girard

3a : Evaux-les-Bains, woman with arms in the air, red background, signed R. Girard

3b : river valley, train on viaduct, tourist resort 460 m d’altitude, signed R. Girard

4a : La route des Landes, turpentine products, figure with 4 arms

4b : Bassin d’ Arcachon, étang des Landes, lake/forest scene, pink background; signé R. Girard

5a : Auvergne and Pyrénées, woman with skis on her shoulder, signed Hervé Baille

5b : Pyrénées Auvergne, 4 skiers tracing the names of resorts

6a : woman skier in red outfit with skis upright; signed R. Girard

6b : red skier with arms outstretched on the summit

7a : La Baule, Breton woman from behind, signed Joé Bridge; Clarital address with : L.M.F.

7b : La Baule les Pins, Breton man with woman ‘tourist’; signed Joé Bridge; no address

8a : Châteaux and monuments of the Loire Valley, colonnade design...

8b : Châteaux of the Loire, 3 photos of châteaux

P(aris) O(rléans) Midi / The Olympic policy:

9a : PO midi; woman in orange skiing down a slope; signed Joé Bridge

9b : The Olympic; car insurance, 1 rue de Clichy

P(aris) L(yon) M(arsille) :

10a : Vos Vacances à la Mer sur la Côte d’Azur; signed R. Girard

10b : vos Vacances à la Montagne en Savoie Dauphiné; signed R. Girard; no address

11a : L’Hiver et l’Été au bord de la Mer sur la Côte d’Azur, couple with sunshade, signed R.G;
address only : breveté s.g.d.g. papeteries louis muller & fils. Paris; no Clarital mentioned

11b : L’hiver et l’été à la montagne Alpes Jura ; signed R. Girard, same address as 11a

Continued on page 13

Listing continued from page 4

Loterie Nationale :

12a : Qui n’a pas gagné va gagner; signed Poulbot

12b : Si vous saviez, Madame, comme mon mari... signed Poulbot

13a : La Loterie Nationale peut vous payer vos vacances; man and woman diving

13b : Saisissez la fortune; signed A. Simon. Création Redoul et fils

Régie Française :

14a : tabac de Virginie Week-end, figure with cane ; after René Vincent

14b : Celtique, figure with bagpipes; after René Vincent

15a : cigarettes week-end goût anglais, figure with open packet; after René Vincent

15b : Celtique, figure with bagpipes; after René Vincent

16a : Celtique, figure with bagpipes; after René Vincent

16b : Naja ; signed F. Fabiano

Compagnie Generale Transatlantique :

17a : photo : liner at sea

17b : photo : bridge, chip’s chimney, 3 women

18a : drawing of the liner Normandie

18b : drawing of lively scene with several figures on the bridge

Ford :

19a : plus de 1 million de V.8 ont montré la voie du progrès

19b : la nouvelle V.8-48, dessin voiture; no address

20a : plus de 1,4 million de V.8 ont montré la voie du progrès

20b : lisez la revue, texte; no address

Pari Mutuel + Réseau de la mer :

21a : « où aller le soir », aux courses de lévriers

21b : « ce qu’il faut savoir » de Paris à Londres + Paris Gd hôtel Terminus; no address

Goodrich Colombes :

22a : sécurité sur pneus équilibrés; drawing of a rolling wheel

22b : le pneu équilibré; drawing of a smaller rolling wheel

23a : le pneu G. super service, gd luxe pour les gdes randonnées

23b : les pneus G. à flancs blancs soulignent l’élégance de la voiture

24a : Éléance Sécurité sur pneus équilibrés; drawing of an upright wheel

24b : sécurité sur pneus équilibrés; a rolling wheel with roadside tree

Air France :

25a : le confort qui va vite ; signé R. Girard with: coupe-papier a detacher

25b : 87 villes, 29 pays, 4 continents desservis; no Muller address

26a : le confort qui va vite ; the same René Girard but not signed; with: coupe-papier a detacher ;
address: papeteries Louis Muller & Fils. Paris (Clarital not mentioned)

26b : réseau aérien mondial, 34 pays, 4 continents; no Muller address

Dunlop ‘90’ :

27a : Amusing drawing signed Delarue Nouvellière, pneu Dunlop ‘90’

27b : Similar design ; car with liveried chauffeur opening the door

Renault – on the move by road, rail and air



29a Make your way with a Renault.

29b A complete range of industrial vehicles for every purpose.

30a Cars with experience to serve today's lifestyle.

30b A complete range of new planes for modern needs.



31a A complete range of industrial vehicles for every purpose. (This is the image used by Clarital, but it has been taken from a non-Clarital bookmark.)

31b The paths of the sky are open to you thanks to Renault.

32a 'For businessmen' Caen is 2 hrs 30 mins from Paris.

