

Menschen oder Tieren, Büchsen, die sich öffnen wie ein Schrank oder wie ein Buch etc. etc.

Aber ich fange an, mich von dem mir gestellten Thema zu entfernen, denn hier handelt es sich schon nicht mehr um Packungen, sondern vielmehr

um Kunstgegenstände, die oft weit wertvoller sind als ihr Inhalt. Hier handelt es sich um eine ganze abgeschlossene Industrie, um den künstlerischen Geschenkartikel, und diesem Gegenstände müßte man schon ein besonderes Studium widmen.

Übersetzt von E. L.



PARFUM- UND
SCHOKOLADENPACKUNGEN
PERFUME AND
CHOCOLATE BOXES



FRENCH TRADE PACKINGS

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I should much have liked to have given a general survey of artistic packing of goods in France within the scope of this essay, and to have included the simple packings of everyday goods as well as the expensive covers of perfumes. But at the very beginning of these lines I must confess that whereas articles of luxury are presented in a really artistic get-up, the articles of daily life usually appear on the market in very mediocre wrappings. In fact, among these last goods I found nothing which it would be worth while to display in this place.

What is the reason of this mediocrity? Is it because effective packings are more expensive or more difficult to produce? No, this cannot be the case, for it is certain that without a greater expenditure on colours, or the use of more expensive paper or cardboard, but simply by the greater or lesser striking quality, the more or less fortunate choice

of colours, one can create wrappings which impress themselves upon the buyer, and which therefore add considerably to the value of the wares which they enclose.

It is the French manufacturer who is to blame for this mediocrity. At all times disposed to reject all advertisement, at least modern advertisement, he has absolutely no understanding of the importance which the outward presentation of the wares he has to sell may possess—even from a purely mercantile standpoint. All French provisions, for example, are sold in wrappings as like as peas. No French manufacturer ever seems to have thought of the systematic employment of his wrappings as a decorative element in the shop-window of the small dealer. It does not seem as if any one of them has ever said to himself: If my wrappings are more original, more interesting than the others,