



ENTWURF W. GEIGER

W. CYLIAX DESIGN

ORELL FUSSLI-VERLAG, ZÜRICH

SCHUTZUMSCHLÄGE / BOOK-WRAPPERS

RUDOLF GABRIE

## THE BOOK-WRAPPER

THE wrapper to protect the book-cover, which to-day is almost a part of the book itself, has undergone many a change in the course of its development, both outwardly and in idea. At first it was merely a naked protective jacket, at the same time serving as a cover for the serious or merry intellectual fare between the boards; but it has developed to a proclaimer of titles, an arabesque, a fanfare of trumpets, fitted out with all the finesse, both in picture and text, of which modern advertisement makes use. Neither the shop-window nor the counter of the book-shop can afford to do without its appeal, and although it at first leaves the visitor in doubt as to the form and material



ENTWURF O. E. WAGNER DESIGN

O. W. BARTH-VERLAG, MÜNCHEN