32b 'What you need to know'. Meals and accommodation in Dieppe and Paris for the Dieppe-Newhaven crossing (Etat Railway Co).

P O Midi

The prenatalisation railway company covering Paris, Orleans and southwest France



1a

1b

2a The railway company and its associated bus links in the southwest

2b From south to north the road lists holiday destinations: Spain, the Pyrenees, the Basque coast



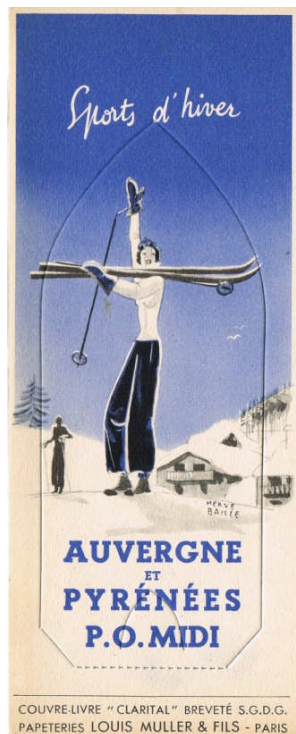
3a Evaux les Bains was noted for its spa waters thought to contain radium, good for treating rheumatism and gynaecological complaints

3b Evaux Spa – thermal springs resort, clean air resort, ourist centre

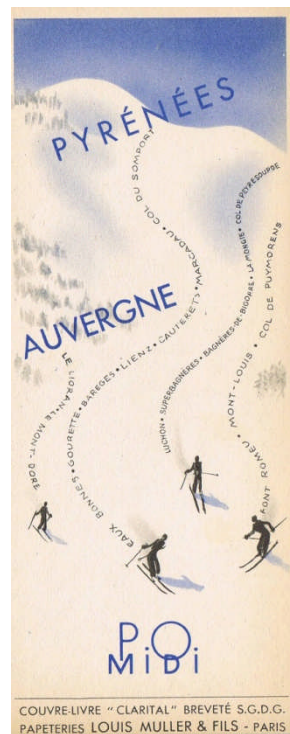
4a The way to the Landes. Wax, paints and polishes made from Turpentine spirit are the best Les Landes is an area famous for its pine forests. Turpentine is manufactured from the resin of pine trees.

4b A list of tourist destinations in the area..

More tourist attractions reached by the P O Railway



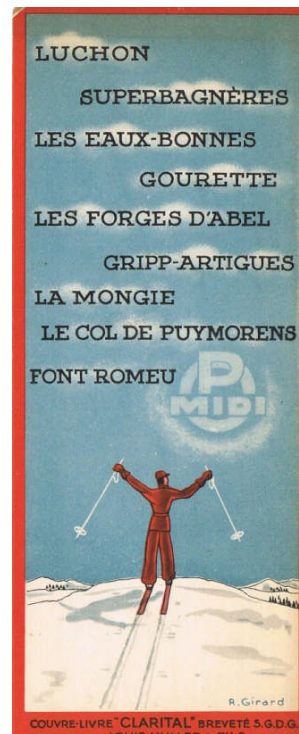
5a Winter Sports



5b



6a Winter Sports in the Pyrenees



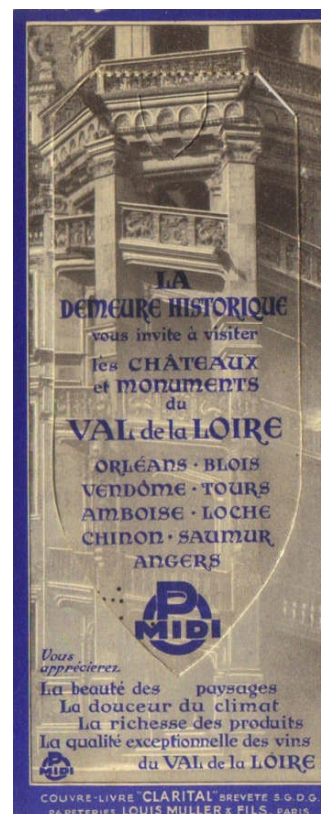
6b



7a La Baule tourist resort

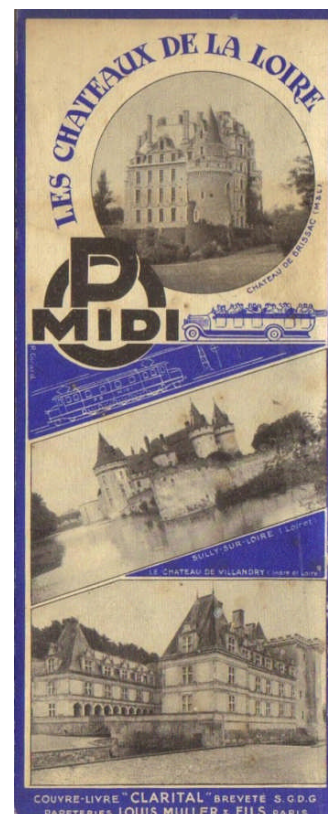


7b La Baule pine forests



8a La Demeure Historique (an association of privately owned historic buildings, founded in 1924) invites you to visit the chateaux and historic sites in the Loire Valley. Enjoy the beautiful countryside, mild climate and exceptionally fine wines.

