



PARFUM-
PACKUNGEN

then the small dealer will unconsciously incline to give them the best position in the window. And thus presented in a prominent position, my wrappings will have a particularly good chance of impressing themselves upon the public.

Another reason for the poverty of the wrappings lies in the fact that the old French firms which were the first to put their wares on the market in packings under their especial signature, hesitate for traditional reasons to present their products in a new guise. When I criticized French posters I already called the attention of readers of this magazine to the fact that in France one must always reckon very considerably with the business-men's loyalty to tradition. Just as they themselves are dependent upon their own habits, so they fear to disturb the habits of their customers, and it appears to them that they are provoking a catastrophe if they alter as much as a label or a wrapper by which they had previously been recognized. It is certain, however, that this anxiety is exaggerated, for with a little ingenuity it is easy enough to accustom the consumer to something new.

Be this as it may: in any case I must confine myself here to the consideration of quite a special form of wrapper, that is, almost exclusively, the packing of toilet-articles, of perfumes and of sweets. At the same time, in the name of science, and in order to give an impression of the wrappings ordinarily in use, I shall display two wrappings which are got out by the French state cigarette manufacture for cheap quality cigarettes. Doubtless these wrappings are less interesting by a long way than those employed in many other European countries, more especially in Germany, but he who knows how the old cigarette packings of the French state manufacture used to look, will acknowledge that we have here the timid beginnings of more original and pleasing forms.

I also show an example of a box fashioned by Loubok for a particular brand of lead-pencil, "L'Atlantide" which is not without interest.

Wrappings for Articles of Quality.

The wrappings created for articles of quality, on the contrary, are extraordinarily interesting, manifold and often extremely original. This is to be attributed on the one hand to the fact that the gigantic competition among these articles in Paris forces the various manufacturers continually to differentiate the wares which in themselves are so similar: on the other hand it is also conditioned