8b The chateaux of the Loire



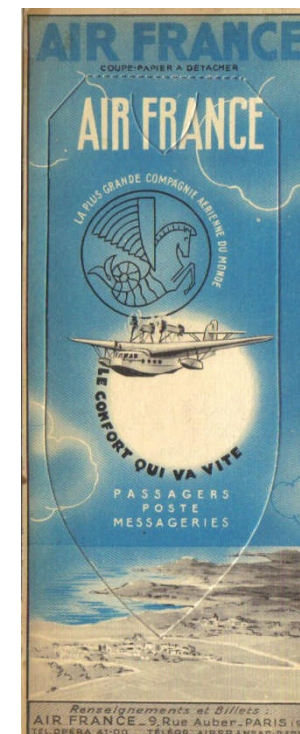
Air France, Dunlop and Dictionaries



25a Air France, the greatest airline in the world.



25b Air France. Serves 87 towns, 29 countries, 4 continents.

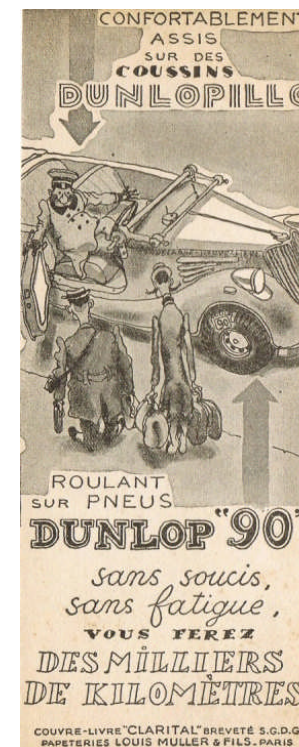


26a as 25a.

26b Air France worldwide air network: 34 countries, 4 continents.



27a With 'Dunlop 90' tyres you will gain thousands of kilometres.

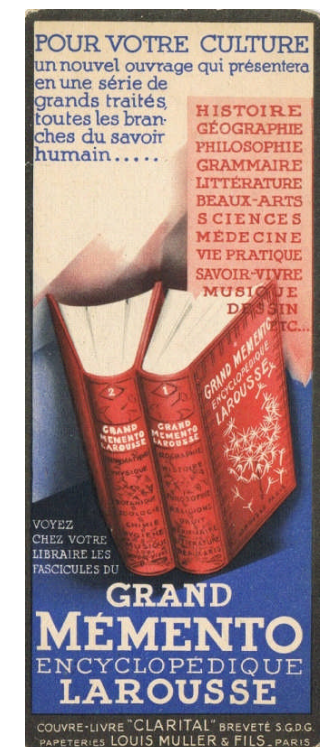


27b Comfortably seated on Dunlopillo cushions, driving on Dunlop 90 tyres, you will do thousands of kilometres without trouble or tiredness.

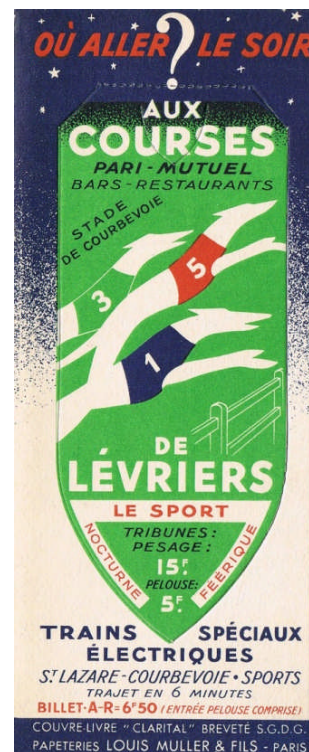


28a To read with profit, always have Larousse to hand.

28b For your education: a new work presenting every branch of human knowledge in a series of in-depth articles.

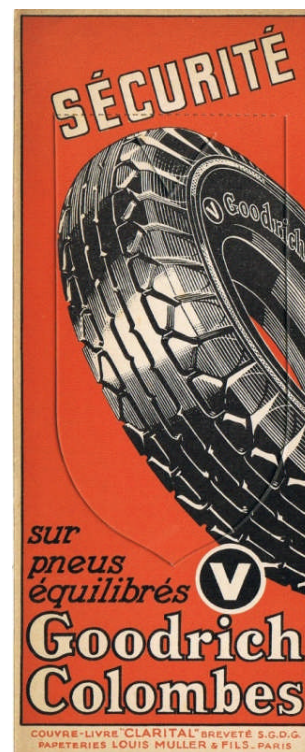


Trains to the Dogs, Tyres on the Road



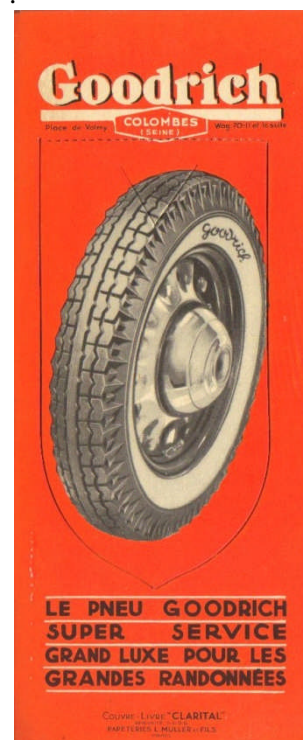
21a Where shall we go tonight? To the greyhound racing at Courbevoie, a 6-minute journey.

21b 'What you need to know.' Travel to London, station refreshments. 'Etat' (State) Railway Co



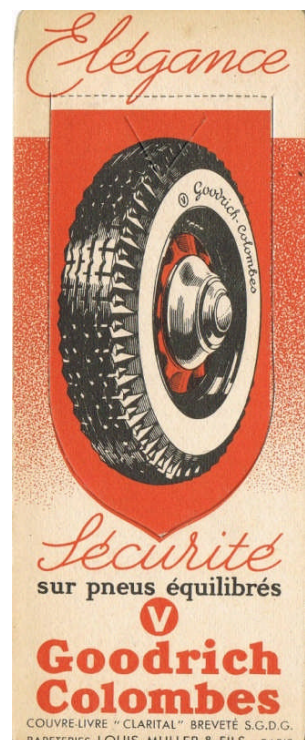
22a Security on balanced tyres.

22b Security. A balanced tyre makes for a good journey.



23a The 'Super Service' Goodrich tyre. Luxury for long excursions.

23b White walled Goodrich tyres emphasis the elegance of your car.



24a Elegance, Security on balanced wheels.

24b Security on balanced wheels.



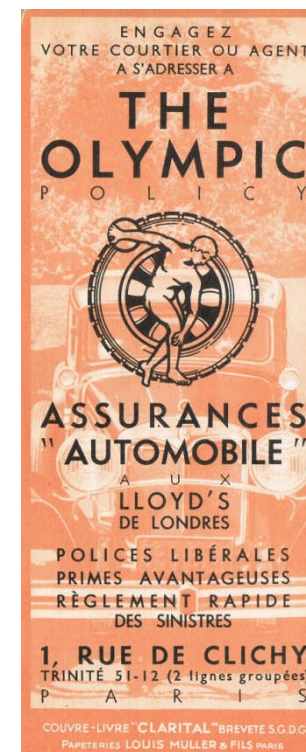
More Railway Bookmarks – and the National Lottery



9a Winter sports in the Pyrenees

9b Ask your agent to check out the Lloyd's Olympic Car insurance policy.

Generous conditions, reasonable premiums, fast settlement of claims.



10a Your seaside holidays on the Cote d'Azur. Sea bathing and sun bathing

10b Your mountain holidays in Savoy. Clean air, pleasure, health



11a Winter and summer by the sea, on the Cote d'Azur.

11b Winter and summer in the mountains – in the Alps and Jura. In the snow or under the summer sky, outdoor sports. Convalescence, rest, happiness and health



12a Those who have not won yet are going to win.

12b If you only knew how likeable my husband is now that he is a millionaire.



National Lottery and Cigarettes



13a The National Lottery can pay for your holidays

13b Seize your fortune

14a 'Weekend' Virginia tobacco (border) French Excise

14b Celtique large pack of 20 cigarettes, 3 francs. (border) French Excise



15a 'Weekend' cigarettes, English taste.

15b As 14b.

16a As 14b

16b The lowest priced Turkish cigarettes.

French Line and Ford motors



17a Regular passenger and freight services to...

17b All the year: round trips to North Africa, USA, Canada, Antilles.

In spring and summer: a unique choice of cruises in the loveliest parts of the world.

18a Regular luxury services to North America (east and west coasts), central America, the Antilles, Algeria, Tunisia, Morocco.

18b In winter, package tours to Algeria, Tunisia, Morocco. In spring and summer, a unique choice of cruises.



19a More than 1 million V8 have blazed the trail of progress.

19b Read the Review.

20a More than 1.8 million V8 have blazed the trail of progress.

20b Read the Review: in the October issue original photos, worldwide sporting news.